

Monthly Newsletter

JULY 2024 EDITION



Interesting topics

- Unleash your business potential with womenpreneur pitch-a-ton africa season 6
- Meet our stars
- Timeless african style that you can rock with confidence

*Featuring the Past
Womenpreneur Pitch-a-Ton
Winners*

Read more on page 6...



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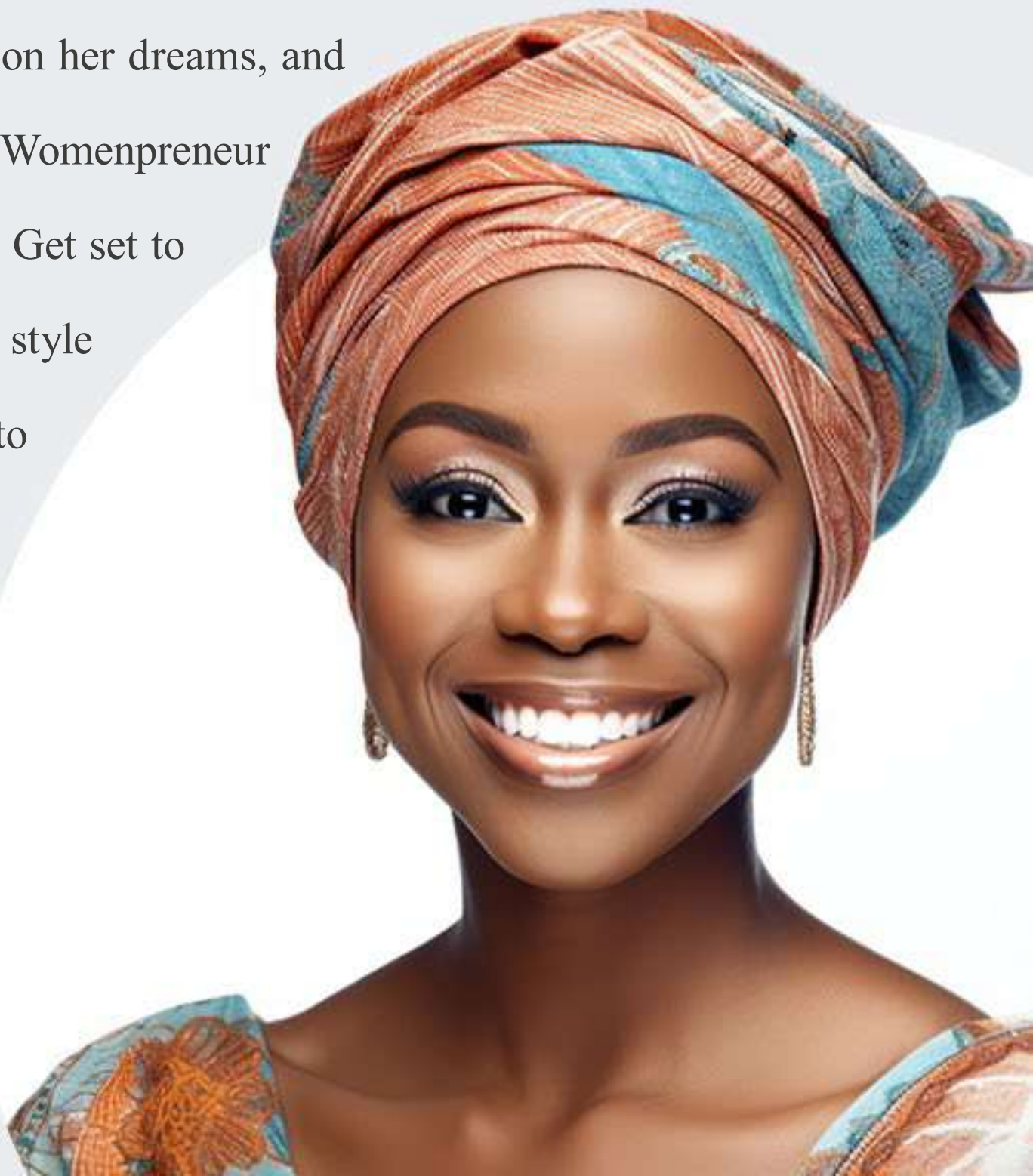
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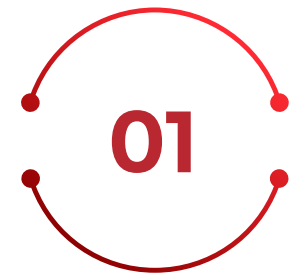
Hello Ladies!

Welcome to our July newsletter edition! Last month, we discussed proven strategies to close out on business deals, keeping safe during the rainy season, the W Health Loan advantage and so much more. Interestingly, we also had a special Father's day campaign where we encouraged community members to share a selfie/picture with their father and tag us. Did you miss out on these? If yes, worry less because you can still catch up when you visit any of our social media handles on X, IG, and Facebook @thewcommunity, or subscribe to our YouTube channel @The W Initiative.

W is excited to share inspiring stories, practical tips, and empowering resources to help you thrive! Get ready to be inspired by our feature story on Amina, the female business owner who didn't give up on her dreams, and some of our stars from the Womenpreneur Pitch-a-Ton program. What's more? Get set to read our timeless African fashion style tips to help you slay effortlessly to that pitch, event or owambe! Grab a refreshing glass of your favourite drink, sit back, and enjoy this month's newsletter!



Unleash your business potential with
**WOMENPRENEUR
PITCH-A-TON AFRICA
SEASON 6!**



In a bustling town in Nigeria, Amina, a passionate and driven entrepreneur, has been tirelessly working on her footwear business. Despite her hard work, she has overtime faced numerous challenges in expanding her brand. One evening, as she was scrolling through her social media feed, she stumbled upon a life-changing opportunity – the Womenpreneur Pitch-a-ton Africa, powered by Access Bank's W Initiative. Launched in 2019, the Womenpreneur Pitch-a-ton program is the first of its kind; the largest business growth platform in Africa channeled towards providing women entrepreneurs with unparalleled support. Amina learned that in its maiden edition, the program offered a free mini-MBA certification to 50 women entrepreneurs in Nigeria, along with financial grants worth N9 million to the top 3 applicants, in collaboration with the International Finance Corporation (IFC), a member of the World Bank Group. Over the years, this initiative has expanded to 10 other African countries, impacting over 645 women entrepreneurs across the continent.



Amina eagerly read about the upcoming Season of the program. As the application deadline approached, Amina submitted her pitch with a mixture of nervousness and excitement. She knew that this program could be the turning point for her and her business.

Determined to seize this chance, Amina visited www.womenpreneur.ng and meticulously prepared her application. She envisioned the growth and innovation she could bring to her business.

The possibility of winning up to a 5 million Naira grant and an IFC-certified mini-MBA filled her with hope and determination.

Alas! Womenpreneur Pitch-a-ton Africa, was not just a competition; it was a gateway to realising her dreams and making a significant impact in her community.

This year, the initiative seeks to empower 120 women entrepreneurs in Nigeria with a mini-MBA certification and grants worth over N20 million. The opportunity to receive advanced business training and significant financial support felt like the breakthrough she had been waiting for.

Join Amina and many other ambitious women entrepreneurs in transforming your business dreams into reality. Visit www.womenpreneur.ng today and stand a chance to secure an IFC certified mini MBA and win up to 5 Million Naira grant. Let Access Bank's W Initiative guide you on your journey to success.



registration now open!

WOMENPRENEUR ★ PITCH-A-TON ★ season 6

Don't miss this chance to elevate your business
and be part of an empowering community.

Join the **Womenpreneur Pitch-A-Ton Season 6**
and take your entrepreneurial journey to new heights.

Visit **www.womenpreneur.ng**
to register today.

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How to effectively review your



Mid-year goals

As women, we wear many hats - mothers, daughters, sisters, friends, professionals, and entrepreneurs. Our lives are a beautiful mix of responsibilities, passion, ambition, and goals. Factually, life can get so busy that we sometimes lose track of our goals, and unachieved goals can also be overwhelming. This is why in this letter, we would help you reflect, review, reevaluate and reposition your goals. Let's talk about how to help you conduct an effective mid-year goal review for success.

Set the Stage

Oftentimes, there are valid reasons to be distracted but not today! Be determined to set a specific time for your review, ridding off distractions from home or work. Gather all relevant files, journals, and tools you use to track your goals. Setting the stage will give you a clear picture of where you stand.

Go Back to Your Vision Board

Do you remember the goals you set at the start of the year? Revisit them. Ensure you understand the specifics and the nooks and crannies of each goal. Confirm that they are still clear, relevant, and aligned with your overall vision. Reaffirming your objectives will set the foundation for an effective review.

Evaluate and Adjust Strategies

Assess the strategies and actions you took to pursue your goals. Identify what worked well and what did not. Modify your approach if necessary, which could involve changing tactics, reallocating resources, or setting new interim milestones. Adaptability is key to overcoming obstacles and achieving success.

Develop an Action Plan

Outline the steps you need to take for the remainder of the year. Create a detailed roadmap that includes specific actions, deadlines, and responsible parties. Set short-term milestones to break down large goals into manageable tasks with achievable deadlines. This structured plan will guide your efforts and maintain momentum. Lastly, Don't forget to journal; it will keep you focused, motivated and consistent, as you journey into achieving your goals. Reviewing your mid-year goals systematically can help ensure you remain on track and make informed adjustments to achieve your year-end objectives. With these tips, you are halfway to fulfilling your goals with clarity and confidence, setting yourself up for success. You got this queen!



Empowering Women Entrepreneurs Since 2019: Inspiring Stories from Past Womenpreneur Pitch-a-Ton Winners

The W Initiative's Womenpreneur Pitch-a-Ton, a flagship program of Access Bank, is a business growth platform dedicated to supporting female entrepreneurs in Africa. As we gear up for Season 6, we are celebrating the achievements of three outstanding women from previous seasons.

Meet the Stars



Margaret Obasi, Founder/CEO of Maziza Farms LTD (Season 3 winner). Margaret's pioneering work in sustainable agriculture has inspired a new generation of farmers.

Maryam Adebola-Salami, Founder/CEO of Mobaby Care (Season 4 winner). Maryam's innovative approach to baby care products has transformed the industry.

Ololade Okedare, Founder/CEO of Emerge Storylab LTD (Season 5 winner). Ololade's creative storytelling solutions have made a significant impact in the media space.

Their Journey

These women have demonstrated enviable resilience, courage, and determination. From pitching their ideas to scaling their businesses, they've overcome challenges and achieved impressive milestones.

Your Turn:

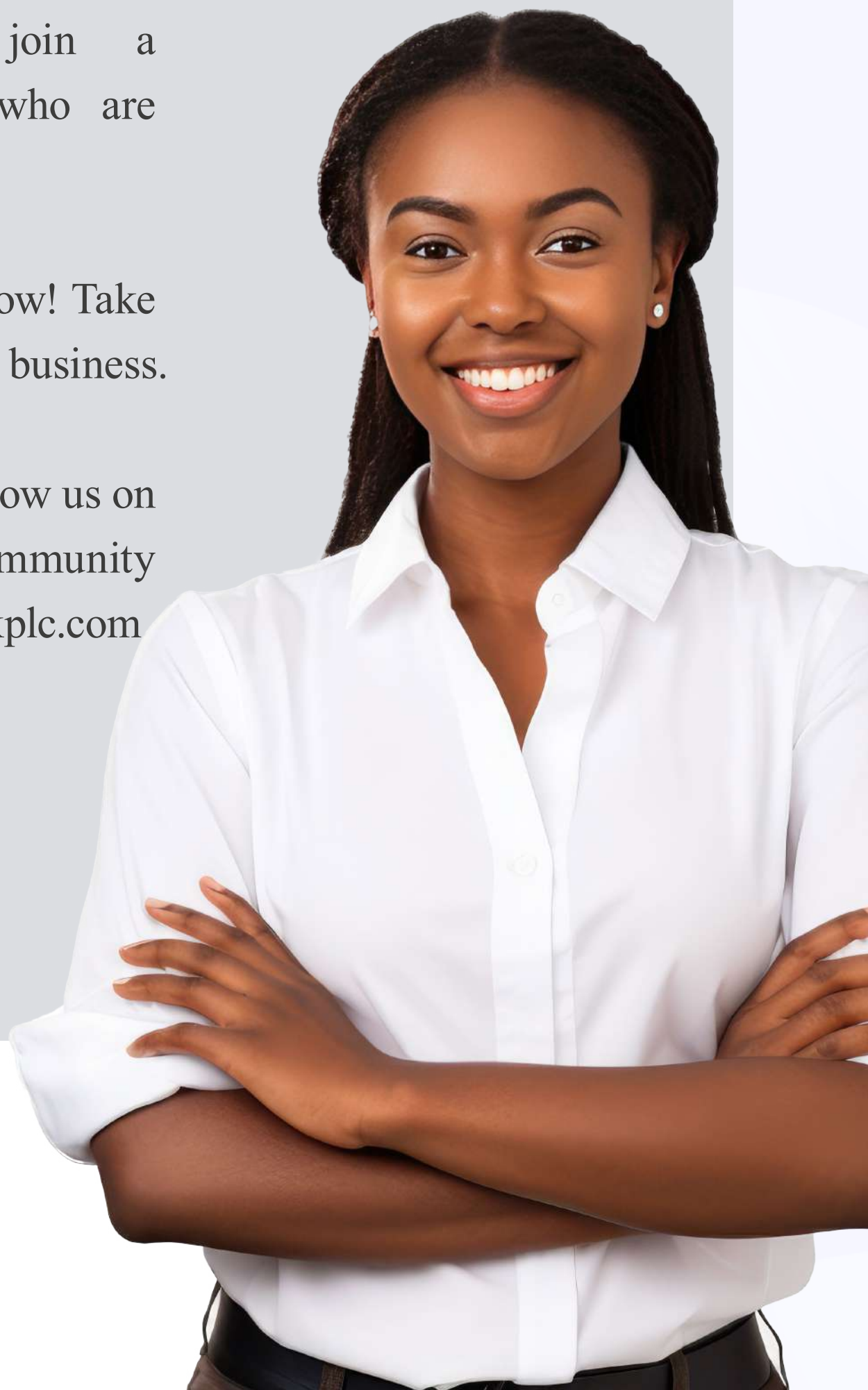
Are you a woman entrepreneur with a passion to grow your business? Apply for Season 6 of the Womenpreneur Pitch-a-Ton and join a community of like-minded women who are changing the face of business in Africa.

Don't miss this opportunity!

Visit www.womenpreneur.ng to apply now! Take the first step towards transforming your business.

For more information and enquiries, follow us on Facebook, Instagram and X @thewcommunity or send an email to wcares@accessbankplc.com

***Good luck to all
of our applicants!
We are rooting for you!***



Congratulations



Women in Leadership Champion Award

Champion of the female economy 2024
by The Financial Alliance for Women



This or That

W Edition

Work from home

Work on Site

Coffee

Tea

Sneakers

Heels

Cinema

Beach

Wig

Braids

iPhone

Android

Cars

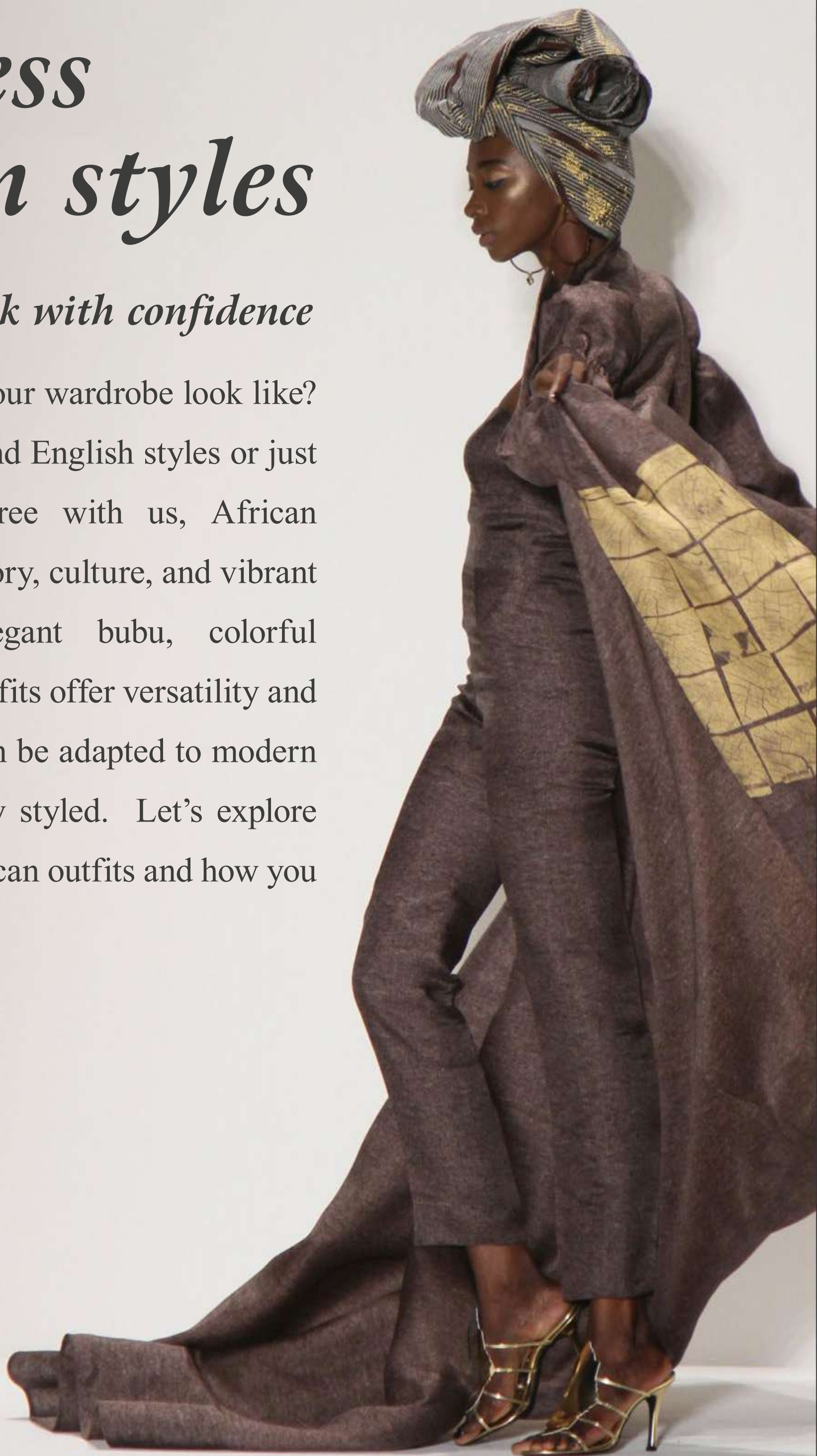
Jeeps

VS

Timeless african styles

that you can rock with confidence

Hey Sis, what does your wardrobe look like? A blend of African and English styles or just English? If you agree with us, African fashion is rich in history, culture, and vibrant aesthetics. The elegant bubu, colorful dashiki, and other outfits offer versatility and a unique flair that can be adapted to modern wardrobes if properly styled. Let's explore ideas on popular African outfits and how you can rock them!



Bubu: *The Epitome of Elegance*

The bubu, also known as buba, is a traditional West African garment that embodies grace and sophistication. It is a loose-fitting blouse or tunic often paired with a wrapper or skirt. If you are in for a rich aunty look, you should opt in for a bubu!



How to Rock a Bubu

Chic and Elegant: Pair a colorful bubu with a matching wrapper or skirt for a cohesive look, perfect for formal events.

Modern Twist: Combine a bubu with distressed denim jeans or trousers to add a contemporary edge.

Casual Comfort: Wear a bubu over a tank top or camisole for a relaxed and laid-back vibe.

Accessorise: Elevate your bubu with bold statement jewelry, like a chunky necklace or oversized earrings.

Pair with sandals, heels or sneakers for a stylish yet comfortable outfit.



Danshiki: *The Symbol of Pride*

The danshiki (or dashiki) is a colorful, loose-fitting shirt that originated in West Africa. It is often adorned with intricate embroidery and patterns. If you are in for a casual, comfortable or corporate casual wear, Danshiki is a great choice!

How to Rock a Danshiki

Casual Chic: Wear a danshiki with jeans or leggings for a casual, everyday look

Dress It Up: Pair a long danshiki with tailored pants or a pencil skirt for a more formal occasion.

Layering: Layer a short danshiki over a long-sleeve shirt for added warmth and style.

Accessorise: Complement the intricate patterns with simple jewelry to avoid overwhelming the look.

Footwear: Sneakers or flat sandals work well for a casual look, while heels can elevate the outfit for special occasions.

Kaftan: *The Luxurious Comfort*

The kaftan, a long, flowing robe, is synonymous with comfort and luxury. It is popular across various African regions and is perfect for both casual and formal settings.

Elegance: Wear a kaftan with intricate embroidery for formal events, adding heels and statement jewelry. You can also add a belt to cinch the waist for a more defined silhouette.

Vacation Ready: Opt for a lightweight, printed kaftan as a stylish cover-up for beach outings, picnics, etc. .

Footwear: Pair with sandals or espadrilles for a relaxed, comfortable look.



Aso Oke: *The Traditional Glamour*

Aso Oke is a handwoven fabric from Nigeria, often used for traditional Yoruba attire. It is luxurious and comes in various colors and designs.

Ceremonial Wear: Opt for an Aso Oke outfit for traditional ceremonies, adding intricate jewelry and headgear (gele).

Modern Twist: Do you remember Pelumi Nubi's aso oke outfit in celebration of her trip from Lagos to London? It was definitely a blast! Mix Aso Oke with contemporary pieces, like pairing an Aso Oke top with high-waisted trousers or try out new ideas from the internet.

Aso Oke can also be used for layering; use shawls made of this fabric to add a touch of tradition to modern outfits.

Footwear: Traditional slippers or modern heels can complete the look, depending on the occasion.

Enjoy these beautiful African styles and let your wardrobe reflect the rich cultural heritage and vibrant aesthetics of Africa.





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Must-have Emergency Kits for Every Woman's Bag

- *Wallet with a minimal amount of cash and your W Debit card*
- *Glam kit*
- *Phone with ICE number and GPS tracking*
- *Portable phone charging kit*
- *Mini first aid kit*
- *Water bottle*
- *Nose mask*
- *Small notebook and pen*
- *Hygiene kit with menstrual items*
- *Hand sanitizer, and wet wipes*
- *Lip balm*



climbing the career ladder

Would you agree with us that today's job market is fast-paced and ever-evolving? Therefore to thrive and stay ahead of the curve as W professionals, it is important to take proactive steps toward career growth. Our practical tips for career growth will help you climb the corporate ladder, stay competitive and significantly grow in your profession.

Take a Training Course

Investing in your education shows employers that you are committed to personal and professional growth, stands you out and keeps you up-to-date with industry trends and technologies. Enroll in a training course relevant to your field or one that will help you not just develop new skills, but open your thinking capacity and give you adequate exposure. This could be an online certification, a workshop, or even a degree program. Continuous learning is key to career advancement, keep aiming for greater heights.

Revamp Your LinkedIn Profile

What does your LinkedIn profile look like? It is arguably the first impression potential employers and industry peers have of you. Make sure it accurately reflects your current skills, experiences, and achievements. Update your profile picture, rewrite your summary to highlight your career goals and accomplishments, and add any new skill or endorsements. A polished LinkedIn profile can attract recruiters and expand your professional network.

Build Your Personal Brand

Building a personal brand is crucial in establishing your professional identity. Start by identifying what sets you apart in your industry, communicate this consistently across all your professional platforms. Share relevant content, engage with

thought leaders, and contribute to discussions in your field. Your personal brand should reflect your expertise, values, and professional goals, helping you stand out in a crowded job market.

Update Your Resume

Regularly updating your resume ensures that it is always ready for new opportunities. Include recent achievements, new skills, and relevant experiences. Tailor your resume to highlight accomplishments that align with your career goals. An updated resume not only prepares you for job applications but also helps you track your progress and professional development overtime. Conclusively, career growth is an ongoing process that requires dedication and strategic planning. With these tips, you can enhance your skills, build a strong professional presence, and stay aligned with your career aspirations. Be proactive, stay focused, and watch your career flourish.



EVENTS CORNER

Session in Branches

is a physical workshop for women to connect, learn and network with likeminded individuals at any Access Bank branch nearest to their locations.



EVENTS CORNER

Fathers' Day Contest

During Father's Day, we honored the legends in our lives - our fathers and father figures - with a special contest.

- *We invited our global community to share heartfelt photos with their dads and tag us.*
- *Our goal was to make them feel cherished, valued, and celebrated. How did you show love to your dad?*



Business Tips for *W* *professionals*



- *Build a strong network*
- *Leverage social media, content marketing, and e-commerce to reach your audience*
- *Focus on customer service*
- *Manage finances wisely*
- *Embrace failure*
- *Prioritise self-care*



Goodbye Ladies!

Thank you for enjoying this month's newsletter edition as much as we enjoyed writing to you. We hope you feel inspired, connected, and empowered.

It is easy to read and plan, but taking action is what makes the difference. So, our challenge to you is this: don't stop at reading this newsletter. Instead, put what we have discussed into practice and watch how quickly you would begin to achieve your goals. W remains your premier women's community for networking, sharing information, and enjoying privileges that enhances your lifestyle. Thank you for reading.

With love, from all of us at the W Community.



• *Inspiring* • *Connecting* • *Empowering*