



WOMEN LEADING CHANGE

THE SASAMANI FOUNDATION PARTNERSHIP
WITH UNIVERSITY OF DAR ES SALAAM BUSINESS SCHOOL
IN TANZANIA

Women Can Change the World

When you invest in a woman, you invest in lasting social change. When women are empowered to lead, they effect change within the family structure, within organizations, and within their communities. The Women Leading Change program recognizes this dynamic and leverages it to maximize impact. The comprehensive five-month curriculum for high-potential, mid-career women in East Africa unlocks individual leadership skills and increases women's confidence. Our unique approach challenges participants to audaciously define the change they want to lead in the world, and this begins from within.

If women are provided opportunities to deeply connect to themselves and their purpose, this will strengthen their leadership. 60% of Women Leading Change graduates report improved relationships at work and in their families, 40% increased community civic participation, 27% serve on boards, many graduates report promotions, raises, and new business ventures, and 60% of graduates actively mentor aspiring women leaders.



Tapping Into the Potential

The Sasamani Foundation's mission is to increase access to education and employment opportunities by removing barriers that disproportionately affect women and girls in East Africa, empowering them to shape their own futures and thereby cultivating happier, healthier and more prosperous communities. Given the overwhelming evidence that funding women's initiatives in the developing world leads to substantial long-term gains in income and wellbeing, the Sasamani Foundation's emphasis is on supporting women and girls by offering access to capital and skills training.

Women Leading Change gathers experienced educators from the University of Dar es Salaam (Tanzania) and the Amani Institute (Kenya) to deliver a world class, cultural relevant program. Our unique approach delivers classroom learning combined with customized one-on-one coaching and peer networks to support participants as they apply lessons in real-world environments.



The Journey

As the Sasamani Foundation began working in East Africa, its team became aware that many women lacked confidence in their capabilities to lead. While its team was teaching valuable skills, such as bookkeeping, they realized that a greater transformation was needed for Tanzanian women to believe in their own capacity to effect change.

Andy Halsey, founder of the Sasamani Foundation, partnered with Neema Mori, a professor at the University of Dar es Salaam, to explore possibilities to offer a leadership program to women in Tanzania that addressed these issues. Discovering that no such programs existed in East Africa, and that women leadership programs in Western countries were neither culturally relevant nor cost effective, Mr. Halsey and Dr. Mori began developing a program together with the University of Dar es Salaam Business School. In 2016, Dr. Mori and Mr. Halsey recruited an international team, and Women Leading Change was born.



“The push and encouragement has helped me move to the next level.”

THERESIA DOMINIC
*Marketing Lecturer,
University of Dar es Salaam
Business School*



Women Leading Change '18 Alumnae

THE NEED

The perspectives and capabilities of women leaders are necessary to solve intractable problems facing today's local and global communities. However, many areas of the world are missing out on this critical talent. For example, in Tanzania's formal employment sector, only 37.8 % of the positions are held by women. In a series of interviews with Tanzanian women conducted by the Sasamani Foundation in 2017, 100 % of the women interviewed questioned their ability to make a difference in professional settings and in their communities; they were hesitant to lead and seek permission and validation to step into their full leadership capacity.

THE SELECTED LEADERS: THEA'S STORY

Program participants are East African women from business, government, and non-profit sectors who aspire to positions of increasing responsibility and influence. This includes aspiring female entrepreneurs such as Thea. Through the Women Leading Change program, Thea developed a new concept for a tourism business. Transformative lessons on purpose, leadership, and entrepreneurial mindset gave Thea the confidence to believe she was capable of starting a business now rather than years in the future.

Thea's Women Leading Change leadership coach helped her think through all of the business kickoff details including setting up a website, purchasing liability insurance, registering her business with the government, and recruiting staff. The support, encouragement, and momentum provided through regular coaching calls allowed Thea to meet specific goals and better respond to unexpected setbacks.

The Women Leading Change program offered concrete skills and an entrepreneurial mindset shift necessary for Thea to achieve her dreams and serve her community.

THE SOLUTION

A University of Dar es Salaam Certificate Program brings together 30 of the best and brightest, high potential East African women with world class facilitators. Participants come together for five consecutive days in a classroom environment, followed by four months of real world application with the support of a leadership coach.

The following learning objectives were drawn from a series of interviews and a needs analysis of the target population:

Self-Awareness

Participants learn from negotiation theory and case studies. They apply new skills in role play scenarios to creatively and collaboratively achieve individual and organizational objectives.

Leading Self

Participants will learn from science-backed best practices for managing energy, creating better habits, and managing emotions

Leading Others

Participants will grow skills in initiating courageous conversations and building supportive relationships. Tanzanian change makers will share their real-world stories of struggle and success while leading change in their organizations and communities.

Peer Support Network

Amplifying the power of the Women Leading Change curriculum and approach, participants will be connected in Alumnae WhatsApp groups to support one another in achieving their personal leadership goals and leading change in their lives, communities, and workplaces.

Paving the Way for the Next Generation

As the program evolves in 2022, Women Leading Change graduates will also be called upon to mentor 100 college and secondary school students in the Sasamani Foundation's Education Program—paving the way for the next generation of women leaders.

“Women are the backbone of this economy. I think this course needs to be shared with all women in East Africa.”

GRACE LEMUNGE

*Investment Promotion Manager,
Export Processing Zone*

**“At Sasamani,
we are building
a world where
women and girls
have confidence,
are self-reliant,
and shape their
own future as
leaders.”**

DIDAISE MWASSE
*Tanzania Board Chair,
Sasamani Foundation*

OUR APPROACH

Women Leading Change is an experiential program, grounded in scientific theory, change management, and culture. The hybrid approach of intensive in-person learning combined with one-on-one coaching is designed to deliver the most impactful outcomes.

1. Teach evidence-based theories
2. Explore real-world examples
3. Reflect on applying tools to one’s life and cultural environment
4. Find inspiration and foster engagement with successful East African leaders
5. Build new habits through coaching
6. Provide extended accountability and support
7. Facilitate engagement with a professional network
8. Confer enhanced leadership credentials upon completion of program



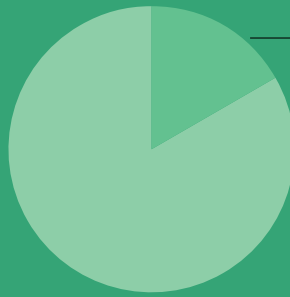
Women Leading Change '18 Alumnae

FUNDRAISING GOAL

It costs the Sasamani Foundation \$3,000 to lead each participant through the five-month Women Leading Change program.

We ask that each participant pay \$250, while we find donors to sponsor the remaining \$2,750 for each woman.

Our goal is to raise funds for 30 East African women to participate in this transformational program starting in August 2022.



Participant Share: \$250

Donor Share: \$2,750

Cost per Participant: \$3,000



Fundraising Goal: $\$2,750 \times 30 = \$82,500$

Women Leading Change '18 Alumnae





UNIVERSITY OF DAR ES SALAAM
BUSINESS SCHOOL

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