



# WILAN

WOMEN IN LEADERSHIP  
ADVANCEMENT NETWORK

**...Promoting Female Leadership**

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**Abosede George-Ogan**

## FOUNDERS NOTE

### **Dear Partner,**

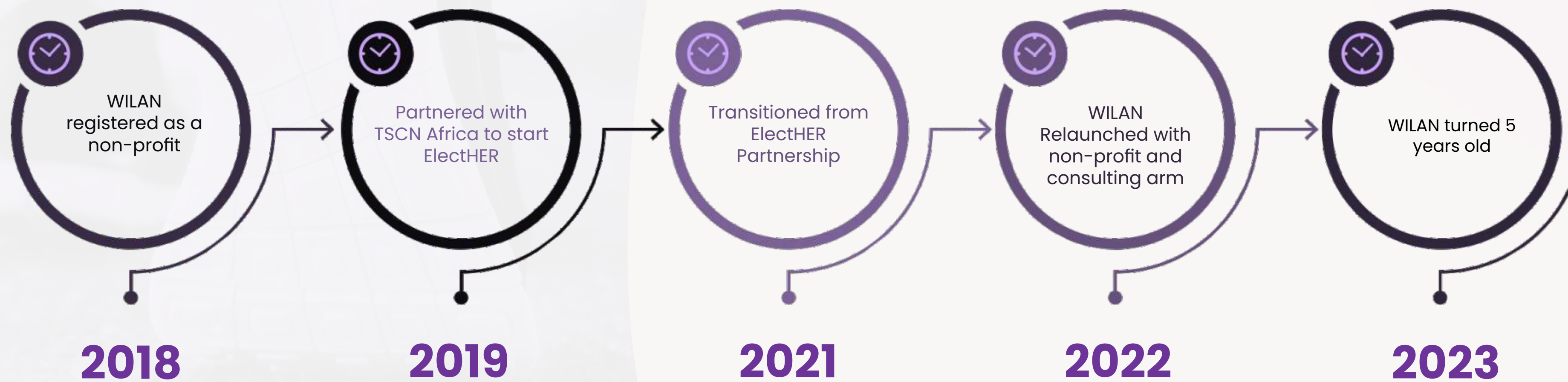
In December 2023, WILAN Global turned five years as a registered non-profit with the Nigerian Corporate Affairs Commission (CAC). We remain committed to doing the work we do, as we believe that gender-balanced leadership is what the world is missing today. At WILAN, we are convinced that women's leadership can change everything, everywhere. It leads to more sustainable families, communities, businesses, organizations, and Nations.

WILAN's vision is **"to inspire a shift to gender-balanced leadership across all levels of political, economic, and public life"** and our mission is **"to ease access to the community, knowledge, resources, opportunities, and support that women need on their journey to become effective and thriving leaders."**

In line with this vision and mission, we have developed a 3-year strategic plan for 2023 -2025 to serve as a robust mechanism for leading change, and a roadmap that outlines what success means to WILAN. It is a reference document that all internal and external stakeholders of WILAN can look to as a guide to support our overall vision. In 2024, as with previous years, we want to be known for work- that informs, shifts mindsets, inspires action and impacts change. We hope you will join us on this journey.

**Thank You!**

# JOURNEY SO FAR: KEY MILESTONES



# ABOUT US



## Vision

To inspire a shift to gender-balanced leadership across all levels of political, economic, and public life globally



## Mission

To ease access to the community, knowledge, resources, opportunities, and support that women need on their journey to become effective and thriving leaders.



## Goals

- To be the leading support platform for girls and women on their leadership journey.
- To consistently drive communication and advocacy that positively shapes the public's perception of women as leaders.
- To build a pipeline of female leaders equipped to lead across all levels and sectors in Nigeria.
- To Grow a community of women circles and hubs.
- To catalyze gender mainstreaming and reduce the gender leadership gaps across all levels of political, economic, and public life.



## Values

We are UnICORNS

- **Unconventional:** We are non-conformists and seek to change the status quo.
- **Innovative:** We leverage technology and new media any chance we get.
- **Collaborative:** We partner vertically and horizontally to inspire and scale impact.
- **Organized:** We are structured and efficient professionals.
- **Representative:** We stand for Women and commit to prioritizing them in every way.
- **Novel:** We deliver a new, authentic and original approach to gender-balanced leadership.
- **Savvy:** We are knowledge-driven solution providers and demonstrate a unique understanding on the subject of women's leadership.

## THEORY OF CHANGE



50% women's leadership represented

# WHO WE SERVE/HOW WE SERVE THEM AND THE IMPACT

NO.	Leadership Journey Streams	Age Range	Leadership Aspiration	WILAN Global Program Offering	Impact
01	Stream 1	15 - 17 years old	Attain and Emerge into Leadership	National Head Girl Competition Leadership Toolkit A Nigerian Girl's Guide to Leadership Opportunities.	Build a pipeline of young women leaders in Nigeria
02	Stream 2	18 - 34 years old	Attain, Emerge into & Establish Leadership	WILAN Leadership Academy (e-courses, offline learning, micro-learning, research, collaborative learning and delivery)  WILAN Leadership Toolkit The Leading Woman Show	A world class leadership academy for Women (providing relevant Research, Resources and Strategic Solutions)
03	Stream 3	35 - 49 years old	Establish, Retain and remain in Leadership	Women Running Circle (Elective Office Track) Women Leadership Circle (Appointive Office Track)  WILAN Leadership Academy (e-courses, offline learning, micro-learning, research, collaborative learning and delivery)  The Leading Woman Show	A value focused women only membership community with leadership tracks and industry specific offerings
04	Stream 4	50 years old and above	Sustain Leadership by Building Legacy and Paying it Forward	The Leading Woman Show  WILAN Women in Leadership Awards	Established platforms for Women Leaders to be recognized, showcased and celebrated

All the streams above **will lead to community building** and will be underpinned by WILAN's **MsRepresented Campaign** which is an ongoing advocacy effort that aims to shape the perception of how the public views women as leaders



# OUR PROGRAMMES

## OUR PROGRAMMES

# 01

## National Headgirl Competition & Conference

Pipelined into the WILAN Women's Leadership Circle



### DESCRIPTION

**WILAN National Head Girl Competition** is a programme designed to equip Head Girls across Nigeria with the leadership skills, toolkit, and community they need on their leadership journey and support them as they are pipelined into higher positions.



### Key Features

- A robust transformational curriculum
- A Leadership Toolkit
- A Governing Council to provide project oversight
- A pool of expert mentors
- 3 top winners and prizes
- Head Girl School Legacy Projects
- Access to a lifelong community of peers, allies and cheerleaders



### Outcome

- At least 100 Head Girls in Nigeria are equipped annually with leadership skills, a leadership toolkit, and access to a community to continue thriving as leaders.



### Impact

A pipeline of young women leaders



## OUR PROGRAMMES

# 02

## WILAN Leadership Academy



### DESCRIPTION

**WILAN Leadership Academy** still in its early stage is a world class leadership institution for women providing transformational training programmes, research, resources and solutions that equip women to be more effective leaders and contribute to achieving gender-balanced leadership.



### Key Features

- A robust transformational leadership curriculum for Women
- An e-learning platform with bespoke courses on leadership for women
- Live Transformational Women Leadership programs
- e-Library with relevant resources on leadership for women
- Research center focused on all aspects of Gender-balanced leadership
- Knowledge products on relevant issues relating to women's leadership inclusion in form of publications, podcasts etc.
- Solutions Bank for Gender-balanced leadership
- A pool of Expert Instructors



### Outcome

- At least 200 women access and are equipped through the leadership programs annually
- Annual publication on the state of Women's leadership in Nigeria
- knowledge of feminist/feminine leadership is deepened
- Stakeholders have increased access and better understanding to resources and strategic solutions to address gender imbalance in leadership across all levels in Nigeria



### Impact

A world class leadership academy for Women

## OUR PROGRAMMES

# 03

## Women Leadership Circle



### DESCRIPTION

**WILAN Women's Leadership Circle** is a value focused women only membership community with leadership tracks and industry specific offerings providing access to strategic, meaningful and holistic conversations, interactions and collaborations that facilitate leadership growth.



### Key Features

- A membership community with two tracks: elective (Women Running Circle) or appointive office (Women Leadership Circle) tracks
- A diverse list of industry focused circles to join
- Annual Membership benefits including access to serve as a mentor and resource person for all WILAN activities
- Limited industry circle slots (max 20 members annually)
- A Team of Circle Leaders
- Monthly check-ins
- Quarterly Hangouts
- Annual Event



### Outcome

- A value focused community for appointive and elective office tracks
- Women participate in strategic, meaningful, and holistic conversations, interactions, and collaborations
- The circles and hubs aggregate value and facilitate leadership growth for women.
- A minimum of 20 members each in the appointive and elective office circles.



### Impact

A value focused membership community for women leaders across all levels of political, economic and public life

## OUR PROGRAMMES

# 04

## The Leading Woman Show (TLWS)



### DESCRIPTION

**TLWS** is a talk-show focused on diverse issues related to achieving gender-balanced leadership and aims to influence the perception people have of women as leaders. It plays host to Industry leaders, culture shapers and nation builders who are all stakeholders in achieving gender inclusion across all levels of political, economic and public life and showcases women leaders who are thriving in their chosen field.



### Key Features

- At least one season (13 episodes) of the show is produced annually
- At least 50 diverse Guests are interviewed on the show each season Insightful and enlightening conversations
- A minimum of 15 women leaders are showcased
- An active audience of at least 80 participants Participative audience - online/offline/live



### Outcome

- A value focused community for appointive and elective office tracks
- Women participate in strategic, meaningful, and holistic conversations, interactions, and collaborations



### Impact

The leading media platform influencing, shaping and changing people's perception and behaviour of women as leaders and a visibility medium to showcase and demonstrate women's leadership capabilities and competence.

## OUR PROGRAMMES

# 05

## MsRepresented



### DESCRIPTION

**WILAN MsRepresented** is an advocacy campaign that underpins all its programmes and aims to expose the biases that people have of women as leaders to evoke a change in behaviour and build more support for female leaders.



### Key Features

- A dedicated interactive microsite
- An e-library with educational materials in form of articles, infographics, videos, podcast etc
- A points-based tracking system.
- Top scorers/leaders dashboard
- Data-driven content strategy



### Outcome

- An independent self-evaluation platform to check bias against women as leaders
- Increased awareness about the issues that affect women leaders.
- Increased knowledge on ways to improve and change behaviour towards female leaders.
- A database of research insights to inform content creation.



### Impact

A more aware and responsible public who support women to become and thrive as leaders.

## OUR PROGRAMMES

# 06

## WILAN Women in Leadership Awards



### DESCRIPTION

**The Annual WILAN Women in Leadership Awards** will be the first of its kind Awards focused on recognizing, showcasing and celebrating senior women leaders who have excelled in different fields of endeavor across Nigeria.



### Key Features

- 12 Award Categories
- A diverse selection pool of women leaders identified
- A rigorous, undisputable transparent selection process
- A diverse selection pool of women leaders identified
- Young women's participation - Rising star Awards
- A Governing council to provide oversight
- 12 awardees
- Meritable awardees
- Award ceremony



### Outcome

- Visibility for 12 outstanding women leaders
- Recognition and celebration of female leadership excellence
- Increased awareness of women's impact in diverse fields
- 3 rising female leaders celebrated



### Impact

An established Award for Women Leaders who have demonstrated track record to be recognized, showcased, and celebrated

# OUR PROGRAMMES IN PICTURES

**WILAN**  
Season 2 Ep3  
**The Leading Woman Show**  
TOPIC  
**Portrait of a Leader**  
Airing on sundays at 6:30PM on  
DSTV 21420 | GOTV 2144 | @wifanigeria

**WILAN**  
NATIONAL  
**HEAD GIRL**  
COMPETITION



**WILAN**  
**POV**  
Your female colleague got a promotion

WILAN Global | @wifanigeria | #wifanigeria | WILAN Global | @wifanigeria

**WILAN**  
**Nabila Aguele**  
Advisor to Nigeria's Minister of Finance  
**#BEYONDCAMPAIGN**

**WILAN**  
**THE LEADERSHIP ACCELERATOR PROGRAMME**  
For Young African Women  
The program features:  
- Expert-led leadership accelerator sessions  
- One-on-one practical learning sessions  
- Access to network of Women in leadership and much more  
APPLICATION CLOSING  
17TH OCT, 2023



**National Head Girl CONFERENCE**  
powered by **WILAN**

**WILAN**  
**NIGERIAN WOMEN RUNNING FOR OFFICE IN 2023**  
#WILANFORWARD

“  
Being the Head Girl taught me the importance of balance. I learnt how to bounce back from mistakes and most of all, I got a chance to learn on the job.”

**WILAN**  
**WOMEN RUNNING CIRCLE**  
A sisterhood of ready-to-lead women  
Women Running Circle is a safe space for Women running for elective offices in Nigeria's upcoming elections in 2023, 2027 and beyond to engage in meaningful and holistic conversations, interactions and collaborations.

@wilanglobal



# CONTACT US!

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**Women's leadership can change  
everything, everywhere.**