



International
Trade
Centre



KOICA
Korea International
Cooperation Agency



Welcome to our training!

Women in Cashew: Centered Leadership Workshop

September 2020





Welcome to our training!



We will split up into English and French training groups shortly.



Yasmin Kumi

I am a German-Ghanaian business consultant and look forward to working with the anglophone group for the training today!



Adjoa Kudoadzi

English co-moderator



Jihad Hajjouji

I am a Moroccan leadership and education expert and look forward to working with the francophone group today!



Kristin Wilson

French co-moderator

Icebreaker exercise: Let us learn more about each other!

How it will work

- I will show you nine statements, one after the other
- Use the “raise hand” function on webex to put your hand up whenever you agree with the statement shown

Who had her hand up for all nine statements?

Who had her hand up for three statements or less?

Zoom bingo

I have two or more children.

My favourite private hobby is reading books.

I eat cashew nuts every single day.

Being a woman is a gift that I am grateful for.

I have been in the cashew sector for more than 10 years.

When I was young I dreamt of becoming a teacher.

I grew up in a rural area throughout my childhood.

In my opinion, the hardest thing for female entrepreneurs is fundraising.

I think that women are the future of African agribusiness.

House rules for today 😊



Please mute yourself whenever you are not speaking



Given the large size of our group, you can preferably ask questions via chat



Kindly keep your contributions during exercises brief so we can manage time



Respect each other's opinions and ideas!



The training hand book will be shared with all of you upon concluding the training; you do not need to take notes of everything



You need a pen and paper to participate in the exercises we have prepared for you

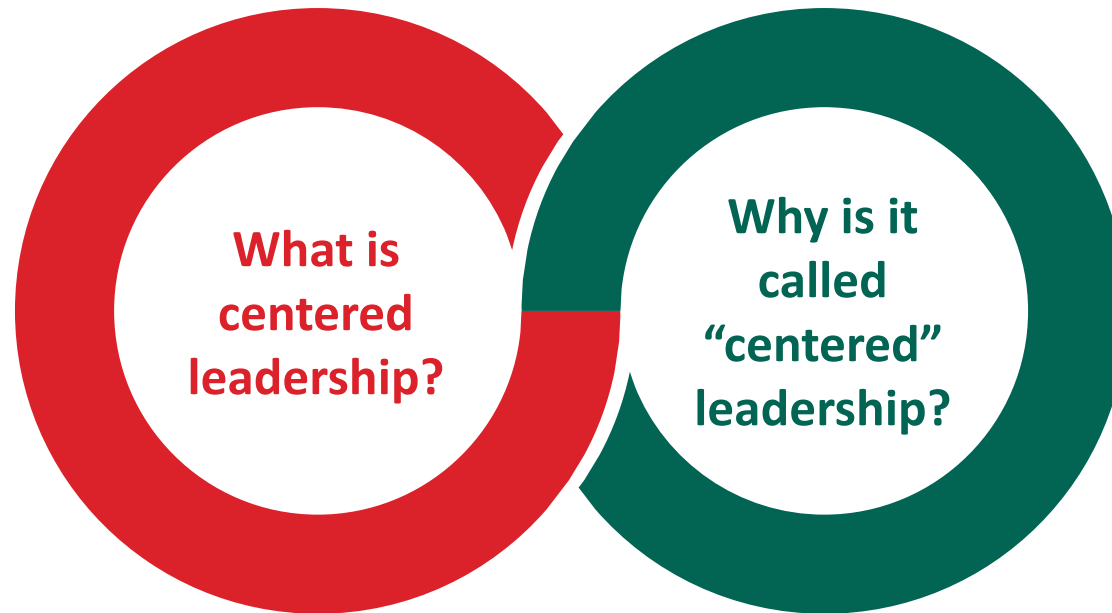
The objective of our training today



Equip you with practical leadership tools that help accelerate your journey as successful, confident entrepreneurs in the cashew sector

Our topic for today: Centered leadership!

"Centered Leadership is a personal and practical road map to taking on the challenge of leadership."



The centered leadership framework builds on the assumption that successful leaders start from the “centre”, which is themselves. It assumes that we have to lead ourselves and be self-aware to lead others successfully.

Good to know: The centered leadership framework was developed from **exclusively researching women in leading business positions**



Centered leadership is a framework that was developed from researching the **habits of more than 100 successful female leaders**



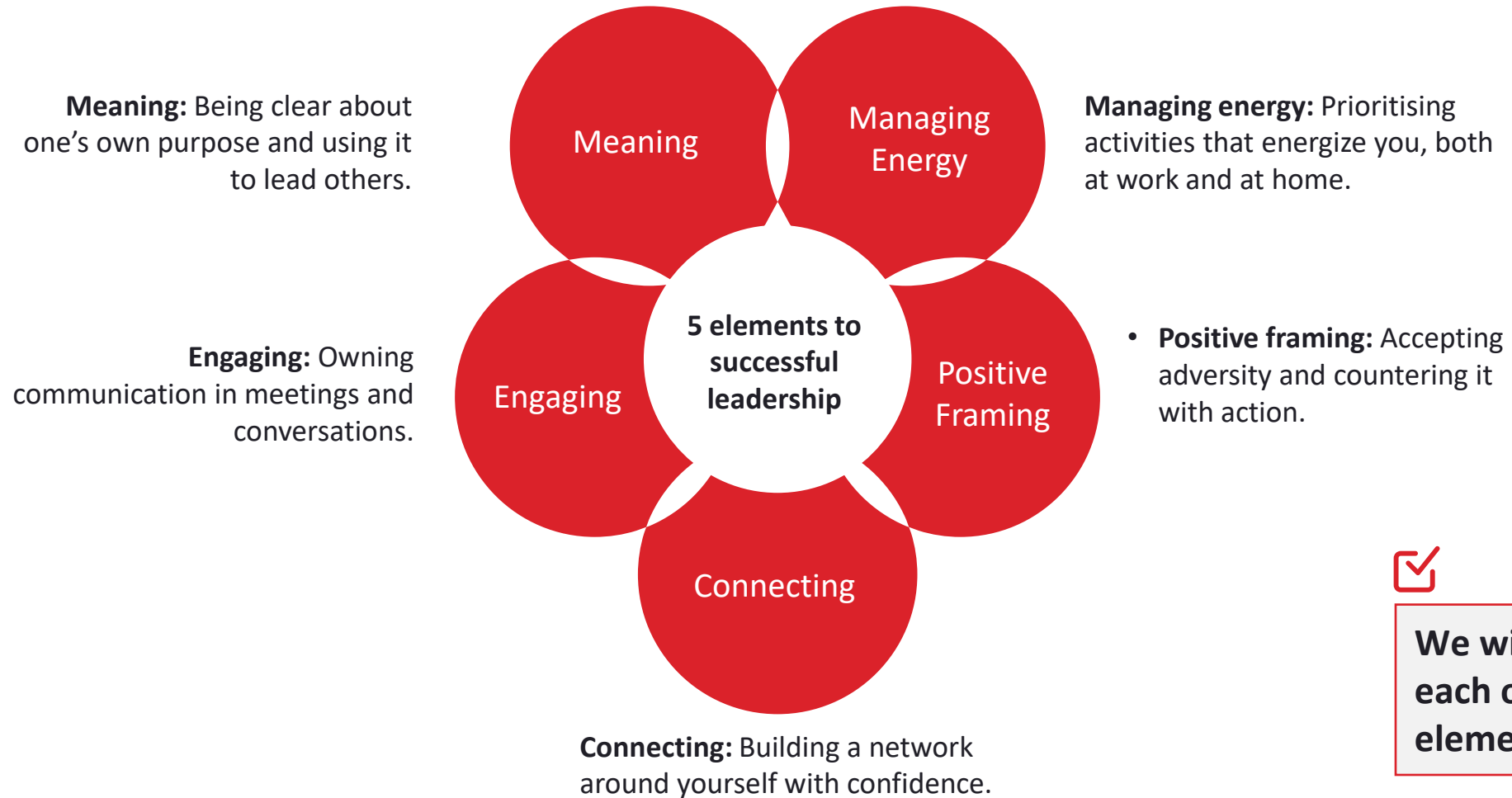
This research approach was driven by the observation that

Inspirational women have exceptional influence and presence.

Raise your hand if you agree with this statement!

Introducing the Centered Leadership Framework

The Centered Leadership Framework: Being a strong successful leader



We will walk through each of the five elements today

Part I: Meaning

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Why meaning is an important element for successful leadership

What 'meaning' is about

Place to start

- The motivation that drives you; experienced by engaging in activities that truly matter to you

Strengths

- Recognizing and using your core strengths by reflecting on what energizes you and what you value the most about yourself

Purpose

- Living up to your full potential by putting your strengths to work in service for an inspiring goal ('what you most want to create in life')

Facts and Figures

- The pursuit of meaning leads to long-lasting happiness
- Meaning provides energy and inspiring passion ('makes the heart beat faster'); also helps us taking new paths and accept personal risks implicit in new goals
- Meaningful work translates into greater job satisfaction, higher productivity, increased loyalty, and lower turnover

Exploring the concept of a purpose slogan



✓ The concept of a “slogan” is from the marketing world and the idea behind it is to create a short, memorable striking phrase that people remember about a product

✓ We can also have slogans for people, not just for products

✓ Our exercise about “meaning” today will allow you to create your own slogan to capture your purpose

✓ Coca Cola’s slogan is “Sign of Good Taste” – what is yours?

Building your own purpose slogan: 10min exercise

1. Fill the three lists shown on the right
2. Decide which of the things you listed in each category are the most important to you
3. Try to build a slogan of maximum 7 words looking at what you prioritized

What do I love Or enjoy?

Think about things you have loved doing ever since you were a child or young adult

What am I good at?

Consider skills / activities that come to you at ease and that you feel good about using / doing

What does the world need --- and is important to me, too?

Identify what you think the world needs urgently to be a better place

The more explorative your lists are, the better

Building your own purpose slogan: Have a look at this example

1. Fill the three lists shown on the right
2. Decide which of the things you listed in each category are the most important to you
3. Try to build a slogan of maximum 7 words looking at what you prioritized

What do I love Or enjoy?

Impacting lives and people

Showing people the way

Teaching young adults

What am I good at?

Public speaking

Energizing others

Building stories and presentations

What does the world need --- and is important to me, too?

More risk-taking and boldness in action

More heart

Less capitalism

Possible slogan: Moving people through boldness and energy

The more explorative your lists are, the better

Let's hear some slogans 😊

**Three
volunteers!**

.....

.....

.....

Part II: Managing Energy

September 2020



Introduction to “Managing Energy”

What ‘managing energy’ is about

For leaders the long term goal is to manage and balance energy resources for sustained performance, greater resilience and faster recovery when adverse events occur

- **Self-awareness** – know where your energy comes from and where it goes
- **Recovery** – set priorities to build and restore your energy
- **Sustained renewal** – find ways to stay on course
- **Experience flow** – fully employ your core strengths in light of challenges or goals

Facts and Figures

- We have 4 types of energy: **physical, emotional, mental and spiritual**
- Cultivating positive emotions can help us refill our batteries and trigger a virtuous cycle
- Taking advantage of core strengths to meet a challenge or goal increases instances of flow – an experience that typically leaves us energized

There are four types of energy and the first step to managing them is to be aware of where our levels are

What is your energy level on each of these four elements at this minute?



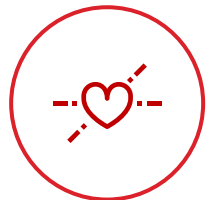
BODY (physical energy)

Ask: How active, fit, nutritionally satisfied and rested do I feel right now?



Mind (mental energy)

Ask: What is the quality of my focus? To what extent am I intellectually engaged?



HEART (emotional energy)

Ask: To what extent am I feeling good or positive and connected to others?




SPIRIT (spiritual energy)


Ask: Am I spending my time and energy on what I believe really matters?









Renewal exercise: What do you need to do more of and do less of to feel energized both at work and at home?




To constantly feel optimally energized we need to understand our personal path of renewal – that means, what activities help us gain energy and need to be prioritized; versus what we need to do less off because it destroys energy.




 Do more of


 Do less

Body




Emotions




Mind




Spirit








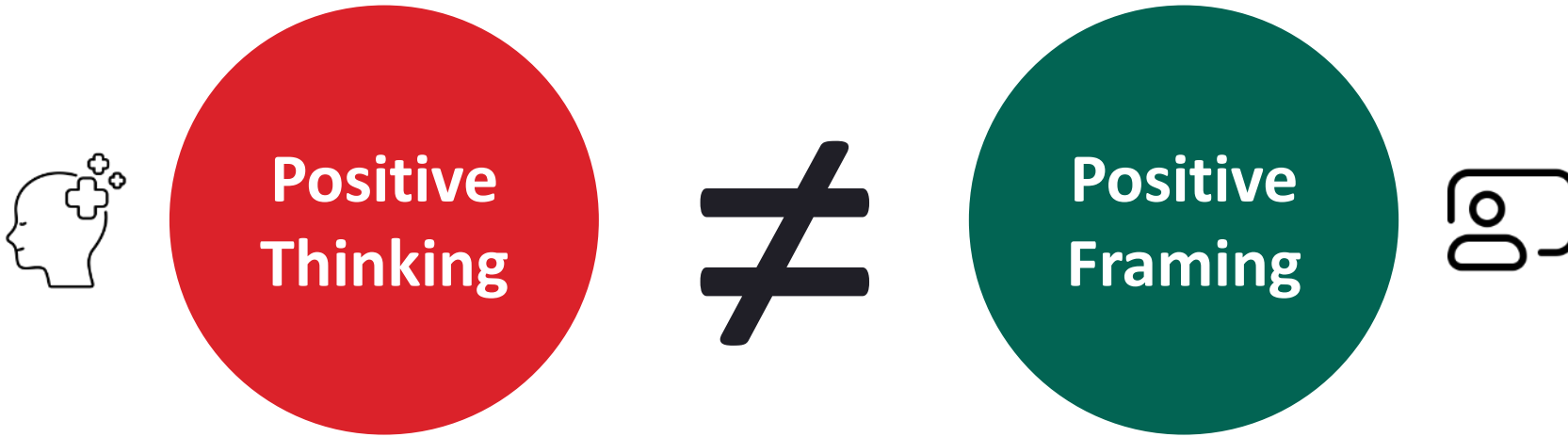
1 volunteer per energy area to share her thoughts on renewal strategy?

Part III: Positive framing

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Understanding the difference between positive thinking and positive framing



**Hoping that things will be well
and communicating the same**

**Deconstructing challenges to
make them feel solvable**

Positive framing is the art of adopting a more constructive way to view your world, expand your horizons, and gain the resilience to move ahead even when bad things happen

2 steps to positive framing

1 Self awareness

Be aware of how you think, feel and behave when things are turning south. Monitor your self-talk and if you feel your positive frame fading ask yourself:

- What's the worst that can happen?
- What's the best that can happen?
- What's most likely to happen?

2 Deconstructing the challenge

Use these strategies to reframe the challenge as solvable

Disputation

Re-examine what happened and separate what really happened from what you experienced emotionally. Challenge beliefs and use the undistorted facts to reframe the situation and plan. How can you address the real issues?

Find alternatives

Find alternatives: Challenge yourself to come up with as many possible other explanations as to why the event occurred.

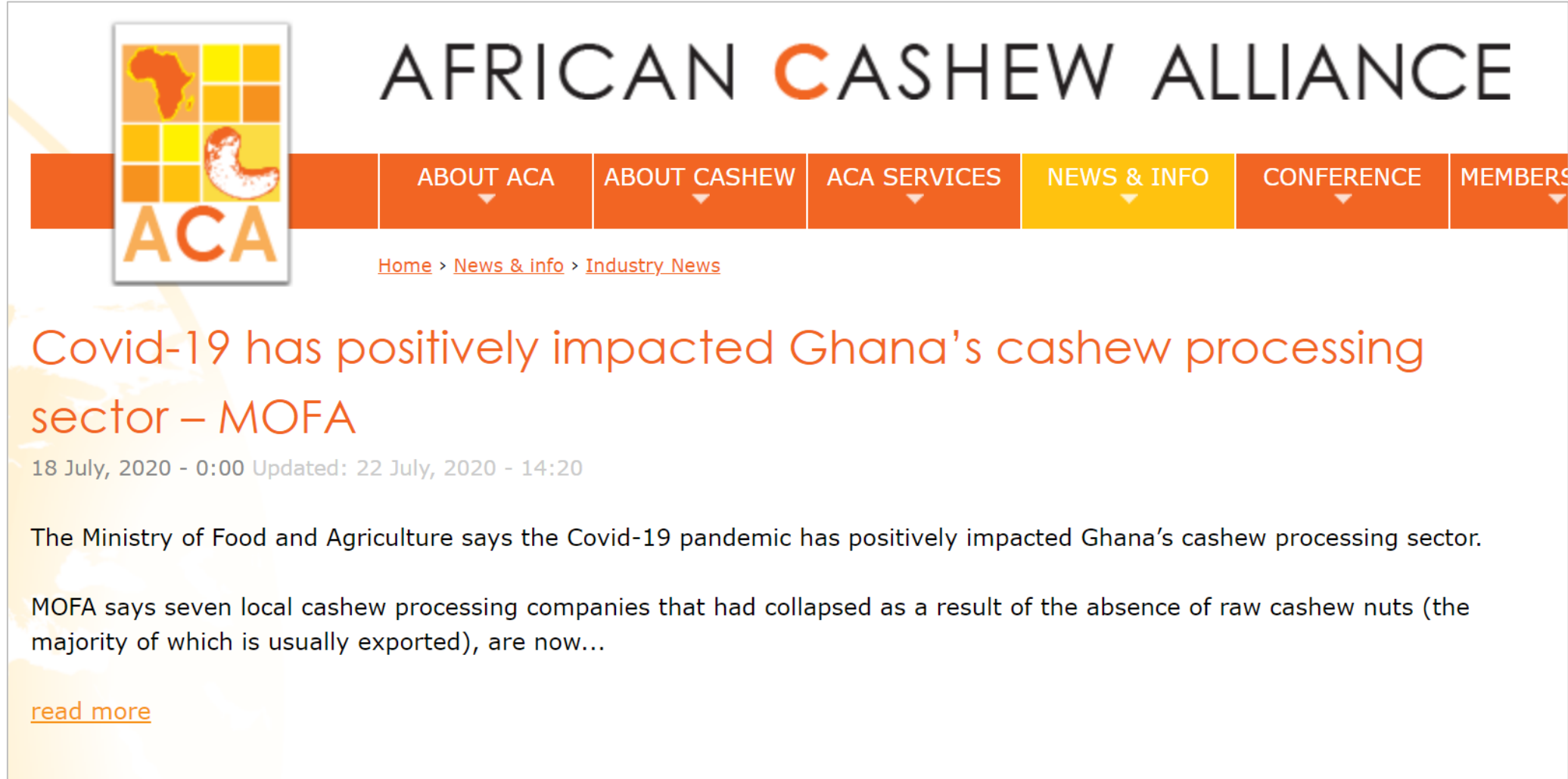
Use displacement tactics

Use displacement tactics: If you are feeling quite overwhelmed then take time out from the issue and "displace" it with something that recharges your energy – go for a walk, watch a movie. The break can lead to a breakthrough.

Use a circuit breaker

Use a circuit breaker: Imagine a stop sign and use this as a symbol to begin thinking differently about the problem.

Covid19 does not have the same impact on each business...



The screenshot shows the website of the African Cashew Alliance (ACA). The header features the ACA logo on the left, which includes a map of Africa and a cashew nut, and the text "AFRICAN CASHew ALLIANCE" on the right. Below the header is a navigation bar with links: "ABOUT ACA", "ABOUT CASHEW", "ACA SERVICES", "NEWS & INFO" (highlighted in yellow), "CONFERENCE", and "MEMBERS". Below the navigation bar is a breadcrumb trail: "Home > News & info > Industry News". The main content area displays a news article titled "Covid-19 has positively impacted Ghana's cashew processing sector – MOFA". The article is dated "18 July, 2020 - 0:00" and updated on "22 July, 2020 - 14:20". The text of the article states: "The Ministry of Food and Agriculture says the Covid-19 pandemic has positively impacted Ghana's cashew processing sector. MOFA says seven local cashew processing companies that had collapsed as a result of the absence of raw cashew nuts (the majority of which is usually exported), are now..." and includes a "read more" link.

AFRICAN CASHew ALLIANCE

[ABOUT ACA](#) [ABOUT CASHEW](#) [ACA SERVICES](#) [NEWS & INFO](#) [CONFERENCE](#) [MEMBERS](#)

[Home](#) > [News & info](#) > [Industry News](#)

Covid-19 has positively impacted Ghana's cashew processing sector – MOFA

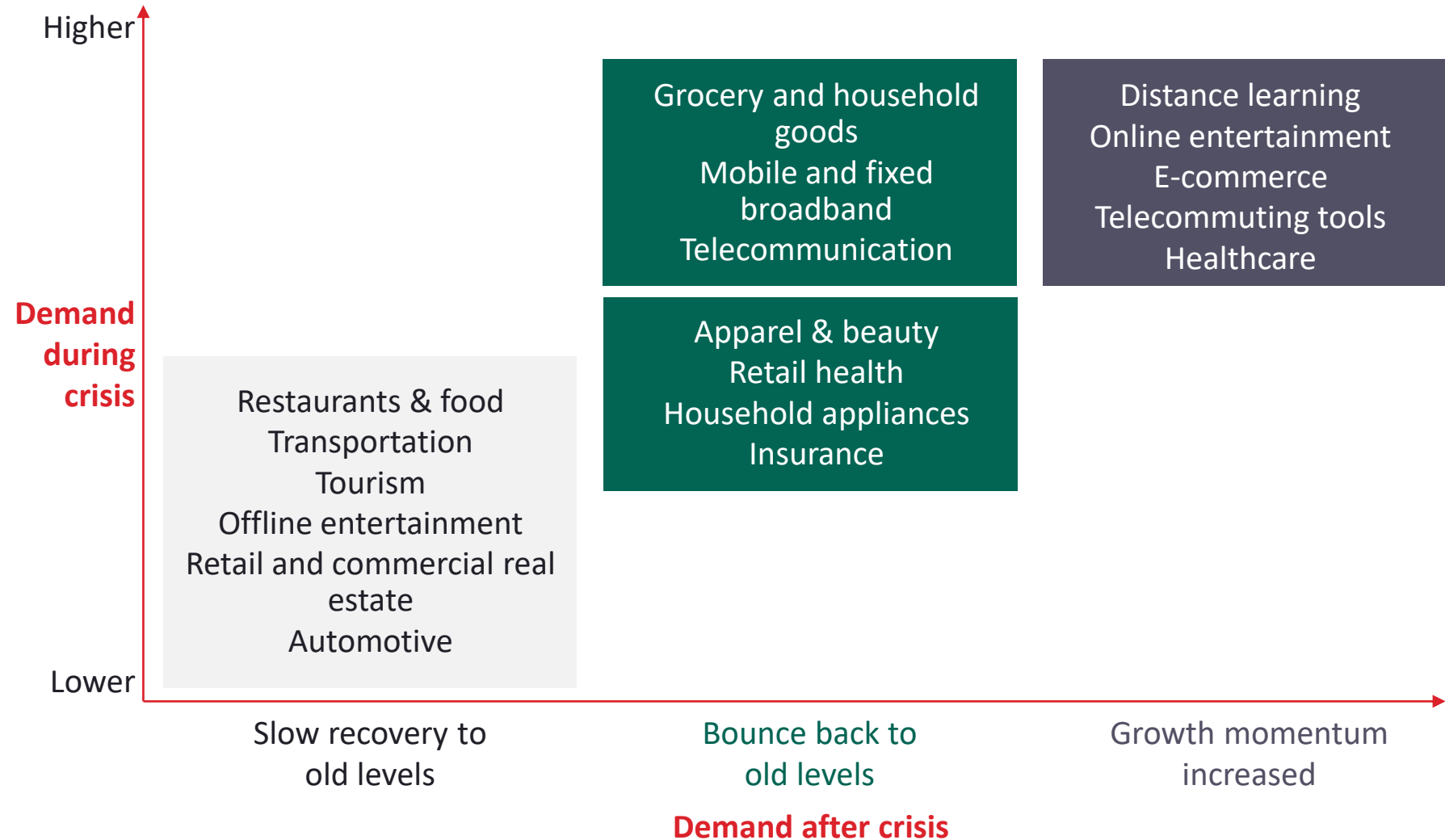
18 July, 2020 - 0:00 Updated: 22 July, 2020 - 14:20

The Ministry of Food and Agriculture says the Covid-19 pandemic has positively impacted Ghana's cashew processing sector.

MOFA says seven local cashew processing companies that had collapsed as a result of the absence of raw cashew nuts (the majority of which is usually exported), are now...

[read more](#)

...as this analysis shows



**Exercise
(2 volunteers):**
Where would you place the cashew sector?

Exercise: Covid19 scenario-building

Covid 19 in Africa

*Covid19
subsides by Q1-
2021 in most
African
countries*

*Repeated
waves of
Covid19 until
2022*

Fast-forward Africa: Our
continent manages to battle
Covid19 quickly, but the rest
of the world does not

“Everyone wins”: Both the
rest of the world and Africa
benefit from a vaccine that
helps to combat the impact
of Covid19 by Q1-2021

“In this together”: Both
Africa and the rest of the
world have to live with the
pandemic in its current form
until mid-2021

“Falling behind”: Africa sees
a new wave of Covid19; the
rest of the World gets hold of
a vaccine to combat the virus
but dissemination of it in
Africa is too slow

*Repeated waves of
Covid19 until 2022 in the
rest of the world*

*Covid 19 subsides by Q1-2021
across the world due to the
introduction of a vaccine*

Covid 19 in the rest of the world

10min exercise:
How would each of
these scenarios
impact your
business?

1 volunteer to
present results

Part IV: Engaging

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It is scientifically proven that women are less successful in pitching their business to investors than men. Partially, this is due to mere bias of audiences towards male founders. But as women, we need to unite and forfeit such bias by being strong at pitching ourselves and our businesses”

Engaging: The art of pitching | 3 important principles

- 1 Your first sentence should be your key message so people know what to expect
- 2 Use the power of three (e.g. I have three strengths to prove my quality as a leader; there are 3 reasons why you should invest in our business, ...)
- 3 Tailor your pitch to your audience – speaking to a government official must be different from speaking to your employees”

Are you ready for our exercise 😊

Case study | We need three volunteers!

You have been running a cashew processing facility in Benin for the past 7 years and belong to the top10 producers in the country. Your business is the only female-owned and managed cashew processing facility amongst the top10. You have 150 employees / contractors who work with you and produce both for the domestic and the international market. Last week, you received a letter that your business has been shortlisted for the annual “Cashew processor of the year” prize by the Ministry of Trade. The prize comes with a cash compensation of 50,000 USD. You need to win by all means. The winner for the prize is selected based on public vote, recommendation by the trade ministry and your pitch to an investment committee.

We would like to hear the 1min pitch of 3 volunteers, each focusing on one of the following:

- Pitch to employees in staff meeting to encourage them to vote for your business in the public voting
- Pitch to a senior government official at the Ministry of Trade to shortlist your company
- Pitch to the investment committee on the day of the award event

Think about the three principles we discussed on the previous page.

Part V: Connecting

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Connecting: The value of networking – 3 insights

1. To be successful, you **must be intentional** about the way you **network**.
2. **Six degrees of separation** is the idea that all people are six, or fewer, social connections away from each other; it means that we have to stop only thinking about who we know directly, but rather understand who we have access to on second and third level
3. **Most of us are millionaires today already** – if you measure the financial value of the connections you have and how much business opportunity they can give you access to

Raise your hand if you think that you are a good networker based on the above three insights. Explain why (1 volunteer).

Connecting: Quick exercise

How many degrees of separation do you have to the Head of State in your country (2 volunteers)?

Example



Voluntary home exercise: Build a mindmap that shows who your first, second and third degree of valuable business connections are. Focus on top executives only. Keep the mindmap close to you so you can always look at it when you are trying to find access or opportunity as a leader.

Linkedin is an important door opener for networking – carry out a profile check to make sure you fulfil these four important best practices!



Position yourself as a well networked person with 500+ contacts



Use a photo that positions you as a leader



Fill the “about” section and tell people what you stand for



Have a featured article pinned that underlines your interests as a professional

End of the training: Use the training handbook to refresh what we discussed!



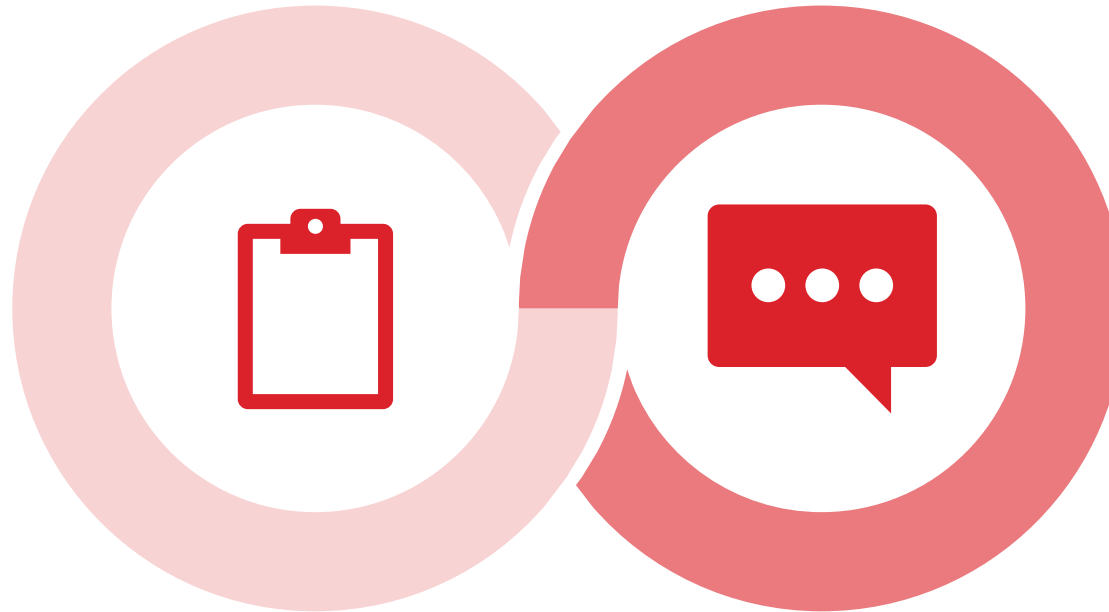
The training booklet contains all key slides that we discussed in the training today

It will be e-mailed to all participants who were on the registration list for today

If you have questions, feel free to let us know!

Conclusion: Tell us what you think

Please fill the anonymous feedback survey that was just shared on the webex chat window



3 volunteers to tell us what their biggest learning from the training today has been