



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 four-month curriculum unlocks individual leadership skills. Our unique approach delivers classroom learning combined with customized one-on-one support as participants apply lessons in their real world environments.

We know women have the power to create a more equitable and prosperous future for East Africa. Women Leading Change can pave the way by allowing women to find their unique voices in order to solve complex and systemic issues. Many of the barriers that hold women back from succeeding are due to mindset and social norms. These are challenging barriers to address. But with the new skills and encouragement that the program provides, women have a much better chance to improve their lives and the lives around them.



Tapping Into the Potential

The Sasamani Foundation facilitates sustainable leadership and employment opportunities to break the cycle of poverty in East Africa. 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 influencers and experienced educators from academic institutions such as the London Business School (UK), the Wharton School of the University of Pennsylvania (US), the University of Agder (Norway), and the University of Dar es Salaam Business School (Tanzania). East African and Western leaders collaborate closely to develop a curriculum, developing culturally valid and appropriate methods to achieve success.



The Journey

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

Andy Halsey, founder of the Sasamani Foundation, partnered with entrepreneurial finance professor Neema Mori at the University of Dar es Salaam Business School in Tanzania to create a locally relevant and transformative experience for emerging female leaders in East Africa. Halsey and Mori recruited an international team of experts to develop a leadership program that began with intensive and experiential instruction followed by personal mentoring and coaching to provide individual support, encouragement, and new habit formulation in each of the women. This learning format resulted in a significant transformation in participants' lives, which rippled across East African organizations and communities.



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

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



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 35 percent of the positions are held by women. Based on the Sasamani Foundation's needs analysis, many East African women question their own capacity to make a difference in professional settings and within their communities. The foundation identified key development opportunities and developed its Women Leading Change program to address these issues.

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 32 of the best and brightest, high potential East African women with world class facilitators. Participants come together for one week in the university classroom 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:

Negotiation

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.

Self-Awareness

Through a series of assessments and interactive exercises, participants identify their unique strengths that will facilitate their success, as well as identity triggers and underlying beliefs that may hinder their ability to become good leaders. With this new insight, participants develop action plans to adopt a leadership style that is more conducive to greater human connection and success.

Mindset

Participants learn a series of powerful mindset shifts to transform their approach to conflict, difficult conversations, and their belief in what is possible. They create strategies to overcome barriers in their workplaces, their communities, and within themselves.

Leadership Style

Participants learn a leadership framework and grow their capacity to inspire others and lead change in their organizations and communities.

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

This is a hands-on, experiential program, grounded in science-based theory regarding learning, change management, and culture.

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

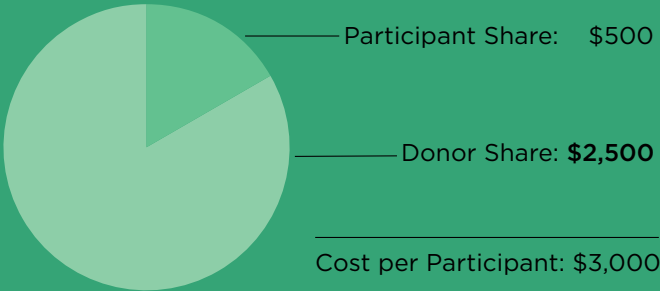


FUNDRAISING GOAL

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

We ask that each participant pay \$500, while we find donors to sponsor the remaining \$2,500 for each woman.

Our goal is to raise funds for 32 East African women to participate in this transformational program for August 2020.



Fundraising Goal: $\$2,500 \times 32 = \$80,000$





UNIVERSITY OF DAR ES SALAAM
BUSINESS SCHOOL

For more information, please contact:

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