

THE LADY BOSS MAGAZINE

SEM

& Business Club



WE EMPOWER WOMEN

Spring 2019

*Food
& Fun*

Lola's Vegan Kitchen
opens up its first
location in Zurich

**SMARTER
FUTURE**

SMART ENERGY, SMART
CITIES, SMART CARS,
SMART... SMART... SMART...

**ALTERNATIVE
FINANCING**

FUNDRAISING 4 WOMEN

Switzerland's first Crowdfunding platform
for women launches in September

*Bianca
Janina
Kux*

**WOMEN OF
INFLUENCE**

20 influential ladies
changing the game

**THE PRICING
TOOL**

HOW TO BUILD A
STRONGER BUSINESS
WITH BETTER PRICING

Unleash *Your* Inner Potential

Connecting and Showcasing Female Entrepreneurs & Executives

fashionaid

ANNE KUBAI



Photo by © Symar Photography

Dear Lady Bosses

Spring is in the air, and the second edition of our Ladyboss magazine is here!

In this edition, we are all about inspiration and aspirations and growth. In order for us to experience growth in our businesses and our personal lives, we have to let go of everything that doesn't resonate with our aspirations and focus mainly on issues and people who inspire us and drive us towards achieving our goals.

For this reason, we have highlighted 20 inspirational women from different sectors who are exceptional leaders and whose lives may inspire us. Funding and venture capital is one of the biggest challenges that women face all across the globe.

98% of VC Funding Goes to Men research by (Hayden Field on June 29, 2018, for Entrepreneur Magazine) leaving women entrepreneurs with a mere 2%. However, every challenge requires deep thinking and deliberation on finding solutions.

With innovations and solutions in mind, we are more than proud to introduce **www.fundraising4women.com**, Switzerland's first crowdfunding platform for female-led businesses and ambitious career women, the goal of Fundraising4women is to support women's economic and professional development YES!

Our cover has been graced by an amazing Ladyboss Bianca Janina Kux who is making waves in our entrepreneurial space as she leads and coaches both women and men on how to find their hidden talents to maximize their full potential.

We also want to thank our contributors; Ms Sashka Hanna-Rappl, Sally M. Solaymantash, Marja Eklund, Yulia Myronova, Janene Liston, Melody Chipu Makuwaza, Rena Hunk.



*Thank you and
enjoy the read!*

*Yours,
The Lady Boss*

Alarcho
Editor in chief



eveline ZOCCOLILLO

SWITZERLAND



Content

LEADERSHIP & COACHING

BIANCA JANINA KUX

CEO & Founder
www.linkedin.com/in/biancajaninakux

Our Inspiration female entrepreneur and our cover story.

10.



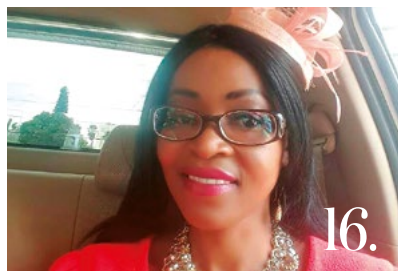
14.

FASHION & DESIGN

EVELINE ZOCOLILLO

CEO & Founder
www.evelinezoccolillo.ch

*Where Style
Meets Luxury*



16.

INSPIRATION

MELODY C MAKUWAZA

Founder
www.facebook.com/DialoguesWithMel



20.

INSPIRATION

MARJA KATAJISTO

Founder
www.marjak.me



19.

WORKING MUMS

RENA HANK

Compliance Officer
Private Bank Zurich



24.

BRANDING

SASHKA HANNA-RAPPL

Founder
www.brandssashka.com



50.

POSTIVE INFLUENCE

20 INFLUENTIAL WOMEN



42.

FASHION & STYLE

GABRIELLA GHIELMETTI

Founder
www.unique-fashion-for.me



46.

WOMEN IN TECH

SALLY M. SOLAYMANTASH

Founder
www.smarterapproach.ch



52.

WORKLIFE BALANCE

YULIA MYRONOVA

Technology Strategist for Chief
Technology Office at a Swiss Bank

THE LADY BOSS BUSINESS CLUB APRIL 2019



64.



48.

MENTORSHIP

ALINA LUPESCU

Life Upgrader Expert
www.linkedin.com/in/alina-lupescu



64.

FOOD & FUN

ALINA RUSS

Founder
www.lolaskitchen.ch



54.

SALES TOOLS

JANENE LISTON

Founder
www.thepricinglady.com

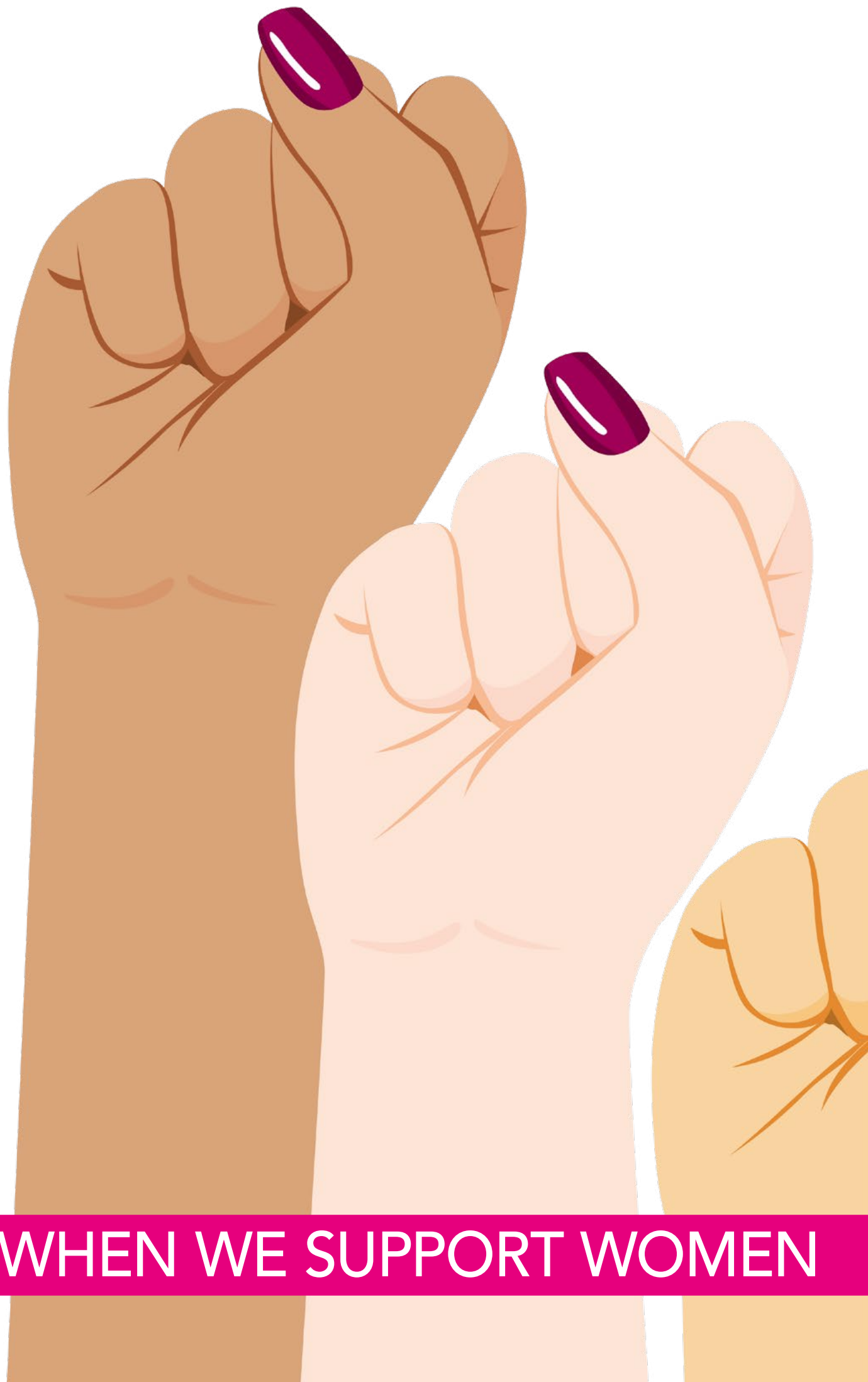


57.

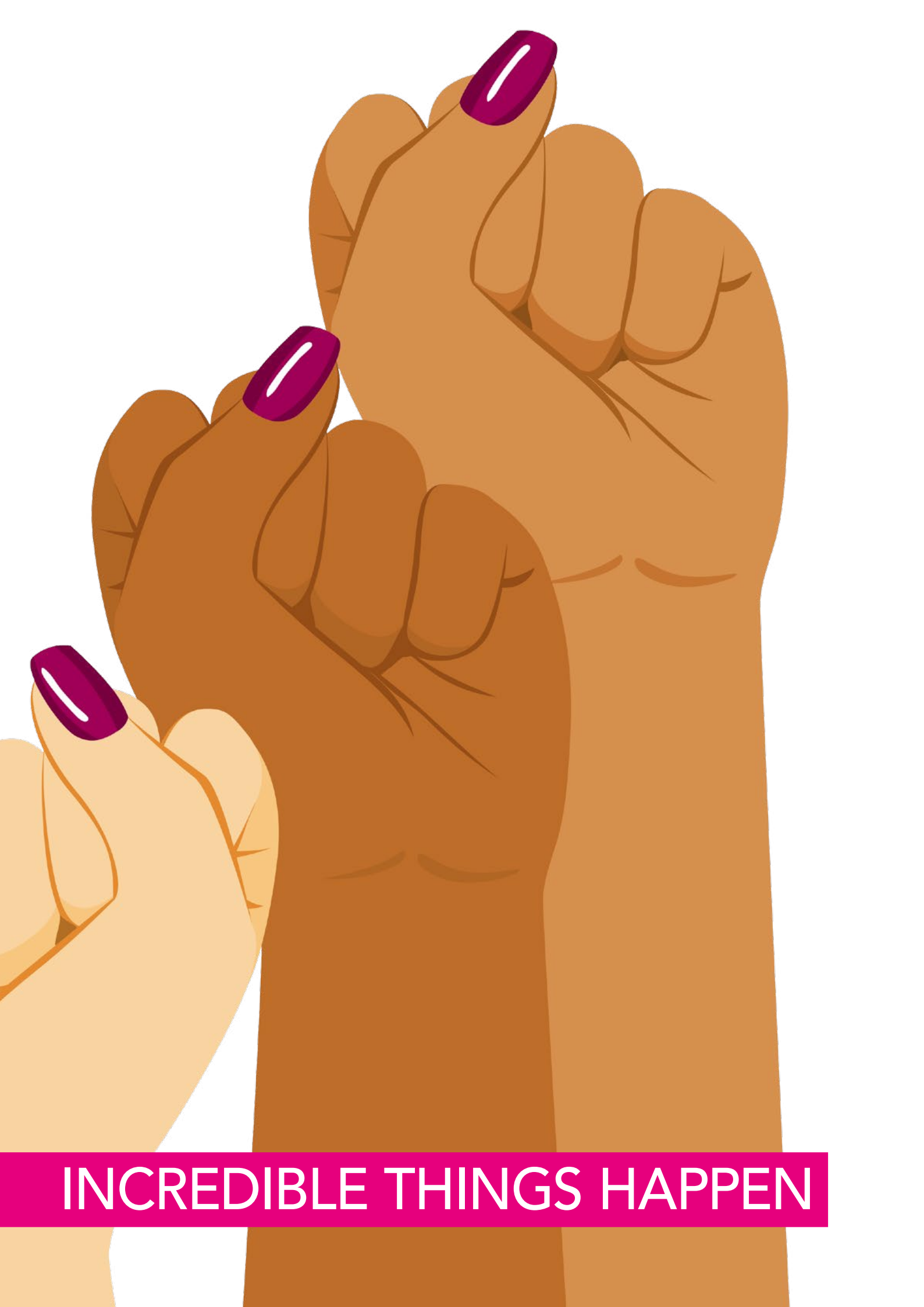
INSPIRATION

YASMINE GHOARSCHI

Founder
www.shoushoukids.com



WHEN WE SUPPORT WOMEN



INCREDIBLE THINGS HAPPEN

Leading With Talent And Gaining Financial Independence As A Woman

Balancing responsibilities and maintaining financial independence might sometimes appear to be a hard nut to crack. But that's Bianca-Janina Kux's specialty. As a leadership coach and trainer, she's dedicated to helping leaders live up to their leadership role and as well helping women become financially independent through her Rich Women Cashflow Club. Bianca granted SEM an interview and explained more on the mission of her Club.





Why should leaders know their talent?

Bianca-Janina Kux: The best leaders are those that can identify and appreciate the differences that one brings to the table and knows how to put them to full use. These leaders are emotionally intelligent enough to connect the dots and the opportunities within each dot to enable the full potential in each of their employees.

Why is it important that leaders inspire by leading with talent?

Bianca-Janina Kux: 85% of adults worldwide are not engaged or actively disengaged in their workplace. What a stunning amount of wasted potential! When I read this number, I was flabbergasted! I knew that what we tend to do in companies is usually “getting

things done” in some way or other. People do not get to use their natural talent in the workplace and that makes them unengaged and unhappy.

What is your strengths story?

Bianca-Janina Kux: I discovered the concept of strengths midway in my corporate career. A colleague was laid off and she got to do all these interesting assessments, tests and processes. I was naturally intrigued as curiosity is one of my biggest motivations. I asked her about the process she was going through and then she told me about the StrengthsFinder 2.0. I ordered it and took the test. The results were interesting for me. Within my top 5 talent themes 4 are in the relationship building sector and one in influencing. Now in my work as a



coach and trainer I use my Top 5 Talents much more and this is what people actually pay me for. Because now, my emotional intelligence is something that other people really take great value from.

How do you make a difference with emotional intelligence?

Bianca-Janina Kux: Emotional intelligence is the ability to identify emotions in yourself and others. For me it is incredibly easy to feel "into" the other person and feel what he/she is feeling. It comes naturally even. The challenge here is normally to also be able to draw boundaries between myself and others and not be over-empathic. I do believe that emotional intelligence will help you whenever

you are in a leadership position, because you are leading people towards a goal and a result.

How do you use your emotional intelligence in your Rich Women Cashflow Club?

Bianca-Janina Kux: I have been leading Cashflow sessions now since 2 years now. And it has taught me so many things! I started when I was still employed and I had the idea of creating a space for women where they can connect with each other and #talkMoney. My emotional intelligence has helped me hold the space for women in which they can show themselves in an authentic way and create the Mindset that they need in order to take a next step in their life.

What is the Rich Women Cashflow Club all about?

Bianca-Janina Kux: Cashflow is a strategy game invented to strengthen the financial mindset. Being rich encompasses so many different aspects apart from just money. It means to open your mind up to realizing how much abundance is already in your life and celebrating this on a daily basis. Gratitude is one of the main elements of leading a rich life. The Rich Women Cashflow Club & Academy in essence is a community of women who want to educate themselves around the issues of money, the associated mindset and especially topics related to financial freedom.

Why is financial independence important for every woman?

Bianca-Janina Kux: Just 2 years ago my friend told me that he is getting married and that he now has joint savings accounts and I thought: ok – let's see how that goes. Because like me he was part of the institute and also familiar with the work of Robert Kiyosaki. I thought it was interesting that the wife did not step up to say: "Hey, I want my own account with my name on it!" Now 2 years later they are already divorced. Women are more affected by very hard conditions when they get older, as they may have not worked as long as men did and therefore have a natural disadvantage. Therefore, I believe that women need to take a step into owning their finances more, even though it might be a painful topic.

How does knowing your strengths influence your financial situation?

I really believe it is the first step when you talk about financial independence. Knowing your strengths and investing in yourself is the first step to build an asset that you will not lose: yourself. Once you are really clear on what value you are adding you can actually start doing just that and start earning let's say 1'000 CHF on the side and then invest this money.

Showcasing The Beauty & Quality Of Swiss Leather Design

France has Givenchy, Italy has Gucci, Germany has Picard but there's a Swiss fashion brand taking on all of them. Zoccolillo. This brand designs and manufactures high quality and beautiful leather accessories. It showcases the allure of Swiss designs that can't be resisted.

Where and when did your enthusiasm for fashion start?

Eveline Zoccolillo: The enthusiasm for style and fashion has always been there for as long as I can think of. My love for colors, combinations of material followed me throughout my life: in private as well as professionally, when I was decorating Jewelry shops, painting on silk or building an apartment and a house.

What year did you find your feet in the industry?

Eveline Zoccolillo: In 2015 I had first thoughts about building up my own business after the baby pause. By Spring 2016 I registered the company in Küsnacht / Zürich. Since then everything goes accordingly well, and our ambitions and plans go high and far.

What or who would you give credit to, having come this far?

Eveline Zoccolillo: It was a friendship over many years. He gave me the support and confidence to start my own business by believing in me and my talents. Encouraging me in all my doing. He trusts, stands behind me like a rock, helps and protects me in every way he can.

Before your adventure into the fashion world, what kept you preoccupied?

Eveline Zoccolillo: I am a moving person. I can barely sit still. I have always been doing a lot of sports from ballet, jogging, horse riding to water polo. Professionally, I worked almost 20 years in the jewelry and watches sector. This led me to my

first, own business of decorating jewelry shops.

What inspires your designs?

Eveline Zoccolillo: Inspiration, I get everywhere! With your eyes open you start combinations with colors, textures and shapes wherever you are. The world, nature is full of it.

Can you define that feeling you experienced when you designed and produced your first bag collection?

Eveline Zoccolillo: The feeling was wonderful in terms of having a lot of respect and pride for the finished product. To see "my baby" grow is thrilling.

Who do you look up to as a role model in the industry?

Eveline Zoccolillo: Style is always a matter of taste and it depends enormously on the phase of life you are living through at that very year and moment. I do have many people I admire because of their doing but I am not looking up or down. I try to do my own thing with what I believe in.



Photo by: © Patrick Hanggi

Let me quote your website: ‘Quality at an affordable price. How has Zoccolillo being maintaining high quality at an affordable price?’

Eveline Zoccolillo: Quality, for me is of paramount importance. However, we all know that it is just one piece of the whole Story. I’m utterly concerned about the people working for us. Their fair working conditions, safety as well as adequate payments are imperative. We condemn child labor and exploitation. Our prices are fairly calculated, and we allocate a share of our revenues to a scholarship for poor students in India. We are firmly committed to our strategy because we are convinced to be on the right track, also because of the positive feedback we receive. My mission is to make the world some little better by helping and treating people correctly!

Could you throw more light on your company’s charity project in southern India?

Eveline Zoccolillo: Sure, we are proud to say that so far, we successfully supported a number of fantastic students from poor families to continue their studies and are aiming to build up on the number every year. The appreciation & gratitude of these young people coming back to you outweighs the aid by far.

How have you been able to balance the pursuit of your dream with other spheres of your life?

Eveline Zoccolillo: (Smile) You are right, this is really a balance act for its self. Luckily, our two kids are in high school age already which leaves me a bit more freedom to work on companies’ projects. Nevertheless, whenever possible I try to keep up with my sports. It (Gym, Jogging) gives me the necessary power to fulfill my tasks.

What makes Zoccolillo unique from other brands?

Eveline Zoccolillo: We do sell Nature and not plastic. Our products will not harm the wildlife in the oceans because leather is dissolving in the water. We are working on alternative (Vegan) materials also. We have sustainable, adequately prized, quality products.

What’s your favorite personal and design color?

Eveline Zoccolillo: Actually, it’s white. Because it leaves everything open, it’s light and cheerful. I love the rainbow and everything that can result from it. The amazing blends that can be created with all those colors over and over again in new combinations is never explored fully. That is simply wonderful.

www.evelinezoccolillo.com

Choosing *Courage* Over Fear

The iceberg illusion of success shows how success is the tip of the iceberg

By Melody C Makuwaza

This is the visible part above water, the part that people see. Where-as people don't get to see the behind the scenes movements and goings-on. For example, when a performer or an actor is about to come on stage, most people don't get a glimpse of what goes on behind, unless you are allowed a glimpse. They don't get to see the rehearsals, the misses and at times the pain and tears that goes through perfecting the art. We get to see the best performance when the curtains are drawn.

The previous seminar that i hosted, had a handful people turn up (which included my friends). This is after booking a functions' room in a hotel left with many empty chairs, later. After that incident, i realised that i was scared to put myself out there again, to organise another function. "What if people didn't attend and the numbers were low like the last time?" i was asking myself, before i finally embarked on facing the fear and doing it afraid. It really takes courage to get out of bed in the morning, it also takes courage to show up and it definately takes courage to try again.

Set backs and misses are going to be encountered, one way or the other, no matter who you are, or what career or business you are in. There are going to be moments of disappointments, pain, worry and tears at times, but the show must go on.

It's about changing one's perspective and choosing empowering thoughts which is really a process and not an event. It also takes guts and being deliberate to get back in the arena.

When the world gets to celebrate your wins with you, they usually and sometimes don't even know and have no idea or clue, of the sleepless nights and how far one would have travelled to get to their success. Grit and tenacity is therefore the name of the game.

Failure only becomes failure when one is knocked down and they don't attempt or try to get back up and try again. Even if it means, crawling at first until one can get to stand and walk, then turning the walk into a run before flying. Our super power is that we are human, we don't have to prove anything else except to be our true self and walk in our lanes.

So i chose courage and got back in the arena and started planning another function. Behind closed doors though, there were some misses where i would be feeling scared and at times anxious, although there were plenty of wins as well.

Nothing is ever a waste, no matter how it turns out. That's how we keep learning and growing our resilient muscles.

Even when you are a lady boss, it doesn't mean you

are not going to face moments when you don't feel the fear, or scared or get depressed at times. It's how one looks at the situation and how one decides to deal with it that differentiates winners from the other group. It's about making a decision and about being intentional and at times seeking help.

I managed to host yet another seminar, (after a long break i must say) which went on to be a success. To which, i'm so thankful.

Of course a few people knew what was happening, the times i was panicking and the tiredness and a whole lot of other lessons learnt including the do's and don'ts for future functions which i wouldn't have learnt had i not tried again.

One of the best lesson in going back in the arena is that you continue to become. So wherever you are at lady, whatever has happened or is happening in your life. You might need to take a break or a step back, if you will, but get back up you must. This life journey is about walking on water and not by sight and that takes courage.

It's also about resetting and rewiring the mindset by being intentional with one's thoughts and energy. It's about learning the skills to be present everyday in your own life and it's about asking for help even when embarrassed to ask. The worst that can happen when you ask is getting a no and should that happen, you keep it moving until you get a yes. It's also about surrounding yourself with cheerleaders and those who hold space for you, hold you accountable and cheer you on. So you need a tribe.

If Thomas Edison had not kept getting back in the arena and choosing courage, we wouldn't have the light bulb today. If the Wright brothers had not kept going, we wouldn't be flying today. If Steve Jobs had not kept his vision, Apple might just be another blue print stacked somewhere in a garage box. The list can go on, including your own life story and dreams. If you don't apply for that executive position or take the step to travel the world or start or expand that business or get out of a toxic relationship or get into a new relationship, just because you had some hurdles or you didn't get what you wanted the last time or in the past. You would never experience your greatness. Fear is going to be at times felt, but feel the fear and do it anywhere, even if it means with your knees knocking and teeth chattering. Choose courage and do it anywhere.

The story of Jenine Shepherd is told, an Australian cross country skier, who was involved in an accident when she was hit by a truck that left her paralyzed.



In her words, she said; "she decided that if she can't walk, then she might as well fly."

If you have a dream, do not allow any obstacle(s) whether something as life shattering as Janine's case or as 'simple' as raising your hand for an opportunity or planning a function, derail you.

Jenine went on to flying school and she got her private pilot's license, to commercial pilot's license, to getting an instructor rating.

Of course there are many other men and women's stories of tenacity and courage in every degree that includes yours, if you don't quit. You can change course but don't quit.

"When you choose courage in the face of fear, you defy the things that hold you back from greatness."
- Jenine Shepherd

So whether you have or are going through a situation, it could be a big tragedy or something seemingly as 'simple' as deciding to go back to school or growing your brand. Choose courage any day and everyday and never ever give up. Never give up on you.

When we feel all the other emotions that are beneath the water, there is no need to be apologetic. We feel the fear and we conquer it and we keep it moving, in style like the lady bosses we are. No apologies.

Working Moms' Challenges

Working mothers encounter many types of challenges, but here are some of them that are frequently subject to endless discussions

By Rena Hank

Trusting the external Child Carer

When I went back to work after fourteen weeks of paid maternity leave, my toughest challenge was to trust the nanny and later on the daycare. Every morning, after kissing my son goodbye, I would automatically feel worried. And every evening, I would feel relieved to see that he was doing fine and was well taken care of. I have learnt that it is normal to worry, especially when the child is too young to be able to express herself/himself. A full daily report from the child carers can be reassuring and keeping a good relationship with them also helps building the trust. But in the end, what matters is being confident in your ability to choose the right nanny or daycare for the well-being of your child and your never failing mommy's gut.

Dealing with the Feeling of Guilt

Without any doubt, this is the most popular challenge. No mother wants to be called the "Rabenmutter". According to the psychologists, the feeling of guilt comes from the mother's own childhood wound that is projected on her child. It is therefore recommended that the mother heals herself first in order to deal with this negative feeling. Furthermore, since women in general are perfectionists and lack confidence, they are also easily influenced by the traditional society that is dictating their role and duties. This being said, one can observe that our society is currently changing due to the economical situation. One salary is not enough anymore and statistics also confirmed the increased number of working moms in Switzerland.

The conservative formula where the mother is the nurturer and the father is the provider will therefore no longer exist. Most likely, the type of couple whose dynamic is based on equal partnership will become the new norm. Hence, the term «Rabenmutter» won't be used against working mothers anymore which is a good news.

Having "Me" Time

Since I gave birth to my son, I live my days like a Swiss clockwork from the moment I wake up in the morning until I go to bed at night. Having a child means having a new life routine where her/his needs have priority on yours and your spouse's. On top of that, there is no or very little room for spontaneous activities because everything must be planned far ahead. It is then easy to forget ourselves in our daily juggling performance between our roles as a mother, a spouse and a professional. Moreover, since women tend to be perfectionists, they want to do it all which prevent them even more to take a break. In order to avoid a burn-out or depression, it is therefore crucial to take time for ourselves without feeling guilty. This is the main reason why we need to further involve our spouse in managing the household. As equal partners, a fair share of responsibilities must therefore be allocated to each one of them, so they can have the possibility to unwind during their "me" time and enjoy more their family time.


In conclusion, if we simply stop judging ourselves too harshly, we will certainly feel more fulfilled as working moms.





Photo by © www.marjak.me

Framing Time To Save A Memory, Depicting Worlds With Words



One may debate what is required to be a “Wonder Woman”, but Marja Katajisto believes that by focusing our minds the “Wonder” within us all can surface and deepen our sense of mission. Marja Katajisto does this as a passionate writer, a brilliant photographer, but always first, as a proud mother.

What does photographing mean to you?

Marja Katajisto: Over the years, I have come to realize that one of my roles in this life is to create material to document what and how I see people and events around me. I would like to think that I am able to anticipate unique, quick moments that are beautiful in honesty, charged with a natural flow and inner light. The camera is a magical device. With it, one can stop the time in order to give that passing moment more focus, so that it can later be scrutinized and savored in its whole richness. Many times the post-process of a photo reveals undetected and surprising details of the scene. If I am photographing people, my aim is to showcase them at their finest, in their essence. I think every person is beautiful; there are no “un-photogenic” people. It all boils down to co-operation between the photographer and the person in front of the camera. Luckily my clients normally feel very relaxed around me, which makes producing great photos easier!

From where do you find your “Stories”?

Marja Katajisto: Honestly, when I’m inspired, I can make a story of anything! Ask my two daughters (adults by now, 19 & 22), I have a pretty lively imagination!
But on a serious note, I am drawn to the happy and

colorful side of life. Capturing expressive, playful characters and nature at its purest. Joy and beauty of life! Humanitarian projects also talk to me. Projects where the focus and aim are on achieving improvements, creating a positive change, igniting the development and molding human hearts and minds for the shared betterment. It’s quite possible that I have a book or two unwritten in my head!

What brought you to photography?

Marja Katajisto: Both writing and photography were always my favorite pastime activities. My first camera traveled a long way into my hands. It came out from my Father’s rough duffel bag when he returned home from his adventures overseas. I wasn’t even in school yet; 5 years, I would say; just a little wild thing running around the island where we would spend summers. Those times I was still the only child in the family and I guess my Father didn’t quite know yet what to bring back to a little girl. So, with Christmas-like excitement, I was handed packs of TOY-chewing gum and a Kodak camera - a dark grey, awkward looking box. At first sight, it just made me confused. My Mother again loved her aromatic coffee packs all the way from Brazil and also two amazingly beautiful wooden trays. They both had patterns composed of perfect, little butterfly wings: bright shades of blue and green, deep golden yellows!

Utterly mesmerizing! I couldn't get my eyes off them! One of the trays was sadly damaged in transportation and under the broken glass those amazing little wings were totally irresistible; I had to touch them, ever so lightly. Oh, how silky and fragile they felt! I couldn't believe that someone had killed all those amazing little, flying lives just to decorate these trays! But, a child is surprisingly resilient; knows how to live in the moment, and soon enough the shock of some 200 dead butterflies was forgotten. I focused my attention back to this mysterious thing and that was to produce pictures of my own choice. I turned it around in my hands with great curiosity. That exact moment is when my photography started. And it is so great that I remember it so clearly!

My camera is a dear device for me. It allows me to serve others and at the same time gives me a way and a reason to study and admire the life around me. But in truth, I would not be able to say which is more important to me: writing or photography? Maybe best said, they both work together for me, like twins; hand in hand.

What do you think about photoshopping and post production of photos?

Marja Katajisto: The arrival of digital photography changed irreversibly the whole business of photographing and it has created a wide array of new experts and professions. Post-production can improve the overall experience and mission of the photo. The aim is to fine-tune, to show settings and people in the best light and to complement them without changing the essence. But there is a healthy limit to all of this, of course. When the truth becomes overly twisted and the purpose is to create a misleading or even harmful message – that to me does not sound healthy anymore. But hey! Let's ask ourselves: can art be chained and controlled? Like anything in this world, the postproduction of photos too can be used for the good or for the bad. The question is who uses the "tool" and to what end?

Who inspires you?

Marja Katajisto: Oh, can I just answer: Life, in its abundance and plentitude, inspires me! Ideas can flow in from weirdest things: evening sun oozing through the foliage, ducks at their washing routines, happy kids running around. My own daughters grew up with their Mother very much inspired by them and maybe all too often pointing the camera at them. Truly, they both are my biggest inspirers! Love them to bits! But I dare say, that the original and lasting inspiration for photography indeed came from my Father, who also back in the day walked around carrying his camera. I regret that I, as a young girl did not have the tolerance to fully learn the different phases in photo-development for which he had all the needed equipment.





Photo by: © www.majka.me

How To Build Your Know-Like-Trust Factor For Your Soul Brand Today

Marketing with Soul made Easy

By Sashka Hanna-Rappl, Founder of Brand Your Soul® and Soul Brand Marketing®
Brand & Business Strategist for Creative Visionary Leaders, www.brandsshka.com

You hear it all the time from Marketers: Know-Like-Trust. That is, in order for your customers to buy something from you, you need to build a certain level of Know-Like-Trust (KLT).

Today, I would like to go into depth about KLT... starting with:

THE K-L-T RELATIONSHIP STAGES

Imagine that you're throwing it out „there“, asking for a 'sign', that you're looking for a friend-or relationship. Or perhaps a 'sign' that will help you with your business.

For example, you require help with marketing your brand or you're seeking direction on where to find a mentor.

Phase 1 - Attraction:

This is where the sign suddenly comes to life.

Either exactly as we imagined or a surprise.

Scenario 1: You're reading a comment off someone's blog or social media post, and it answers your questions you'd been asking.

Suddenly alarm bells go off and you're intrigued.

Or

Scenario 2: You may be at a family or friends gathering or in a store, when you overhear or meet someone who happens to fit the description that you're looking for.

Phase 2 - Curiosity:

You want to know more. So you start researching (or for some innocently cyber-stalking someone).

You check out someone's social media profiles or website. You read a blog that they wrote, perhaps you even download a lead magnet (a freebie in exchange for an email address). Heck! Maybe they even have a Facebook or LinkedIn Group (online) or offline network meetings where you can join and get to know the person.

Phase 3 - Enlightenment:

This is where the light bulbs go off. Epiphanies and Serendipitous moments. You realize that you have so much in common with whomever you're being curious about. You share similar values and beliefs, lifestyles, habits... there's a connection on a Soul Level.



Photo by: Kaja Zamella-Kux Make-Up: Nadine Binder



Photo by: Kaija Zanelli-Kox Make-Up: Nadine Binder

You start warming up to this person and are more receptive to what this person is teaching about.

Phase 4 - Courting:

Here you start to trust to introduce yourself personally and form a relationship. There's a soul connection and both you and the person can feel it. It's mutual.

Phase 5 - Honeymoon:

You've struck up contact and have started to build a friend- or relationship. You trust yourself to speak your mind/opinion without offending or holding back. Trust has been formed.

Phase 6 - Trust:

This is where you want to support and where possible also purchase products and/or services from this person.

WHY BUILD K-L-T, WHY NOT JUST SELL?

GREAT QUESTION!

'Just selling' may take a week, a few months, perhaps even years, depending on the „monetary value“ of your product and/or service. A rule of thumb is that building relationships takes between 3-6 months. This can become **TIRING**, **DEMOTIVATING** (hearing No's all the time), **DEFLATING** (you begin to not believe in yourself) and you're just not everybody's cup of tea!

'Just selling' leaves you in a 'doing' energy. Which is a lot in your mind (logic) and leaves very little room for heart energy (intuition). There needs to be an alignment between the two to ensure your selling isn't in vain.

It also helps to know how our brains work during a **BUYING DECISION**. There are **THREE Triggers**:

Pleasure:

When you like something, you **FEEL** warm/fuzzy/attraction. And of course the opposite should you not like something. Obviously, when you feel the former feelings, you're more inclined to want to learn more about that something, because it's activated the nucleus accumbens, which is associated with the anticipation of pleasure. Say for example, you're inquiring about a holiday trip for you and your family. And you stumble across a holiday home in the area you're wanting to vacation in. Your nucleus accumbens is activated in the brain, and you **FEEL** the "pleasure" which naturally activates "positive energies".

In short: It feels good.

Gains & Losses:

Whilst you're feeling good, you're checking out the times available and the costs. This is when your medial prefrontal cortex, which is associated with balancing gains and losses, is activated. You notice that the house would be available at exactly the right date that you'll be able to take leave and the price is totally affordable!

Your energy stays in a positive state.

Pain:

But then a limiting belief is triggered and the insula, a part of the brain that registers pain, is activated. Your subconscious brings up limiting beliefs of "not deserving" or "not feeling good enough". And you start to question whether hiring a house for the family holiday is such a good idea. Although you can afford the holiday home now, that money could be used for a college fund for your kids or the rent for the next 4 months.

Who do you think wins this battle? 9-times-out-of-10... the Insula wins! Despite the Pleasure and Gains being on a high energetic level. The Insula will pull you down and make the decision to not go on the family holiday trip.

And these are the thought patterns that your Soul clients are going through when you present them with your products and/or services. A constant back and forth between "Pleasure and Pain". It's during this time from start-to-finish, that's it's important for you to show up and be visible to your Soul Clients without pushing or doing but rather being. That way they know you're there and you're offering them added value to help them with their buying decisions.

Building a relationship with your Soul Client can be such fun – instead of the "hard work".

Set your intention of calling in your Soul Clients (they are looking for you)... See and visualize your Soul Clients – the conversations you'll have – the laughs – the **FEELING**. Welcome this into your energetic field.

Ask your guides or angels whilst meditating or taking a walk out in nature (or wherever your zone to receive ideas is), to give you a starting point – a feeling.

Once you get this – create your Campaign of KLT around your Soul Brand Marketing Framework. And execute. With the intentions.

And remember: just because it didn't happen overnight, doesn't mean it won't happen. And never ever give up.



20

Influential Women

The influence of women in different industries and sectors around the globe is impossible to ignore considering the positive impact they've made in their various fields. From Europe, to North America to Africa and all the way down to Australia, so many smart and hardworking women are at the center and the inspiration of an era defining change. Twenty of these caught our attention.

These twenty influential women around the globe have played major roles in the improvement of the lives of people all over the world. Their contributions to life have made them both human rights activists, and role models to young women and girls everywhere. Throughout their careers, these women have broken the barriers around them to become pacesetters in their particular fields.

From Hollywood, the fashion industry, sports, technology, and the business world, these women have shown the possibility of women in power making a definite difference around them. Most of them started from nothing, defying the different odds against them and made their way to become influential in their own right.

All these women play active parts in the empowerment of the youth and women all over the world and supported several human and animal rights activists groups. They've raised awareness on various controversial issues regardless of how others portrayed them.

Alexandria **CORTEZ**

Born in The Bronx, New York City on October 13, 1989, Alexandria Cortez is an American politician and activist. She was raised in New York and attended Yorktown High School during which she came second place in a global science fair. Rewarding her interest in science and achievements at the fair, MIT named a small asteroid after her called 23238 Ocasio-Cortez.

Subsequent academic pursuits saw Alexandria attend Boston University's College of Arts and Sciences where she earned a degree in international relations and economics. She made her Foray in politics in 2016 by serving as an organizer for Bernie Sander's 2016 presidential campaign. Shortly after the general elections she traveled across America in a car to know about various crisis bedeviling communities and was influentially inspired to help her own community combat its challenges.

Thus, she successfully contested and became the youngest woman ever to serve in the United States Congress at the age of 29. Alexandria is a strong advocate for free education, reduced costs of Healthcare and LGBTQ equality. She also makes case for a more equal distribution of wealth and fair shake to workers.

Considered young in politics there's no limit in sight to Ocasio-Cortez's stretch of influence even as her only recognition includes being named the 2017 National Hispanic Institute Person of the Year by Ernesto Nieto.

Angela **MERKEL**

Angela Dorothea Merkel is a German politician who has served as Chancellor for the country since 2005. Born in Hamburg, West Germany, 17th July 1954, but was later moved as a child to East Germany due to her father's job as a clergyman.

In 1986 Merkel got a doctorate degree in Quantum Chemistry and worked as a research scientist for three years before entering politics during the Revolutions of 1989. She first served briefly as the deputy spokesperson for the government, before later been appointed as the Federal Minister for Women and Youth. In April 2000, she became the first female leader of a German Party.

Merkel has held several government offices since her first appointment and as of 2014 was recognized as the longest-serving incumbent head of government in the European Union.

She's been described by several media outlets as the most powerful women in the world, de facto leader of the European Union, and leader of the Free World. Forbes magazine listed her twice as the world's second most powerful person after Vladimir Putin; making her the first female ever to achieve that ranking.

Merkel has played numerous crucial roles in managing the financial crisis at both European and International level; she's been dubbed "the decider" because of that. During her time in office, Merkel ensured that the unemployment rate reduced drastically. One of her major priorities was improving transatlantic economic relations.

Anne **SWEENEY**

Anne Marie Sweeney was born on November 4th, 1957, in Kingston, New York. She earned her B.A degree from the College of New Rochelle, and an Ed.M. degree from Harvard. Before going over to Disney, she was the CEO and chairperson of FX Networks for about three years.

Sweeney spent 12 years at Nickelodeon/ Nick at Nite in several top positions in the company. She was responsible for the international expansion, and even the launching of the channel in the U.K. The launch resulted in the joint venture with British Sky Broadcasting.

In February 1996, Sweeney joined the Disney Company as president of the channel and executive vice president of the Disney/ABC Cable Networks. During her tenure, the Disney Channel saw a massive increase in its subscriber base due to its mix of original movies and series. It even went on to acquire various programs and is now available on regular cable in over 87 million homes in the U.S.

Sweeney is an active member of several organizations both inside and outside of the cable industry.

She's garnered numerous awards including being called the "Most Powerful Woman in Entertainment" by the Hollywood Reporter. She has also been on the Forbes list of "The World's 100 Most Powerful Women, and Fortune's "50 Most Powerful Women in Business."

BEYONCE

Beyoncé Giselle Knowles-Carter was born September 4th, 1981 to Matthew and Tina Knowles, and is the older sister of singer, Solange. She was born and raised in Houston Texas. Her talent and passion for music were cultivated as a child, and she participated in several talent-shows winning most of them. Her journey to fame initially started with the group known as Girl's Tyme, before eventually changing their name to Destiny's Child in 1996. The group's first self-titled album established them as a rising star in the music industry, with their hit single earning moderate sales and awards.

In 2001 the group went on hiatus and Beyoncé's solo career was launched, making her the most successful of the trio. VH1 named her debut single, "Crazy in Love" as the greatest song of the 2000s.

Throughout her career, Beyoncé has received numerous awards including 23 Grammy Awards, and 62 nominations making her the most Grammy-nominated woman in history. She's been dubbed one of the best-selling music artists of all time.

In July 2017, Billboard ranked her as the highest paid musician of 2016. Guinness World Records rated Beyoncé and her husband Jay-Z as the "Highest-Earning Power Couple" back in 2009.

Beyoncé, who considers herself a modern-day feminist, has aligned herself with several movements. She sampled, Nigerian Author, Chimamanda Ngozi Adichie's TEDx speech, "We should all be feminists" in one of her tracks to show her support. She's also a vocal supporter of the LGBT community and has often condemned police brutality. In 2016, she was named the Most Charitable Celebrity of the Year due to the various charity organizations she's founded and supported.

Chimamanda **ADICHE**

Born in Enugu, Nigeria on September 15th, 1977, Chimamanda Ngozi Adiche is a Nigerian novelist. She grew up in Enugu where she had her basic and secondary education before studying medicine and pharmacy at the University of Nigeria, Nsukka for just a year and a half.

Chimamanda left Nigeria for the United States to study communications and political science at Drexel University in Philadelphia. She later secured a transfer to Eastern Connecticut State University. While studying in America, Chimamanda braved sudden racial confrontations and published a collection of poems and short stories which gained international recognitions.

She soon progressed to writing award winning novels and in numerous occasions got her name listed alongside great contemporaries for recognition in literature. Chimamanda identifies as a feminist and includes her world view on feminism in her literary works.

Listed among Time Magazine's "The 100 Most Influential People" in 2015, Chimamanda shuttles between her country and the United States where she teaches writing workshops. In 2015 she delivered the Commencement Speech at Wellesley College. Three years later she became the first African ever to deliver the Harvard University Class Day Speech. She has been recently named as Class Day Speaker for Yale University this year.

Christiane **AMANPOUR**

Born in London England on the 12th of January 1958, Christiane Amanpour is a British Iranian Journalist and Television host. Amanpour was partly raised at Tehran, Iran and moved to the United States where she studied Journalism at the University of Rhode Island.

Upon graduation she was hired by CNN in 1983 and her first major assignment was to cover the Iran-Iraq war. She subsequently reported the fall of European communism as well as major crises from many of the world's hotspots.

Ranking among Forbes 100 most powerful women, Amanpour is known as one of the journalists who is most followed by world leaders on Twitter. She lends her powerful voice to calls for good journalism and rise of women above gender limitations. She also support causes that include Civil Rights, Sustainable Environment, Fair Trade, Human Rights, among others.

Away from activism, Amanpour helps make the world a better place by supporting charities and foundations that include Bill and Melinda Gates Foundation, Bob Woodruff Foundation, Global Goals and UNICEF.

She has won every major broadcast award, including nine News and Documentary Emmys, an inaugural Television Academy Award, three DuPont-Columbia Awards and two George Polk Awards. She also received the Walter Cronkite Award for Excellence in Journalism in 2011 as well as a Giants in Broadcasting award in the same year.

Christine **LAGARDE**

Born in France on the 1st of January 1956, Christine Madeleine Odette Lagarde is a French Lawyer, Politician and the current managing director of the International Monetary Fund (IMF). She was raised in the French city of Le Havre and obtained degrees in English, labor law, and social law from Paris West University Nanterre La Défense, and the Institut d'études politiques in Aix-en-Provence.

Christine worked for Chicago based international law firm Baker & McKenzie as well as served France in different Ministerial capacities before she entered the race for head of the IMF. Months later Christine was elected as the IMF's first female managing director and chairman.

Considered to be one of the most powerful women in the world, Christine has embraced high profile jobs and broken gender barriers within the traditionally male-dominated worlds of finance, laws and politics.

She is a tireless advocate for women and never ceases to stress the fact that opening up opportunities for women around the world is not a zero sum exercise -- that is, gains for women do not equate to lost opportunities for men.

Christine also posits that Gender-dominated environments are not good --- particularly in the financial sector where there are too few women, adding that a better balance between genders, is actually conducive to better growth and better results.

Donatella **VERSACE**

Born in Italy on the 2nd of May, 1955, Donatella Versace is an Italian fashion designer, current vice president of the Versace Group as well as its chief designer.

She made her foray in the fashion industry during the mid-1970 when she accompanied her older brother Giovanni ("Gianni") to Florence, Italy to start a Knitwear design.

While they were at it, Donatella served as her brother's adviser and became the designer for the Company's Versus Line in 1980s. She later became an artistic director of the Versace Group in the 1997 after her brother was murdered.

She inspires women saddled with responsibilities to be up and doing no matter what's thrown at them just like she carried on with her late brother's legacy despite turning to drugs to seek escape from her brother's death and battling addiction to cocaine for many years before seeking treatment in 2004.

Donatella still leads the company's design vision and helps to reinvigorate its product lines. She was in 2017 awarded the Fashion Icon of the Year award at the British Fashion Council's, The Fashion Awards.

Months later she became the first woman to be named as the Designer of the Year at the 2018 GQ Men of the Year Awards in the UK and in China.

Ellen Johnson **SIRLEAF**

Born in Liberia on the 29th of October 1983, Ellen Johnson Sirleaf is a politician and economist who served as the 24th President of Liberia. She broke female gender stereotypes by evolving from the role of a homemaker to acquiring degrees in accounting, economics and public policy at Madison Business College in Wisconsin, University of Colorado and Harvard University.

The first African elected female head of state first served her country by heading Liberia's ministry of finance as well as its former Bank for Development and Investment. Subsequent services to Liberia saw Sirleaf become a strong voice against financial misappropriation, electoral malpractice and war crimes before she eventually became president.

Sirleaf is renowned for proving that women fare well in leadership roles through her exemplary peaceful and progressive tenure as president of Liberia. Through her commitment to gender equality and empowerment of women in Liberia, Sirleaf inspired women to recognize their rights and work towards achieving their dreams no matter how big and scaring it might be.

The influential mother of four is a recipient of awards and prizes including The Nobel Peace Prize, African Gender Award, Presidential Medal of Freedom, Roosevelt Institute Freedom of Speech Award, Laureate of the Africa Prize for Leadership for the Sustainable End of Hunger and Ralph Bunche International Leadership Award.

Ilhan **OMAR**

Ilhan Abdullahi Omar was born October 4th, 1981 in Mogadishu. The youngest of seven siblings, Ilhan was raised by her father and grandfather when her mother died at the age of two. Once the Somali Civil War started in 1991, she and her family fled and became refugees in a Kenyan camp.

In 1995, her family was approved to be resettled in the U.S, so they moved to Arlington Virginia, where she learned to speak English. She later became a citizen when she was 17 years old. During her time in high school, she was bullied often and threatened for wearing her hijab all the time. Omar didn't allow the bullying to get to her. Instead, she used it to shape the way her life turned out.

In 2016, Omar made history when she became the first Somali-American woman to become a U.S. legislator and occupy any elected office in the country. During her campaign, she faced Islamophobic attacks from conservative media outlets, but, eventually, they failed to sway the election outcome.

She was dubbed a rising star in the Democratic-Farmer-Labor Party's Women's Hall of Fame. Time Magazine named Omar one of the "Firsts: Women who are changing the world" in 2017 and featured her on the cover.

In 2018, she ran for Congress after Keith Ellison, left the seat to run for attorney general in Minnesota. Omar's win was a significant achievement, not just for Muslim-Americans, but for every woman of color in the United States.

Joy BUOLAMWINI

Born in Canada, Joy Buolamwini is a computer scientist and digital activist based at the MIT Media Lab. The Ghanaian-American national partly grew up in Mississippi and attended Cordova High School. At 9 years of age, Joy was inspired to teach herself XHTML, Javascript and PHP after interacting with MIT's Robot, Kismet. The tech prodigy proceeded to Georgia Institute of Technology where she studied Computer Science and researched health Informatics. Joy was the youngest finalist of the Georgia Tech InVenture Prize in 2009 and graduated as a Stamps President's Scholar from Georgia Tech in 2012.

Aside being a Stamps scholar, the digital activist is a Rhodes Scholar, a Fulbright fellow, an astronaut Scholar as well as an Anita Borg Institute Scholar. The young female computer scientist is renowned for co-developing an Android-based assessment system to aid the eradication of Trachoma disease in Ethiopia and the world at large. She is also a renowned MIT researcher working to compel organizations to make facial recognition software more ethical and inclusive.

Featured among "America's Top 50 Women in Tech" by Forbes, Joy is the founder of Algorithmic Justice League, an organisation that seeks to challenge bias in decision making software. She is also the founder of the tech firm 'Code4Rights' as well as the Chief Technology Officer for a haircare technology company, Techturized Inc.

Lupita NYONG'O

Lupita Amondi Nyong'o was born March 1st, 1983 to Kenyan Politician Peter Anyang' Nyong'o and Dorothy Ogada Buyu, Mexico City, where he'd been teaching. Lupita has dual Kenyan and Mexican citizenship.

She was raised in Nairobi, and later earned a Bachelor's degree in film and theater studies from Hampshire College in the U.S.

Lupita grew up in an artistic family, and at the age of 14, she made her professional theatre debut as Juliet, in a Nairobi-based company's adaptation of Romeo and Juliet. Her debut acting role was in a short film known as East River, and then she went back to Kenya to star in MTV's Shuga.

Lupita's breakthrough came in her performance of Patsey, in Steve McQueen's 12 Years a Slave in 2013. She won several awards for the role and became the first Kenyan-Mexican actress to win an Oscar and the sixth black woman.

Lupita was nominated for a Tony Award for Best Actress for her Broadway debut play, Eclipsed. She's an avid supporter of historic preservation and works for several human and animal rights group.

In 2014, People's Magazine named her the Most Beautiful Woman. In 2018, Lupita received a Saturn Award nomination for Best Actress in the Oscar-winning Marvel movie, Black Panther, for her role as Nakia, a spy.

Michelle **OBAMA**

Michelle LaVaughn Robinson Obama was born on January 17th, 1964 and raised on the South Side of Chicago Illinois. She graduated cum laude from Princeton University; later earning her Juris Doctor (JD) degree from Harvard Law School. Before meeting her husband Barack Obama, Michelle worked at a law firm in Sidney Austin.

The former First Lady of the USA spent several years working in nonprofit organizations, as the Associate Dean at the University of Chicago, and also as the Vice President for Community and External Affairs of the University's Medical Center.

She got married in 1992 to Barack Obama and has two lovely daughters for him.

Michelle Obama serves as a role model for women all over the globe with her charitable acts and activism. While supporting her husband, Barack all through his political career, Michelle Obama has always played an active part in youth and women empowerment, poverty awareness advocacy, and education. Mrs. Obama has also been considered as a fashion icon, and has appeared on several lists, including Essence magazine's "25 of the World's Most Inspiring Women." She's been compared several times to Jacqueline Kennedy and Barbara Bush due to her fashion sense. In 2013, she became the first First Lady to announce the winner of an Academy Award (Best Picture).

In November 2018, she went on to release her Bestselling memoir, *Becoming*, and donated one million copies to a nonprofit organization that provided free books to children. It sold more copies than any other book published in the U.S.

Miuccia **PRADA**

Maria Bianchi was born on May 10th, 1949 in Milan to Italian parents, Luigi Bianchi and Luisa Prada. She assumed the name, Miuccia Prada in the 80s after an aunt adopted her. She graduated from the University of Milan with a Ph.D. in political science.

Prada initially trained to be a mime at the Teatro Piccolo for five years and was involved in women rights movements in Milan. In 1978, she joined the family's business of manufacturing luxurious leather bags; which had been founded by her grandfather in 1913 and later took over.

She had her first successful handbag design in 1985, and later on introduced her women ready-to-wear collection, and menswear. In 1992, Prada launched the Mui Mui line – derived from her nickname. It was a less-expensive women's wear line.

Together with her husband, Miuccia Prada is the co-CEO of the Prada fashion line. In 2014, Forbes Magazine listed her as 75th most powerful woman in the world.

Miuccia Prada has garnered numerous awards for her contribution to the fashion industry, including the VH1 Women's Wear Designer of the Year, and Fashion Innovator of the Year Award.

Prada took over her family's company and turned it into a Billion dollar Conglomerate.

Naomi **OSAKA**

Born in Japan on the 16th of October 1997, Naomi Osaka is a professional tennis player. The American/Japanese national was partly raised in Japan before her family relocated to the U.S. When she was aged 3. It was at the same age that Naomi began training in tennis, an activity she combined with academics.

Naomi competed in numerous junior tennis tournaments before proceeding to the ITF women's circuit. Although Naomi never won a title at ITF level, she finished as runner up on four different occasions. Moving on, Naomi became a professional tennis player when she was aged 16 and 5 years later, won her first grand slam title by defeating Serena Williams at the US open in 2018.

The tennis star who identifies as a Black woman of Japanese and Haitian descent does not only represents but inspires mixed-race people and minorities who are often discriminated against and made to feel like outsiders in their countries.

By winning her first grand slam title at the young age of 20, Naomi influences young women especially in America, Japan, and the Caribbean to rise above limitations in the quest to achieve any goal they set for themselves.

Naomi is the first Japanese player to win a Grand Slam singles tournament and the first Asian player to be world number one in WTA rankings.

Oprah **WINFREY**

Born in the United States on the 29th of January 1954, Oprah is an American media executive, actress, talk show host, television producer and philanthropist. Oprah had a childhood and adolescence that were fraught with poverty and sexual abuse. However, she rose above the setbacks and completed her high school education. Thereafter, she won a scholarship to study Speech Communications and Performing Arts at Tennessee State University.

Upon graduation, she took up the job of a television talk show in Chicago called "A.M. Chicago". The show which was later renamed to "The Oprah Winfrey Show", takes an intimate confessional and inspirational form. Through the show and her website –Oprah.com - she gives influential advice and tips on life, love, health and fashion.

Considered to be the most influential woman in the world, Oprah is a strong advocate for the eradication of sexual abuse and violence against women and children, she provides funds to assist schools and battered women's shelters.

She is the first black woman billionaire and has received awards that include Presidential Medal of Freedom, Favorite Talk Show Host, S. Roger Horchow Award for Greatest Public Service by a Private Citizen, Lifetime Achievement Award, Favorite Talk Show Host, Jean Hersholt Humanitarian Award. She is also the first black person to rank among the 50 most generous Americans.

Rebecca **ENONCHONG**

The creator and CEO of Apps Tech, Rebecca Enonchong was born in Cameroon in 1967. Her family relocated to the U.S. when she was a teenager. At age 15 – while schooling, she got a job selling newspaper subscriptions from door to door, and later became the manager of the company when she was 17.

Rebecca graduated from the Catholic University of America with a B.Sc. degree, and later an M.Sc. in Economics. She worked for several companies before founding Apps Tech – a global provider of enterprise application solutions, in 1999. The company went on to open several offices around the globe – including Rebecca’s home country.

The World Economic Forum of Davos, Switzerland named Rebecca a Global Leader of Tomorrow in 2012, together with several other tech entrepreneurs.

In 2014, Forbes magazine listed her in their “10 Female Tech Founders to Watch in Africa” for her role in promoting technology in the continent. IT News Africa also recognized her in their list of “10 Africans making waves in technology.”

Most of Rebecca’s career has been spent helping to promote technological startups in various African countries. She’s a founder and Chairperson of several nonprofit organizations aimed at helping young entrepreneurs.

Serena **WILLIAMS**

Serena Jameka Williams was born September 26th, 1981 in Michigan to Richard Williams and Oracene Price. She’s the youngest of five daughters; with her older sister, Venus also playing professional tennis. During her early years playing the sport, her parents served as the official coaches, along with other mentors. Serena is the most recent female player to have simultaneously held all four Grand Slam singles titles, and the third player to achieve it twice. She’s also won a Grand Slam on a hard, clay, and grass surface in a calendar year. The arrival of Serena and her sister in the world of professional female tennis has ushered in an era of powerful and influential African American female athletes in an industry formerly dominated by the men. During her career, Serena has received several accolades – including claiming the ‘Laureus Sportswoman of the Year’ award four times. In 2015 Sports Illustrated magazine named her the ‘Sportsperson of the year.’ In 2016 she was the highest paid female athlete, and in 2017, Forbes featured her on their list of 100 most top paid athletes; making her the only woman in that category. Serena has played several professional matches against her older sister Venus since 1998 and has won 18-12 against her. She’s won seven times out of the nine times they’d met in Grand Slam tournament finals. Serena has positively influenced both boys and girls with her numerous victories on the courts; making her a role model and ambassador of the sport. And as her fame grew, she became more involved in activism and has been a vocal supporter of the Black Lives Matter movement on Social Media. Lots of players, sportswriters, and commentators have regarded her as the greatest female tennis player of all time. In 2015, Serena became the first black female sportsperson to grace the cover of Vogue.

Sheryl **SANDBERG**

Born in the United States on the 28th of August 1969, Sheryl Kara Sandberg is an American technology executive, activist, author, and billionaire. She grew up in Florida and studied at Harvard where she earned a bachelor's degree in economics and MBA.

Upon graduation, she briefly worked as a management consultant for McKinsey & Company and later served as chief of staff for the then United States Secretary of the Treasury, Larry Summers. Sheryl later joined Google where she oversaw online sales of Google's advertising among other sales operations before Facebook secured her services as Chief Operating Officer (COO) in 2008.

Sheryl is the first woman to be elected to Facebook's board of directors in 2012 and ranks among the 50 most powerful women in business. As an activist and author, she released her first book "Lean In" in 2013. "Lean In" is not just Sheryl's bestselling book's title but a movement which strongly advocates for women's participation in government and businesses leadership positions.

The movement also inspires women to brace themselves and effectively handle challenges at the workplace as Sheryl describes careers "as a jungle gym, not a ladder." Sheryl has been listed among 100 most significant people in the digital world. She also ranks among "The World's 50 Most Influential Jews" conducted by The Jerusalem Post.

Sue **NAEGLE**

Sue Naegle grew up in New Jersey, where she attended Morris Hills High School. In 1991, she graduated from the University of Indiana with a B.A degree in telecommunications.

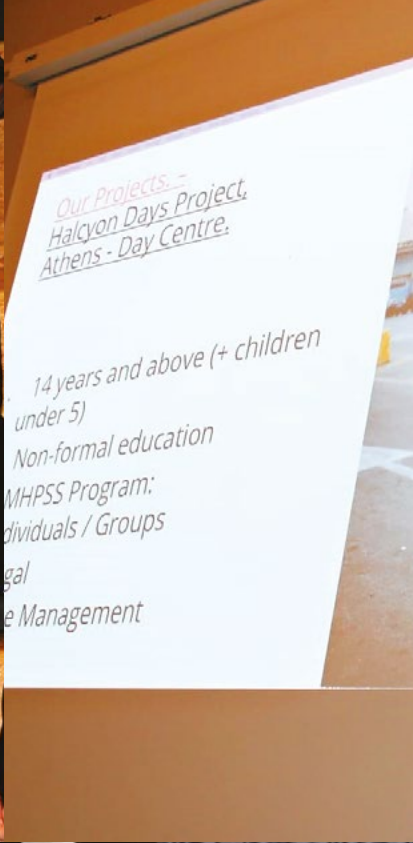
Her career initially started in the mailroom at United Talent Agency, and within two years of working there, she became one of their agents.

Shortly after in 1999, Sue was named partner, and later a director of the agency's TV department. During that period she was credited for developing several successful shows like True Blood, Six Feet Under, and The Bernie Mac Show.

She was elected President of the network in 2008 and has been responsible for overseeing the production of hit series like Game of Thrones, Veep, and Boardwalk Empire among others. In 2012, Forbes Magazine recognized her as the 46th most powerful woman in the world.

HBO won 27 Emmy Awards during her last tenure as the President of the Network. After she left in 2013, Sue went on to form a production company; Naegle Ink. In 2015, she became the executive producer of the Cinemax series, Outcast, and in 2016, was named the head of Annapurna Television – a division of Annapurna Pictures.

Sue Naegle has three adopted daughters with her comedian husband, Dana Gould.



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Event photo by © Miriam Hunaker of SEM



Abiti D'Autore



Gabriella is an Italian Textile and Fashion designer with 20 years experience. She worked in Italy, UK and now in Switzerland, Lugano and Zurich. She uses her "Arty skills" to create Unique custom Textile design, Fashion clothes for ladies and accessories. She is Passionate, Eklectic, Extravagant and Energetic. Her passion is playing with colours and combine different materials in order to develop diverse shapes and effects. Elegance and beauty are her muses. The dresses she makes are "portraits of ladies" because each of them has its own personality. Unique Fashion is her brand and its mission is to fill the world with beauty.

WHAT GABRIELLA CAN DO FOR YOU

- Supply Unique outfits for sale
- Customized textile design
- Customized Ladies Clothing
- Customized printing
- Customized accessories

"Gabriella: a person who lives Art from within, in all its extension with no compromises."
Miriana Ronchetti / Writer and Director



THE PATTERNS ARE INSPIRED BY THE ARTWORK OF GIULIA FONTI'S

Photo by: © Gabriella M. Ghelmetti



ORIGINAL FABRICS DIGITALLY PRINTED IN ITALY

Photo by: © Gabriella M. Ghelmetti



UNIQUE VELVET MIX

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SMOOTH JERSEY AND ARGENTINIAN LACE

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Spring 2019



ITALIAN DESIGN

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Contact Gabriella: Tel: 00 41 76 483 82 69 E-mail: larougegabry@hotmail.it • Atelier: Seminarstrasse 44, Zurich

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Today everyone is focused on “Being Smart”.
Smart Energy, Smart Cities, Smart Cars, Smart... Smart... Smart...

By Sally M. Solaymantash, Solaymantash Associates Limited
www.SmarterApproach.ch

In our zeal to help everyone else, we in software industry have not been so “Smart”. We have forgotten to take care of ourselves along the way. Our approach to software development has not changed since conception; while today’s needs are far greater and more complex than ever before.

All side-effects that we are experiencing today; such as increase in cost, failures, maintenance and delays are all due to us not having invested in ourselves along the way. In 5th Edition of the Software Fail Watch, Tricentis reports on Software Failures of 2017 as:

- 606 recorded critical software bugs
- Impacting 314 companies and half of the world’s population
- Accumulated lost time of 268 years, 8 months, 17 days, 8 hours & 46 minutes
- Over \$1.7 trillion in lost assets
- Resulting in brand erosion and stock market crash
- Direct cause of 6 deaths

Sadly, over time software technology failures have become today’s “Norm”.

To turn things around, we need to go back to basics. Look at what works, what doesn’t and where the gaps are. By addressing them all, we can build a solid foundation to grow from.

This approach will lead us to SAM SmarterApproach® Methodology; offering a whole new experience in Enterprise Software development.

No More Coding

Capturing human logic in a way that it can be easily understood by all; while behind the scene, SAM will generate computer executable instructions on demand

Self-Documenting

Behind the scenes while we work; all captured information is fully documented by SAM making all other form of documentation and tools superfluous

Smart Task allocation

While we focus on identifying complex problems and solving them through creative & strategic solutions; SAM will take care of everything else

Protecting Core Competency

SAM will safeguard all Enterprise Core Competency to pass down from generation to generation

If that’s not enough, here are few benefits:

- Identifying root cause of errors with pin-point accuracy
- Not only managing all changes along the way, but also enabling impact assessment of potential future changes
- Turning Regulations &

Standards from being overheads into assets

- Breaking dependency between Hardware & Software
Imagine what it would be like to be able move software solutions from one hardware platform to another with nothing more than a click of a button. Soon, you won’t have to! With SAM this will become a reality.

Through layers of efficiency and optimization, we can turn the table on ever growing Global Enterprise spending. Gartner predicts, in 2019, \$431 billion will be spent globally on Enterprise Software.

Imagine the impact on world economy, if we could save at least 50% of this spending!

How would you reinvest your organization’s savings? SAM is not just a vision. Everything exists. We just need to bring them together, in the right way.

By doing so, we CAN change future of Enterprise Software Industry.

With a Smarter Approach, we CAN make a Smarter Future.

The time is NOW.

Join us.

Demand a Smarter Approach.



Photo by: © Juliet Fong

7 Essential Things Happy Successful Women Have in Common

Finding your WHY. Experiencing financial freedom. Becoming successful.

By Alina Lupescu
Transitional and Evolution Coach. Life Upgrader Expert.

I encountered many women in my corporate journey that voiced similar ambitions. Curiously enough, not many seemed to be very clear on what that actually means for them. How does being successful look for you? What really brings you personal fulfillment?

This fact has stirred my curiosity around the topic of Personal, Tailor-made Happiness. It made me observe and research the most common things that successful women share.

Here's a summary of 7 things you can master to experience a huge shift in your life and your career:

1. Investing in Knowing Your True Self

Know who you are and what is important to you. Successful women do whatever it takes to stay true to themselves, authentic to their values and to others in every circumstance. In fact they make a daily habit out of it – consciously integrating things they love doing and those that move them forward.

2. Winning Mindset.

Confident women, who know their worth, have proven many times that we can all reach for the stars if we put our minds to it. We have all heard multiple times that mindset can determine how a person evolves. Both in the corporate world and in the entrepreneurial arena, there are hurdles that can discourage women from pursuing their passion. Some of these limitations you may be aware of and others may be hidden – but they both set you back.

Successful women know how to control their mind and their emotions. They persist even if the going gets tough – they believe every cloud has a silver lining. It is said that inability to manage emotions is a derailer, even more so for women. Hence developing your ability to recognize and manage your emotions, also called as EQ or emotional intelligence is a key characteristic of happy women.

3. Taking Action

Successful women know that sitting back will not get you ahead. They turn every opportunity into action and results. Are they scared with the exposure – oh hell yes. But they dare to take responsibility and believe that every step forward means growth and learning. And, believe me, they do enjoy the process.

4. Having a plan is without question essential.

Maybe it's not neatly charted in a flip-chart, but every successful woman has a plan. She has a road and she knows where she is going and how to get there. What differentiates a confident woman is that she is clear about her desire, her inspiration and her fall-back option. And she makes sure that she set herself up for success by ensuring that she integrates enough opportunities that consistently nourish her soul.



5. A Great Network is always part of the success formula.

Being surrounded by other inspirational women helps them create that ideal space for growth and learning. Together they can go further.

6. All successful women have at least one Mentor and/or a coach.

A great characteristic, which distinguishes successful women, is that they are extremely coachable. They know that the quickest way to grow is learning from other's mistakes. For sure one learn's from one's own experience, but they avoid to reinvent the wheel and accelerate their success. Their resilience, their willingness to learn and improve leads them to exponential growth.

7. Successful women are Humble, Grateful and Willing to Pay it Forward.

Confident women don't need to prevail on others. They know how to adapt to every conversation. They genuinely inspire and love to make other women shine. They carry gratitude not as a badge but as a privilege.

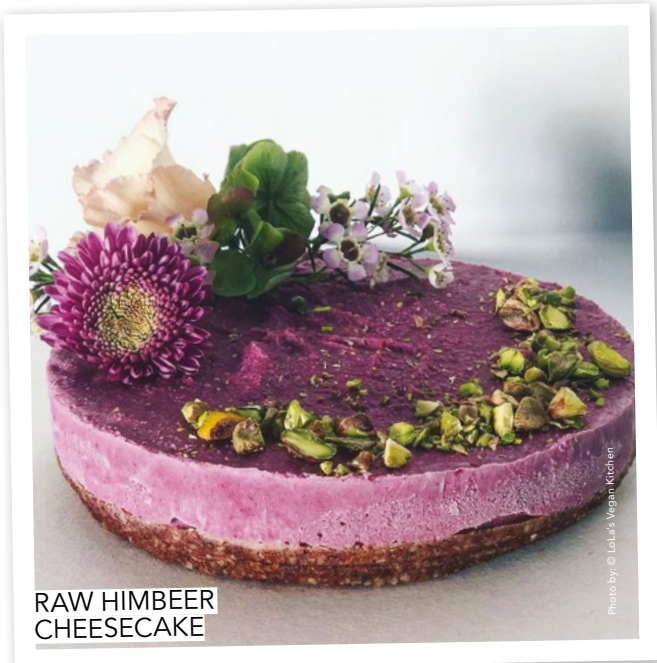
They know how important it is to be guided and supported and therefore they jump at every opportunity to offer their support to other women who want to grow and evolve.

In a competitive world, it is easy to find those safe spaces where professional women can genuinely support each other to succeed. Thanks to a great vision and a purpose-driven senior leader, this opportunity is now available to all of you confident, successful women in Switzerland and it is called **Thrive with Mentoring**.

Thrive with mentoring is non-profit initiative where successful women leaders register as mentors to 'pay- it-forward' and support emerging women leaders who are keen to receive mentorship to learn and grow. In the first year of its inception, Thrive has expanded to 11 cities in 5 countries.

Now in its second year, Thrive is launching its next cohorts in Zurich and Basel in May 2019.

If you want to be part of this amazing community of Thrivers, have a look at <https://thrivewithmentoring.com/> and register for a future launch.



RAW HIMBEER CHEESECAKE

Photo by: © Lola's Vegan Kitchen



VEGAN SUPERSOFT CHOCOLATE BROWNIES

Photo by: © Lola's Vegan Kitchen



VEGAN MANGO PASSIONFRUIT CAKE

Photo by: © Lola's Vegan Kitchen



VEGAN WEDDING CAKE - 3 LEVELS

Photo by: © Lola's Vegan Kitchen



VEGAN MONKEY BREAD

Photo by: © Lola's Vegan Kitchen



VEGAN RASPBERRY CHEESECAKE

Photo by: © Lola's Vegan Kitchen

LoLa's Vegan Kitchen opens up its first location in Zurich

In the entire city of Zurich, LoLa's Vegan Kitchen is the first vegan cake shop making vegan, gluten and sugar-free cakes and treats.

Besides being the first of her kind, LoLa's Kitchen is also the first founded by Alina Russ, a young passionate and purpose-driven Lady Boss. Alina's goal is to make LoLa's kitchen stand out by proudly serving an array of delicacies that will create a unique delight for her customers.

These include super-yummy vegan, gluten-free, dairy-free, refined sugar-free cakes baked with carefully sourced and locally produced organic ingredients.

"We are also the first ones giving workshop classes on how to make your own raw cake at home. LoLa's sweet treats aren't only healthy for you, they're healthy for Mother Earth as well" says Alina the CEO and Founder of LoLa's Vegan Kitchen.

Alina isn't just passionate about her business, she is also a talented dancer and spends most of her free time practicing and improving her dance moves.

In 5 years, Alina hopes to make LoLa's Kitchen one of the most successful Vegan Cake brands. She is ready to take on challenges and she views failure as a learning process towards success.



Photo by: © LoLa's Vegan Kitchen

VISIT: WWW.LOLASKITCHEN.CH



Photo by: © Christina of Style Whisperer

Being different...

A framework for an adaptation period in a new environment

By Yulia Myronova

Did you ever find yourself in a group, where you felt completely different? With this I mean, being the only woman, the only man, the only one below 20 or above 50, the only parent or the only one, who hates pop music? The "only" list is endless. And nowadays, the gender-relevant issue has also become one of the hottest topics around the world.

Currently, I work in an IT department, which as you could imagine, is a male-dominated field. And, it also happens, that I am the only female engineer in an entire linguistic team. I have also been the youngest, and often with a different opinion. Dealing with various working environments, diverse groups of people with different socio-cultural backgrounds and age groups, has broadened my horizons and taught me how to listen and to understand others. There is a lot more to still learn and experience but here are few key reflection, which I wanted to share.

Firstly, regardless of the situation a high standard of professionalism, passion for what you do and the right style of communication helps to succeed in any field. I believe that professionalism does not have gender, race or nationality. As long as you stay professional and bring value to the team, it should not matter who you are, what age

you are, your nationality or race. Secondly, being yourself and being honest can genuinely bring a huge benefit to your team.

We all face problems when it comes to adaptation, but when you go through this experience, and you decide to stay and make the most of the situation, here are some suggestions I have to ease this process:

Essentially, the first and utmost important factor is to listen and to understand what are the dominating behavioral traits and values of the particular group. To avoid conflict and potential misunderstandings, it is essential to adapt your communication style within the group, or with the individuals. Remaining yourself, adapting whenever needed and your communication style is one of the ways to create a cohesive working environment. If this is a challenge for you, as is for me and many others at times, you could turn to the proven sociological frameworks such as

- MBTI, 16 different types of personality in this psychology approach help to identify the strengths of each person.
- Hofstede's cultural dimensions theory is a framework for cross-cultural communication. It describes the effects of a society's culture on the values of its members, and how these

values relate to their behavior.

- The Enneagram of Personality, a model of the human psyche taught as a typology of nine interconnected personality types.
- Adizes Management Styles proposes that the fundamental role of management for any team, department, company, family, or even country, can be defined by just four essential functions.
- And too many others to list.

You could also adapt and deliver the intended message while keeping your individuality by choosing a particular style of clothing, textures, shapes, colors or forms. I once had a consultation with a professional stylist and coach named Christina - Style Whisperer and found it very practical as I saw the impact the change in my style had started from day one.

My recommendation is to keep experimenting with different ideas and see how it goes. Be patient because adapting takes time. Do not blame or criticize others, remain professional and constructive but also be creative. Be true to yourself, learn with and from others. And ultimately, concentrate on your team goals and remember the reasons why you chose to do this job in the first place.

Leverage the Tool of Pricing

Improve Business Performance

By Janene Liston, the Pricing Lady
Janene Liston Coaching & Consulting, www.thepricinglady.com

Often price is an afterthought, a number thrown in just before going to market with a new product or service. Entrepreneurs don't pay enough attention to how the price supports the business or its strategy. Price is more than a number. Pricing is important. Most people would agree, which begs the question:

Why do businesses manage their prices this way?

The truth is they don't think of price as a tool. Most businesses don't look beyond the number. They can't see what it can do for their business or how to use it effectively. If you believe "price is only a number", then you aren't using it to its full potential.

Price is affected by and affects almost everything in a business. It impacts the "health" of a business. A strong heartbeat is an indicator of a healthy body. Profit indicates a healthy business. Price is the biggest profit lever a business has. When implemented effectively as part of a well-executed business strategy, price drives profit. To be successful, businesses must integrate pricing in their business processes and thinking.

Aside from being a profit driver there are two main ways in which price functions as a tool in a business.

Price As a Communication Tool

Prices communicate value. They say something about your intended positioning, strategy, the target customer and how you do business. In fact, when it comes to setting prices there's too much focus on calculating the perfect number. Instead

entrepreneurs should be asking themselves, "What does this price communicate?" Once a target price is set, analyze it in the context of the messages it's sending.

If the message the price sends is at odds with the strategy or value communication it can be confusing. Confused customers will look for alternatives.

For example look at a business that positions themselves as "premium" but then offers deep discounts. Depending on the target customer it sends a mixed message. It's saying, "We're premium and you can expect us to slash prices." This is not a typical premium brand behavior. It leaves customers feeling that something isn't right; that "this" may be too good to be true.

Maybe your strategy is to be the low price leader. Maybe you prefer to be a premium supplier. Regardless be sure what your prices say aligns with your strategy. As you become more aware of the messages behind your pricing, you'll be more deliberate with your messaging.

Price As A Steering Tool

Prices steer behavior. It can be the customers' behavior, the competition, even your own employees. Sometimes it's the number and other times it's the pricing conversations. When it comes to behavior, pricing is powerful a motivator. Entrepreneurs who don't consider this often end up steering customers in the wrong way. It's in everyone's best interest to lead people towards good business practices.



Photo by © Sara Tawidat

Discounting habits is one area this can happen. Often a business will repeatedly offer end of the month discounts to meet sales targets. They “train” their customers to hold orders until the end of the month; i.e. wait for a discount. Over time prices erode. The business struggles to earn a profit and they cut services to survive. It starts a vicious cycle of poor business practices.

When it comes to internal behavior, pricing also has a steering affect. Consider businesses that offer projects. It’s common that when a discount request gets escalated, the focus is on margin. The margin, while important, is not driving a customers’ decision to buy. So it shouldn’t be the main driver for deciding the discount level.

Managers should be asking about the customer, project and competition. If they change the questions they ask, their team will change what they do in response. They’ll be more focused on the customer and the market situation. It leads to better decision making around pricing and better prices.

In conclusion, when it comes to price, the tendency is to focus on the number and the math. The reality is that pricing is about the human psychology – the communication. Understand that price is a tool. One you can use in your business to communicate different things and drive people towards good business practices. This will help you leverage the tool of pricing and improve business performance.



Photo by: © Luca Fies

How to find *your way out* of a deep dark hole

After the dark comes the light

By Yasmine Ghoarschi, www.shoushoukids.com

The day I finally started to work on my future business was the very same day that the father of my son separated from me. It was devastating because it came out of the blue, at least for me. I supported our family situation for many years, by taking care of our son (now 6 years old), while he followed his career, and I was not willing to give up my dream of starting finally my own business despite his decision. I had already invested a large amount for my business mentorship at Industry Rockstar. I refused to stop working on my business, before it even started. I was waiting for this moment for too long.

With this new challenge, I had new focus, and I became even more driven! I worked tirelessly while balancing being a single mom, holding several side jobs, trying to find work, caring for my son and spending every free minute on my business, when my son was with his father. That was of course too much for one person to maintain. I fell into a burnout which became a deep depression, and by the end of 2018 I was a wreck!

Feeling that lost and alone in life was my worst experience. I thought it was the end of my life. I felt hopeless. However, two motivators persisted, my beautiful son and the fact that I simply wanted to have a better life than I had so far. I wanted total independence. So, I started praying several times a day to the universe to help me understand how I deserved all this misery.



Photo by: © Luca Fias



Photo by: © Luca Fies

Why had our relationship ended up in separation, and how to find my way out of this challenging situation? The answer hit me like a bolt of lightning.

For the first time, I questioned myself in a way I never had before. I realized that I had to take a really deep look in the mirror to understand how I became the lost, angry and unsatisfied person I had become. I had been spending my days crying. I could not, sleep, dream, hardly take a shower or cook anymore. My son and I lived on freezer meals for several weeks. It was not sustainable for either of us.

I had heard for years the same criticism from my beloved ones, that my ex companion criticized as well. Not that he was an angel, it takes always two, but I finally understood, that I am creating misery myself. Wow, what a huge enlightenment! It gave me control back and empowered me to move forward.

This was my turning point! I got myself a coach, **Martin Altherr**, who helped me to find the truth about how my childhood and youth influenced my life as an adult person.

What a discovery to find that I was depressive many years before I knew I was! From this point on, I knew that I could change my life. I recognized that I make the decisions in my life and that it was about time to get back in contact with myself. I have a son and just this one life, I better choose wisely which paths I take to reach my goals. It would start with discovering the kind of people with whom I would surround myself. I also needed to stop wasting time with superficial things and take life more seriously, so I could develop a heightened level of consciousness to implement all the learnings from my coach as well as my business mentors.

It is important to understand that we always have a choice in life. We can complain, blame others for our misery and keep sabotaging ourselves, or we can take finally real action toward growth. Yes, it will get really uncomfortable, but you come out much stronger of this deep black hole, than you had ever been before or ever thought you could be.

The day I was ready to change myself and my life, was the first day of the life of the woman I wanted to become and had the potential to be. Sometimes

it's urgently necessary to let your past go, find your inner peace even if it means you must stop working on your business. You must stop when it takes you more energy than it is giving you. Find your real passion, make room for change in your life and business. When you do, everything will feel suddenly right and easy, once you are not afraid of anything anymore.

Since November 2018, I am unstoppable, and guess what happened? All this hard work on myself was worth it and is paying off! Today, I work with a wonderful team, Lavinia and Sandro Roth from Irix Design and Verena Haerdi from Die Schneiderei, on the product idea I've had for years. It's a toy saver called the Shoushou Holder that can be easily attached to strollers, car seats, high chairs etc. It allows parents of babies and toddlers to keep their children's most precious items always safe and within hands reach. It gets even better! Through one of my mentors, Kevin Harrington, the original Shark from the Hit TV Show Shark Tank and inventor of the infomercial, I got in contact with an American company who is interested in my product. How fantastic is that?

Believe me, if you are struggling with your life, business or both, focus on simple positive things like having a warm place to sleep, enough food, your family, friends and try to live consciously in the now. This is the strongest foundation for success. The financial situation will improve when you stay focused and start to change your life. I am still a little financially dependent on my son's father. A year ago I was totally dependent on him, but this is shared responsibility. I know, next year at this time I will be financially free, because I am ambitious and driven! Since I changed, the relationship between the father of my son and I improved a lot and we can be good parents helping each other out. I can sleep again, have fantastic and colorful dreams and and I can see the beauty of life with my new perspective.

With my goal in mind, I stay focused on the now. Until I will be financially free and earn enough with my product idea, I will be spending a couple more months at the RAV (Swiss employment office), which supports me now in working on my business, as well as working for CHF 25/hour, and continue investing every available cent in my business.

To overcome the darkness in your life, it needs help from outside, patience and kindness with yourself, trust in yourself and the universe. Never lay back and accept your misery!





WHYanalyzing™ your Wealth - Coaching Program

DO YOU WANT ...

... TO HAVE A SIGNIFICANT LIFE?

When you have a sense of purpose and you know that you are adding value to people around you and to the world.

... TO HAVE JOY, EXCITEMENT AND CONTENTMENT IN LIFE?

When what you do brings you to inspiring places and fills your core with energy and drive which you never want to go.

... TO LIVE IN A STATE OF EQUILIBRIUM?

When the elements and forces of your daily life dwell in harmony and there is equilibrium in both your professional and personal life.

IF YOUR ANSWER IS YES, THEN THIS IS THE PROGRAM FOR YOU!

WHY I ADD VALUE

Great personal leadership inevitably leads to success stories. That is why I love to share my experience and teach this important art to as many as I can. Good leadership always starts from the man, or the woman, in the mirror.

This is why I am in the noble business of creating success stories.

Purpose + Direction = WEALTH



OTHER COACHING PROGRAMS

- WHYanalyzing™ your Wealth for Entrepreneurs
- Purpose-Flow™ for Entrepreneurs

- The Winning Business Formula™ for Entrepreneurs
- OPT™ your Time - The 20 golden rules
- Several other programs for Corporates



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Anders Eklund

+41 78 666 1779

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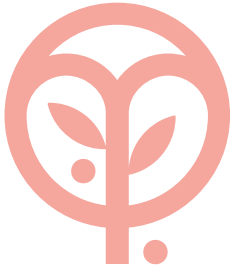
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Action for
Women



–Gabrielle Tay
Founder Action for Women

**“Nobody
can do
everything
but everybody
can do
something.”**



Safety, support & hope.

**Support
Our
Work.
Call for
Volunteers.**

Action for Women is a fiercely independent non-profit organisation founded in Zurich in 2016. Our core mission is to provide safety, support and hope for women seeking refuge in Greece. We run the Athena Centre and Halcyon Days Projects in Greece.

actionforwomen.ch

We are run entirely by volunteers in both Switzerland and Greece. We believe everyone can play a part and welcome passionate advocates for human rights and social justice to stand with us and our friends fleeing war and persecution. If you are interested in joining our team, please visit our website for more information.

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22.09.2019

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The Swiss Entrepreneur's Festivals is a vertical of The Swiss Entrepreneurs Magazine, the objective of this event is to promote entrepreneurship and to be a connecting point between B2B companies to one another, giving them an opportunity to showcase and exhibit their products and services to potential clients by putting them on the spotlight.

www.swissentrepreneursfestivals.com





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BY WOMEN FOR WOMEN

Switzerland's first Crowdfunding platform
for Innovative female-led businesses and
ambitious career women



About Us

Fundraising 4 Women is an Ecosystem that support women's economic and professional development, by helping them acquire funds that would enable them to launch, upscale their businesses or further their education. We want to accelerate ownership and leadership amongst women, Incase of any inquiry kindly send us a message below.

OUR GOALS

- ✓ We support women's economic and professional development.
- ✓ We support women to acquire funds to launch, upscale their businesses or further their education.
- ✓ Give ambitious women exposure
- ✓ Encourage women to take chances in innovative ideas and education
- ✓ We want to bring diversity and equal opportunities for women



Photo by: © Too Good To Go

Too Good To Go announced as *Europe's hottest growing company* at Tech5 awards

As a reward for their outstanding growth and international expansion, on top of a model which embraces social impact, Too Good To Go has been awarded with the first prize in the 2019 edition of the Tech5 competition. The Danish company has outperformed the competition and has ranked first in front of runner ups Unifly (Belgium) and Unbabel (Portugal).

AMSTERDAM, NETHERLANDS – 8 May, 2019: Danish “fighting food waste” app Too Good To Go has been recognized as Europe’s hottest company at the Tech5 Awards hosted by TNW and Adyen at the TNW Conference in Amsterdam last night. Too Good To Go was founded in 2016 in Copenhagen with the aim to reduce pollution through food waste, which is responsible for 8% of the global greenhouse gas emissions. Since its start, Too Good To Go already saved more than 13 millions of meals and 26 000 tonnes of CO2 and has since expanded to Belgium, France, Germany, Italy, Norway, Poland, Spain, Switzerland, The Netherlands and The United Kingdom. They count in its 11 European offices, more than 280 employees.

Founder’s Day, the event that concludes Tech5 2019, has brought together the founders of the 100 selected Tech5 companies, and a total of 250 guests including investors, speakers and opinion leaders. The selection has been based on the companies’ traction, overheads growth, media buzz and social impact, and Too Good To Go has been scoring high on all parameters, showing significant enough results to win the Tech5 competition ahead of Unifly from Belgium and Unbabel from Portugal, who had been identified as the hottest young tech companies in their respective countries. Next to the top three, the following companies received the most votes in their region: Picnic (the Netherlands), Supermercato24 (Italy), Transfergo



Photo by: © Too Good To Go



(UK), Glovo (Spain), Frontify (Switzerland), Arbe Robotics (Israel), FlixBus (Germany), Kahoot (Norway), Bitrise (Hungary), Displate (Poland), Bolt (Estonia), Karma (Sweden), CityScoot (France), Yroo (Ireland), Actijoy (Czech Republic), Iceye (Finland), USound (Austria).

This year marks the sixth edition of Tech5, which has been a launchpad for companies such as Transferwise, Delivery Hero, Cabify and Foodpanda. Tech5 alumni finalists collectively raised over €13B in funding over the last five years.

Mette Lykke, CEO of Too Good To Go comments: "We are grateful to be recognised by Adyen and The Next Web as the Tech5 winner. We have a

team of 280 Waste Warriors across Europe, and this is testimony to their dedication to inspire and empower everyone to take action against food waste. Through our platform we ensure that businesses, consumers and - most importantly - the environment all win, whilst also addressing the serious environmental issue that is food waste. This award is a great recognition and hopefully will further highlight the issue that we're trying to solve"

Roelant Prins, chief commercial officer of Adyen comments: "The level of innovation we have seen at this year's Tech5 has reached new heights. Once again European businesses have showcased themselves as world-leaders,

demonstrating creativity and disruption in a wide spectrum of industries. This year's expanded Tech5 competition looked beyond pure growth numbers to account for other key elements that make a successful business. What has been really exciting this year is to see so many companies that have an important social impact achieve such great success. Too Good to Go is an excellent example of a company using technology for good, and we look forward to following their future success."

About TNW

TNW is a global digital brand that informs, inspires and connects people who love tech, through media, events, and services. Primarily known for its media outlet thenextweb.com and award-winning tech event TNW Conference, TNW also incorporates a co-working label (TQ.co), a global startup database (Index.co) and delivers custom innovation programs to corporate and governments via TNW X.

About Adyen

Adyen is the payments platform of choice for many of the world's leading companies, providing a modern end-to-end infrastructure connecting directly to Visa, Mastercard, and consumers' globally preferred payment methods. Adyen delivers frictionless payments across in-store, mobile and ecommerce channels. With offices across the world, Adyen serves 9 of the 10 of the world's largest Internet companies. Customers include Facebook, Uber, Netflix, Spotify, Microsoft, Bonobos and L'Oreal.



THE LADY BOSS

Business Club



Introducing The Lady

The Lady Boss Business Club provides a community which

The LadyBoss business club is a liked-minded community of female entrepreneurs and executives, which has been built around the concept to meet bimonthly mainly to focus on women economic, professional and social development through networking and peer to peer learning as one of the most efficient way to gain valuable contacts, meet and exchange ideas.

The Business Club also provides the opportunity for its members to be part of our Mastermind groups that offer a combination of brainstorming, education, peer accountability and support in a group setting to sharpen your business and personal skills.

Why join The Lady Boss Business Club?

When joining The Lady Boss Business Club you will have access to the following:

Access to our peer-to-peer mentoring concept

Be part of our brainstorming, education, peer accountability and support in a group setting to sharpen your business and personal skills.

Gain access to the Swiss Entrepreneur Media Community

By belonging to this community you will automatically gain access, membership advertising rates and exposure to the larger community of the Swiss Entrepreneurs Media Group which includes Swiss Entrepreneurs Magazine, Swiss Entrepreneurs Festivals and the Women's Entrepreneurs Awards.

The Lady Boss Magazine

You will receive The Lady Bosses Magazine, four times per year direct to your door. Providing you with relevant, interesting and meaningful content.



Boss Business Club

connects and showcases female Entrepreneurs and Executives

Each magazine will feature a relevant topic for women entrepreneurs and executives.

The Lady Boss Welcome Gift Box

Sign-up for the Platinum or Gold Lady Bosses Business Club Membership and you will receive a beautifully composed welcome box, with all the essential items that any Lady Boss requires to work, relax and be inspired!

The Lady Bosses Inspirations & Conversations!

Twice per year you can attend a VIP Lady Boss evening, where we will invite inspirational women to share their experiences and journey.

Speaking Opportunities

Talk at VIP events from our partners and our own events.

Receive Exclusive Members Offers

You will have access to exclusive offers for members, which would include discounts on all our events and advertising.

Belong to a power network of inspiring women!

This club will provide the opportunity to talk with liked-minded women.

- Meet liked minded contacts
- Develop yourself and your skill set
- Be inspired by other members and their entrepreneurial journey
- Discover new ideas and opportunities
- Be accountable for your business, product or service



The Lady Boss Business Club Membership Levels

BRONZE

THE LADYBOSS BUSINESS CLUB YEARLY MEMBERSHIP

250 CHF

**Excludes launch offer*

The Lady Boss Community

Be part of our WhatsApp Group Community

Access to our peer-to-peer mentoring concept

Be part of our brainstorming, education, peer accountability and support in a group setting to sharpen your business and personal skills.

The Lady Boss Magazine

4 x per years: Winter – Nov 18; Spring – April; 19
Summer – July 19;
Winter – Jan 20

SILVER

THE LADYBOSS BUSINESS CLUB YEARLY MEMBERSHIP

600 CHF

**Excludes launch offer*

Access to our peer-to-peer mentoring concept

Be part of our brainstorming, education, peer accountability and support in a group setting to sharpen your business and personal skills.

The Lady Boss Magazine

4 x per years – Winter – Nov 18; Spring – April 19 Summer – July 19; Winter – Jan 20

Profile of Members

Your own profile featured in the Lady Boss Magazine. Provides a chance to promote yourself or business. We will provide you with a dedicated publicity proposal across the SEM platform.

Bi-Monthly Newsletter

Keep in touch via the bi-monthly newsletter

Advertising Opportunities

Up to 1 free advertisements (A4) per year is available with The Lady Boss Magazine & Swiss Entrepreneurs Magazine. Publicity to promote your brand Receive dedicated feature in The Lady Boss Magazine.

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GOLD

THE LADYBOSS BUSINESS CLUB YEARLY MEMBERSHIP

840 CHF

**Exclusive launch offer included*

Access to our peer-to-peer mentoring concept

Be part of our brainstorming, education, peer accountability and support in a group setting to sharpen your business and personal skills.

The Lady Boss Magazine

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Profile of Members

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Bi-Monthly Newsletter

Keep in touch via the bi-monthly newsletter

Advertising Opportunities

Up to 2 free advertisements (A4) per year is available with The Lady Boss Magazine & Swiss Entrepreneurs Magazine. Publicity to promote your brand Receive dedicated feature in The Lady Boss Magazine.

Speaking Opportunities

Talk at VIP events from our partners and our own events.

The Lady Boss Welcome Box

The Lady Boss Box, Hand cream, Eye mask, Mug, Bag, Essentials oils, Magazine, Lady boss postcards, Branded Notebook

PLATINUM

THE LADYBOSS BUSINESS CLUB YEARLY MEMBERSHIP

1200 CHF

**Exclusive launch offer included*

Access to our peer-to-peer mentoring concept

Be part of our brainstorming, education, peer accountability and support in a group setting to sharpen your business and personal skills.

The Lady Boss Magazine

4 x per years: Winter – Nov 18; Spring – April 19; Summer – July 19; Winter – Jan 20

Profile of Members

Your own profile featured in the Lady Boss Magazine. Provides a chance to promote yourself or business. We will provide you with a dedicated publicity proposal across all SEM platforms.

Monthly Newsletter

Keep in touch via the monthly newsletter

Advertising Opportunities

Up to 4 free advertisements (A4) per year is available with The Lady Boss Magazine & Swiss Entrepreneurs Magazine. Publicity to promote your brand Receive dedicated feature in The Lady Boss Magazine.

Speaking Opportunities

Talk at VIP events from our partners and our own events.

Dedicated feature on instagram with instagram story to promote your product and service.

Reach 4000 followers on our social media sites

SEM VIP Rates

50% discount across SEM portfolio including attendance to Women's Entrepreneur Awards & Swiss Entrepreneurs Festivals

The Lady Boss Welcome Box

The Lady Boss Box, Hand cream, Eye mask, Mug, Bag, Essentials oils, Magazine, Lady boss postcards, Branded Notebook



INTERNATIONAL INVESTMENT CONFERENCE CROATIA

*Targeting your future investment
31 May - 01 June, Split, Croatia*



On **31st May and 1st June 2019** in Split, Croatia will be holding the **1st International Investment Conference (IICC2019)**, a two-day event with a special emphasis on different ways of investing in Croatia and the region of Southeast Europe.

One of the primary economic goals of the Republic of Croatia are investments that are of great importance for the country's future development. The purpose of the conference is to gather investors and projects representatives at one place and to make them network and find new opportunities for themselves as for their companies.

The conference is intended for all those who plan to invest in large or small projects, such as those who are looking for an adequate investment for their business project. Different projects will be presented, (Croatian block chain start-up, real estate project, pharmaceutical project and more).

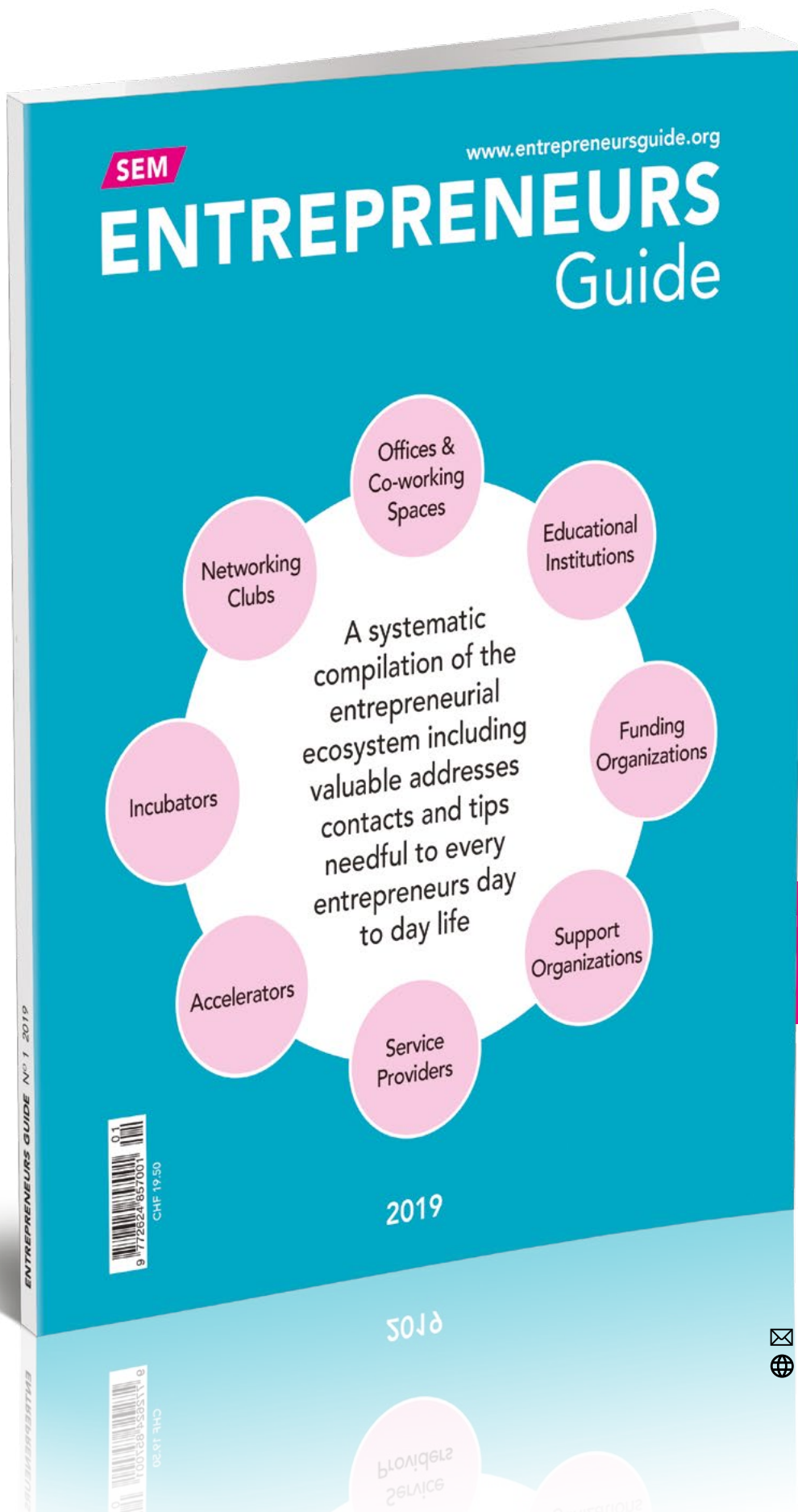
A significant number of lectures and speeches will be held at the conference, and a roundtable which will cover interesting issues in the area of investment trends and investors preferences. Some of the issues which will be covered and discussed are: Global Investment Trends, What's Happening in Southeastern Europe, What do Investors look for, Investment Opportunities in Croatia, Investing in digitization and others.

The conference will be opened by prof. Jeroen de Flander, (based in Brussels), one of the world's most influential thinkers on the implementation strategy and highly regarded keynote speaker. He was speaking in 41 countries to an audience of over 26,500 people.

The conference is supported by the Croatian Chamber of Economy, the Split-Dalmatia County officials and the Split Tourist Board.

For more information visit: www.b-conferences.com

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ADVERTISING AND PARTNERSHIPS
email: info@theladybossmagazine.com
phone: + 41 79 787 82 13

SUBSCRIPTION ON OUR WEBSITE
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**FEEDBACK, PRESS AND
GENERAL INQUIRIES**
Angelyne Larcher
Founder and Editor
info@theladybossmagazine.com
+41 79 787 82 13

EDITOR
Angelyne Larcher

LAYOUT DESIGNER
Madam Larcher
Online Concepts

OUR CONTRIBUTOR
Ms Sashka Hanna-Rappl
Sally M. Solaymantash
Marja Katajisto
Yulia Myronova
Janene Liston
Melody Chipo Makuwaza
Rena Hank
Yasmine Ghoarschi

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PHOTOGRAPHERS**
Marja Eklund
Miriam Hunziker

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Forthcoming Conferences and Workshops 2018-2019

For more information please get in touch:

info@unicom.co.uk +44 (0) 1895 256 484 www.unicom.co.uk

Conference

**Financial Revolution -
Sentiment Analysis,
AI and Machine Learning**

30 October, Zurich

Workshop

**Techniques and
Strategies for Intraday
Trading**

31 October, Zurich

Conference

**Malta
Blockchain Summit**

1 - 2 November, Malta

Conference

The ICO Summit

6 November, Zurich

Conference

**Agile & DevOps
Showcase**

22 November, Amsterdam

Conference

Testing Showcase

22 November, Amsterdam

Conference

**Emerging and Disruptive
Technologies: At
Work and Home**

5-6 December, London

Conference

**Agile & DevOps
Showcase North**

27 February, Manchester

Conference

**Testing Showcase
North**

27 February, Manchester

Conference

**AI, Machine Learning and
Sentiment Analysis
Applied to Finance**

14 March, Mumbai

Conference

**AI, Machine Learning and
Sentiment Analysis
Applied to Finance**

20 March, Hong Kong

Conference

Agile Methods

20 March, London

Conference

DevOps Summit

20 March, London

Conference

Blockchain Summit

4 April, Amsterdam

Conference

Agile Showcase

9 May, Brussels

Conference

DevOps Showcase

9 May, Brussels

Conference

**AI, Machine Learning and
Sentiment Analysis
Applied to Finance**

16 May, Malta

Conference

**AI, Machine Learning and
Sentiment Analysis
Applied to Finance**

25-26 June, London

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@UNICOMSeminar

info@unicom.co.uk

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