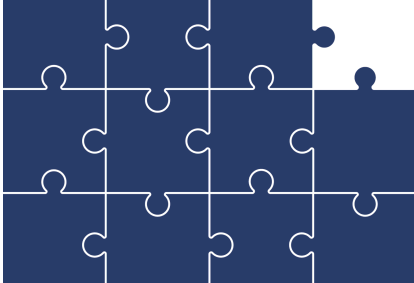


The problem: Not enough women are leading



As divides deepen, problems accelerate, technology advances and trust erodes, the world needs more women to lead whether they are in villages or on the global stage. Their knowledge, expertise, judgement and insights are needed more than ever.

There is work being done across the globe to produce systems change so that the odds of women emerging, leading and succeeding are not so heavily stacked against them.

But even when women do emerge they are often put off by the 'status quo' approach to leadership, which has mostly been shaped by men. Some find themselves adopting it to make life simpler even though it doesn't resonate with or work for them. Others are turning away from leading altogether.

Our solution: Free women to find their own approach to leading.



We run WE Expeditions and WE Accelerators across different geographies, sectors and age groups, to provide the tools for women to discover their own approach to leading. Through our WE Hub, they can then share their learnings with each other widely.

Our action: Reach 5,00,000 women across the world.



From this base, we will build a global movement of women who will confidently lead - how they wish to lead - bringing their own essence and energy to their leading.

Connected to one another, they will amplify confidence, exchange insights, and accelerate each other's impact. And crucially show how leading can be done differently, because we believe that women's approach to leading might just be the right one for our times.

Our impact: A more diverse and effective global leadership landscape.



More women will lead and with their own authentic approach. With this diversifying of the leadership base will come better decision-making, stronger performance and more inclusive economies. Women will be at the heart of tackling the complex challenges facing our societies.

We measure our success by the number of women who form our strong global network and increasingly choose to lead as a result of engaging with us.

Over time, their collective influence will reframe leadership itself, shifting the narrative towards an approach that resonates with both men and women.