

WO!MEN MEAN BUSINESS (WOMB)

A Gender Agenda for WO!Men in Business & Management



International School
Of Management

— UNLOCKING KNOWLEDGE —

INTRODUCTION



WO!Men (pronounced as *Wow Men*) is a derived pronunciation for the generic plural word “Women”, which we ascribe to the unlimited potentials of the female gender as amazing humans with exceptional (Wow, Smashing, Sensational) attributes. The ISM Lagos pursues the ideology of *Inclusive Business and Leadership Opportunities* as a resilient tenet of the sustainability campaign and the WOMB is typically an example of our belief and efforts in that regard.

Today, whether in Nigeria or elsewhere, change is ubiquitous and the rate of change is the highest in the history of our dear nation; yet things would still continue to change. Therefore, we are forced by these circumstances to re-examine our priorities; that is, make quality choices and build innovative solutions to tackle complex problems of our current post-modern society.

In this new environment, viable entrepreneurial idea generation requires a set of skills inherent in the WO!Men; vision and imagination, innovative thinking, adaptability, leadership amidst uncertainty, and a willingness to take risks. Very much like their male colleagues, WO!Men are well positioned to unlock business potentials in these circumstances.

At the International School of Management (ISM) Lagos, *Inclusive Education and Diversity* lie close to the heart of our achievements. We are committed to creating an environment where the obstacles which traditionally stand between people of different genders or beliefs and their business venturing or management positions are removed.

In doing so, our pledge to inclusion and equality permeates every decision we make; whether it is the creation of a new program format, a new academic curriculum or a new project. Regardless of their professional profile, their level of professional experience, geographical location or the time available to commit to their studies; the ISM Lagos has a varied mix of programs that adapt to the needs of different people all over Nigeria and the rest of Africa.

ISM Lagos is made up of erudite faculty from different walks of life and belief systems fairly dominated by female and male, each specializing in different areas of management and business expertise. These faculty of women and men who complement each other often create an outstanding academic repertoire from which candidates can choose the program of their perfect fit.

Our WOMB is a business and management incubation initiative for WO!Men in business and executive management positions drawn from all sectors of the Nigerian economy. The WOMB is a special project of the International School of Management (ISM) Lagos designed to educate, encourage, advise and solicit moral and financial supports for women who found themselves in or are interested in business and management positions.

OBJECTIVES OF THE WOMB

The WOMB programme of the ISM Lagos was conceived to strengthen the inclusion of Nigerian WO!Men in the economic mainstream by empowering them to generate wealth in conditions of equal opportunities. The goals of the program are fourfold as below and acronymic of the word TECH.

- **Training:** Improve management and entrepreneurial skills of participant businesswomen so that, equipped with the necessary tools, they can progress on the consolidation of their competitive position in the market.
- **Empowering:** Empower participating businesswomen by the expertise of mentors and tutors who are both erudite scholars and accomplished practitioners in made dominated practices and sectors.
- **Connecting:** Connect participating businesswomen with relevant parties in their business sector and markets with a view to strengthening the knowledge base, expanding the reach of and increasing cooperation amongst those WO!Men.
- **Heightening:** Intensify advocacy for women in business and solicit preferential supports that may help hasten their inclusion in businesses, senior and strategic management and governance.

DESIGN & DELIVERY

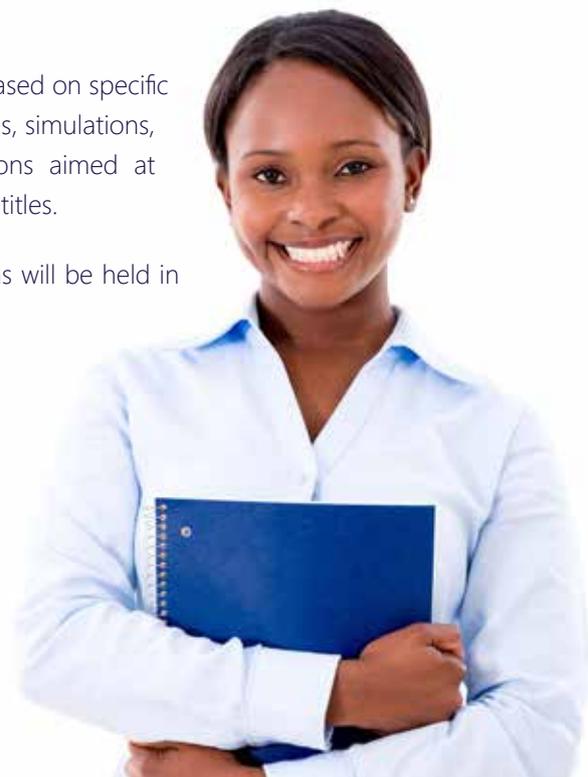
Quarterly 3 day (Thursday to Saturday) workshop hosted by the faculty of the International School of Management (ISM) Lagos in partnership with professional associations, chambers of commerce and government ministries/agencies for women and social development.

Programs hosted in workshop formats with sections featuring daily lectures based on specific business or management theme, case studies, analyses of government policies, simulations, specialized free business advisory, networking and focus group discussions aimed at identifying potential business/ management problems or initial desk research titles.

Designed as an open house non-residential programme, the WOMB sessions will be held in turn across the six geopolitical zones of the country.

FOR WHO

All African WO!Men (including those in Diaspora) from age 18 and above. Applicants must hold at least a diploma in any field and be aspiring to either own or run a business if not already doing so.



REGISTRATION & ENQUIRIES

Duration : 3 days

Registration : N10, 000 (non-refundable)

Tuition : N95, 000.00 or less (depending on available sponsorship).

FOR FURTHER ENQUIRIES, PLEASE CONTACT:

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