

I	Membership and engagement	II	Advocacy and impact	III	Brand strategy and communications	IV	Leadership and national recovery
Provide diversified membership services and solutions that drive recruitment, retention, & engagement.		Represent and advance the interests of Ukrainian businesswomen in public life		Create strong and recognizable brand to ensure robust and regular communications with stakeholders		Elevate the role of women in national recovery efforts	
<ul style="list-style-type: none"> <li>❖ Creation of an educational service and training projects</li> <li>❖ - Development and implementation of systematic advisory activities and services for business <ul style="list-style-type: none"> <li>❖ Create and implement a program to restore the mental health of women entrepreneurs.</li> </ul> </li> </ul>		<ul style="list-style-type: none"> <li>❖ <b>Interaction with the authorities.</b> Building effective cooperation with the authorities for the effective development of women's leadership and entrepreneurship in Ukraine. Implementation of joint projects at the local, regional and national levels, including with international organizations, aimed at implementing the strategic goals of the organization.</li> </ul>		<ul style="list-style-type: none"> <li>❖ Create a national project to support and restore women's mental health, which will broadcast successful stories and cases based on our shared values and belief in member wellness.</li> </ul>		<ul style="list-style-type: none"> <li>❖ Create a set of <b>internal policies</b> that will regulate the organization's activities and reflect the basic "rules of the game". Make them transparent and accessible to the members of the Platform.</li> </ul>	
<ul style="list-style-type: none"> <li>❖ Expand the platform's activities through monthly growth in the number of members of regional offices in Ukraine and opening of associations abroad. The expansion of the platform is ensured by accepting new members, attracting associate members, cooperation with partners and new students in the platform's academy. In 2024, we plan to open at least 3</li> </ul>		<ul style="list-style-type: none"> <li>❖ <b>Implementation of advocacy projects</b> Protecting the interests of women entrepreneurs. Identification of problems and opportunities for development among members and external target audiences.</li> </ul>		<ul style="list-style-type: none"> <li>❖ Develop a <b>communications plan</b> focused on the great stories of growth within the community WinB, share the stories of how the activities within the community impacted the growth of businesses.</li> </ul>		<ul style="list-style-type: none"> <li>❖ Establishment of the organization's <b>charitable foundations</b> in Ukraine and abroad to raise and concentrate funds to support and develop entrepreneurship and implement the organization's projects by 2025 in at least two countries.</li> </ul>	

<p>representative offices in the regions and increase the membership of the organization to at least 500 members</p>			
<p>❖ Engagement of association members and women who went abroad because of the war. Creation of a new system of attracting such members to actively stay in the Platform through online services, donating to the foundation, and creating regional branches abroad.</p>	<p>❖ To develop and maximize the information of members and other audiences about the organization's public policies based on the needs of members.</p>	<p>❖ present the <b>values and beliefs</b> which are shared within the community through the voices of different business leaders around Ukraine through Lady Fest, social media, make a strong communication campaign where we are presenting our mission through different educational and social projects)</p>	<p>❖ <b>National partnerships, coalitions and collaborations.</b></p> <p>Expanding the network of national partners (government agencies, government initiatives, business associations, women's associations, etc.) through signing memorandums of cooperation and implementing joint projects that meet the strategic goals of the Platform. At least 10 in 2024.</p>
<p>❖ <b>Management &amp; Staffing</b> – Update the platform's organizational structure, streamline and align its policies and procedures with international standards. Ensure a reliable system of training, internships, education and development of key positions. Ensure stable sources of funding for the organization's hired staff.</p>		<p>❖ present the <b>stories</b> of our community growth on international business associations, media, interviews.</p>	<p>❖ <b>International cooperation.</b> Searching for partners and building a network of coalitions with international organizations. Holding joint events and implementing projects. Opening of two foreign representative offices in 2024.</p>

		<p>❖ <b>marketing and branding</b> Create marketing strategy of growth which will grow our community, make the slight branding, cross check brand book with our mission and channels of communication. Create strong brand of the platform WinB shifting the focus from personal brand of Madam President to the achievements and cases of business leaders within the platform. Choose the faces of the month which will rotate from region to region</p>	<p>❖ By 2024, create and implement a new management structure for the organization that will allow for resilience development and ensure the sustainable development of the organization</p>
--	--	--	--

