

REPORT

June 2015 – August 2016

TASKFORCE: Leadership and Lifelong Learning

Chair: Antoinette Rüegg, Past President BPW International

MEMBERS: Sabine Amend, USA, Khadiga El-Tazi, Sudan, Ester Eomois, Estonia, Dr. Elizabetta Gregoric, Italy, Dr. Anne Hilty, Hong Kong, Leena Kivisild, Estonia, Dr. Sabine Küsters, Kukka Lehmus, Finland, Johanna Marius, Germany, Conny Montague, Chair Europe, Germany, Fidelia Oyefeko, Nigeria, Nicole Pillinger, Switzerland, Maria Augusta Ribeiro, Brazil, Daniela Rigassi, Switzerland, Sabine Schmelzer, "BPW International Online Academy", Switzerland, Isabel Silveira, Brazil, Ann Wood, Switzerland

Taskforce COOPERATES with Past President Liz Benham: "UMBRELLA Concept", with Taskforce Chairs "Peace & Intercultural Understanding", Elisa Campos, Brazil, and "Mentoring", Marianne Plattner, Switzerland, and the UN Geneva BPW Main Representative, Dr. Catherine Bosshart

1 Request to accept the following BPW as NEW MEMBERS of the Taskforce:

- | | | |
|----------------------|-------------|----------------------------------------------------------------------------------|
| 1. Anna Cargnello | Italy | cargnello.anna@gmail.com |
| 2. Petya Barraud | Switzerland | petya.barraud@gmail.com |
| 3. Elisabeth Liberda | Germany | elisabeth.liberda@t-online.de |
| 4. Rodica Fridez | Switzerland | rodica.fridez@yahoo.fr |

If the President accepts the new members the President's Office is requested to send them the official registration forms.

2 Leadership Trainings

Conny Montague together with her team organized or will organize

"BPW Leadership Training for Women" trainings:

- **Berne, Switzerland, 24th – 25th October 2015**
- **Basel, Switzerland, 4th – 5th June 2016**
- **Munich, Germany, 22nd – 23rd October 2016**
- **Lausanne, Switzerland, 12th – 13th November 2016**

PEP (Personal Empowerment Trainings) took place in

- **Italy** with Anna Cargnello
- **Germany** with Eveline Kaik and Dr. Sabine Küsters
- **France** with Claire Kowalewski
- **Switzerland** (French speaking part) with Rodica Fridez

Leadership Trainings on different topics

Estonia: Ester Eomois and Leena Kivisild chaired trainings for about 500 participants on "How to overcome and fight stereotypes?", "How to balance work and life?", "How to negotiate better salary?", "How to enhance leadership skills?"

3 Taskforce MEETING in Trieste 1st – 3rd April 2016

Organized by Conny Montague, Taskforce Chair Region Europe.

Hosted by Dr. Elisabetta Gregoric, Anna Cargnello, BPW Tergeste Venezia Giulia Club.

18 participants from Finland, Germany, Italy, Switzerland, shared knowledge and reflected on how to move forward with the projects under way. Dr. Antoinette Rüegg, Taskforce Chair attended the meeting too and informed the participants about international projects and strategies.

Dr. Pia Pedrucci, President BPW Italy was present too and **approved the road map for the Leadership Program** to be held in Italy. Anna Cargnello plans to hold the first seminar in January 2017.

Dr. Elisabetta Gregoric convinced her company to **publish the presentations of the meeting in a book** which will be available at the end of the year.

4 Events or meetings supported or organized by the Taskforce

- BPW International Leadership Summit, New York, 11th - 12th March 2015

Members of the Taskforce were responsible for the organization and the program and met for two preparation meetings.

- Pre Conference “Cross Cultural Understanding & Strategies for the Development of Women’s Organizations”, 25 April 2015 to the “Cairo International Women’s Conference”.

5 New Website of BPW International

In mid-June a new presentation of the Taskforce with different documents was sent to the webmaster. Unfortunately the working tool “website” which was urgently requested did not go online until today.

6 “BPW International Online Academy”

The discussion about the name “academy” was restarted because Sabine Schmelzer requested an e-mail address academy@bpw-international.org. Already in 2015 we had discussed in a group of further education experts that “academy” is an incorrect label to use for further education in BPW. Sabine insisted on using the name “academy”, probably because heading an “academy” brings her more prestige than heading a “Competence Center”. Very reluctantly we agreed to an “online academy”. However what I feared happened, for Sabine Schmelzer the online platform was only the first step to establish a “BPW academy” which doesn’t fit for further education programs in BPW and additionally it damages the credibility of our organization BPW. In contrast to academies or universities where intellectual facts are taught, BPW offers the unique opportunity to practice leadership as officers or project leaders in a friendly environment. By using the expression “academy” this great and important USP get just ignored.

Learning institutions which use “academy” do not tell the truth, in contrast they use this bluff to impress. Bluffing is a common strategy for businesses, but organizations such as BPW cannot truly develop on a lie or by bluffing. Changing a behavior by manipulation is not sustainable and is counterproductive to the goals of BPW. A sustainable change of behavior has to rely on truth. Smart women who know the importance of the truth and women with academic education are not attracted by bluffs which means BPW in addition attracts the wrong members, members who feel comfortable building on bluff. To argue that millions of companies or institutions use “academy” incorrectly should never be a reason to do likewise. One hundred years ago the majority of men and women were convinced that women should not have their own professional life ... relying on a mainstream opinion is never an option for true leaders.

A big thank you to all taskforce members and all BPW who cooperated with the taskforce and contributed to the successes during the year

Zurich, 19th.August 2016

Antoinette Rüegg