



## **Strategic Direction 2018-2020**



**September 2017**

**Copenhagen**

## **PWN COPENHAGEN**

### **OUR VISION**

Diversity and inclusion in all work spaces and building confidence in our members to embrace balanced leadership in decision making

### **OUR MISSION**

PWN aims to provide a safe space for the empowerment of its members to develop their professional and personal talents and balanced leadership potential as preconditions for a fair, equitable, sustainable, truly diverse and inclusive society.

PWN Copenhagen is a for-purpose organisation offering regular networking events with professional speakers where members are able to meet, engage and exchange knowledge and ideas. We welcome members from different levels of seniority representing a diverse range of industries and sectors. We encourage our members' professional development through dialogue, engagement, our face-to-face events and programmes, as well as access to PWN's online global knowledge base and webinars.

### **OUR VALUES – PWN Global Values**

- **RESPECT:** Our volunteers, our partners and all who contribute to the advancement of balanced leadership
- **COURAGE:** It takes bravery to advance real change
- **GRATITUDE:** We are thankful for the contribution of every one of you, our supporters
- **COLLABORATIVE INTELLIGENCE:** We work together to achieve great things
- **EXCELLENCE:** We do the best we can – and love to exceed expectations
- **TALENT:** We nurture talent to build a brighter future
- **PROGRESS:** We make it happen!

### **STRATEGIC DIRECTION 2018 - 2020**

#### **BACKGROUND & METHODOLOGY**

Ten years ago, PWN Copenhagen started a journey towards promoting networking and professional development among women. This has evolved into the balanced leadership agenda we have today. The Board's decision to develop this strategy is bringing the Network closer to its vision and represents a prioritisation of activities for how to meet members' needs in an effective and efficient way, both today and in the future.

The PWN Global vision and values, our mission and the annual member's survey have served as the basis for this work. Furthermore, an externally-facilitated strategy workshop amongst Board Members was conducted in April 2017 where a Strategy Working Group was appointed to carry out the remainder of the work. Alignment with the PWN Global Strategy is ongoing.

The new strategic direction for the next three years enables the Network to focus more on empowering its members while supporting its growth and position as a leading professional development and balanced leadership network in Denmark.

## OUR STRATEGIC GOALS

- I. Drive the Balanced Leadership agenda
- II. Strengthen our position as a network for personal and professional development in Denmark
- III. Ensure sustainable growth and organisational accountability and transparency

## STRATEGIC FRAMEWORK

The strategy is structured to establish an intuitive and comprehensive framework that is easy to lead from. The framework consists of 'pillars' and 'enablers' supporting our strategic goals and long term vision.

The pillars together represent our offer to the members and each one highlights where we should focus to strengthen our offer. The strategic enablers are there to support the pillars.



## OUR PILLARS

### 1. BALANCED LEADERSHIP (BL)

- Engaging men
- Sharing best practices
- Developing partnerships with organizations that promote BL
- Mainstream BL throughout our organisation
- Promote BL

### 2. MENTORING

- Securing mentor availability
- Establishing evaluation processes
- Supporting the mentoring offer with career sessions

### 3. ENTREPRENEURSHIP

- Developing alumni
- Developing network of qualified speakers
- Establishing evaluation process

#### 4. NETWORKING

- Promoting engagement between members
- Developing framework to enable knowledge sharing & professional support
- Sharing job opportunities (PWN Copenhagen LinkedIn)
- Strengthening the social media platforms to enable sharing of experiences (Facebook & LinkedIn)

#### 5. KNOWLEDGE

- Knowledge sharing that empowers women
- Events
- Promoting webinars
- Sharing articles

### STRATEGIC ENABLERS

#### Enabler 1: Volunteers

At the heart of PWN there needs to be a core group of committed individuals who secure the daily & future operations of the organization. To secure sustainable growth it is important to:

- Scout for talent & expertise
- Clarify commitment expectations
- Do succession planning
- Ensure transparency within Board structure

#### Enabler 2: Partnerships

To achieve the goal of Balanced Leadership, we need to partner with like-minded organizations that can share knowledge with us and support our work.

- Corporate Sponsorship
- Real cases of Balanced Leadership
- Engaging men in specific industries
- Secure a stable venue(s)

#### Enabler 3: Communities

To enable growth, attract interesting speakers and mentors, and secure the quality of our offer we will:

- Exchange ideas within Global PWN network
- Tap into our members' networks
- Build a framework for a community
- Secure visibility of the network in DK
- Actively bolster our storytelling

### CHALLENGES, RISKS &/OR ASSUMPTIONS

Risk: Engaging men may unravel the safe space we have created for our female members.

Mitigation: Evaluate how the engagement of men is perceived and experienced by our members after each activity.