

# Building a Successful Women-centered Strategy



#2021AllStarsAcademy

## Overview

Participants will embark on a learning journey made up of live group sessions and self-paced modules. Along the way, they will be supported by peers, experts, and coaches, as well as a suite of tools and resources to help them develop actionable plans to bring back to their institutions.

## Learning Path

The Academy is made up of 9 courses, each treating one aspect of developing a women-centered strategy.

Each course has modules which must be completed in order to move to the next course.

## Getting the Most Out of the Academy

**Allocate sufficient time on your agenda to complete the self-guided learning program:** modules are self-paced and you are expected to complete them in between live sessions. You must complete one module in order to move on to the next—and doing so will also help you to get the most out of the live sessions. We suggest that you allocate about **one hour and a half per day/three times a week** to complete the self-guided modules.

**Book your calendar:** Live sessions will take place every Tuesday and Thursday, 1:00-3:00pm GMT, beginning on January 21 and ending on February 19. You will find all the links in the “My live sessions” page on the All-Stars Academy portal.

**Prepare your questions for Coaches Corner.** Coaches Corner takes place during the last 30 minutes of each live session and is your opportunity to dive deeper with experts on a topic of your choice. We recommend coming prepared with questions for the expert(s) to maximize your time with them.

**Be ready to develop/update your strategy along the way.** Once you complete a self-guided module, you will be prompted to develop a portion of your own women-centered strategy. Upon completing all ten courses you will be able to combine each aspect into one holistic strategy, and walk away with a complete action plan that you can bring back to your institution.

**Take part in the Forum.** Participate and engage through group chats on specific topics in the All-Stars Academy portal “Forum”. This is your opportunity to network with like-minded financial services professionals from all over the world and share your commitment to championing the female economy.

**Check the resources in the Catalogue.** The Academy’s Catalogue includes a wealth of knowledge pieces such as case studies, tactical research, in-briefs, tools and much more. These were curated specifically to complement your learning path and support you in your journey to build a women-centered strategy. Take advantage of this library by regularly checking the resources tab.

**Practice your Pitch.** The All-Stars Academy will culminate in a pitch competition where participants will be able to pitch their program/strategy to the experts, receive feedback, and have a chance to win the Academy Pitch Competition.

**Test your knowledge.** Along your learning journey, you will be prompted to take a knowledge test about the content of the module you have just completed. Points are awarded for correct answers. The more points you receive, the closer you are to your All-Stars Academy certificate.

**Obtain your All-Stars Academy Certificate.** The Alliance will award certificates to all the participants who completed the entire All-Stars Academy, including all self-paced and live modules.



## Course 1 : The Strategic and Business Case for the Female Economy

Live Session: Thursday January 21, 2021  
From 1:00 PM to 2:45 PM GMT

### Academy Launch

A Primer on the Female Economy

**Alliance Cases:** HBL Bank Pakistan, NatWest Group UK  
Getting to Know Each Other  
Wrap up & Where to Go Next

### ON YOUR OWN

**Action Plan:** Setting your Objectives

**Developing a Women-Centered Strategy:** Where to Start

**Alliance Cases:** BHD León Dominican Republic & Bank al Etihad Jordan

## Course 2 : Understanding the Opportunity

On Your Own - Start on:  
Thursday January 21, 2021  
Complete before live session on:  
Tuesday January 26, 2021

**Becoming a Data Driven Organization:** Internal Analysis  
**Case Study:** Internal Analysis  
**Market Sizing and the Opportunity:** External Analysis  
**Tools:** An Introduction to the Business Case Tool  
**Case Study:** Analyzing Gender Gaps  
**Action Plan:** Quantifying the Opportunity in your Market

Live Session: Tuesday January 26, 2021  
From 1:00 PM to 2:30 PM GMT

**Best Practice:** The Female Economy Opportunity at NatWest  
**Break-outs:** Building Your Business Case  
**A Conversation with Experts:** The Importance of Market Research

### COACHES CORNER

## Course 3: Building the CVP

On Your Own - Start on:  
Tuesday January 26, 2021  
Complete before live session on:  
Thursday January 28, 2021

Segmenting the Women's Market

Creating a Compelling Customer Value Proposition for Women  
**Case Study:** Leveraging Market Research to Transform from a Product-Centric into a Customer-Centric Organization

**Design thinking:** A Human-Centered Approach to Improving Women's Financial Experiences

**Best Practice:** Financial Solutions for Women at BHD León  
**Action Plan:** Creating Your CVP

Live Session: Thursday January 28, 2021  
From 1:00 PM to 2:45 PM GMT

**A Conversation with Experts:** Developing Innovative Financial Solutions that Meet Women's Lifecycle Needs  
**Fireside Chat:** Risk-sharing Facilities for Women-Centered Products  
**Break-outs:** To Tweak or Not to Tweak– Do Products Need to be Adjusted?

### COACHES CORNER

## Course 4: Building the CVP - NFS

On Your Own - Start on:  
Thursday January 28, 2021  
Complete before live session on:  
Tuesday February 2, 2021

**Creating the CVP:** The Rationale for Non Financial Services  
**Alliance Cases:** Building NFS Solutions  
**Problem Solving:** A Holistic Approach to Understanding Women's Needs  
**Problem Solving:** From Research to Action, Creating Holistic CVPs  
**Action Plan:** Maximizing Your CVP with NFS

Live Session: Tuesday February 2, 2021  
From 1:00 PM to 2:45 PM GMT

**Break-outs:** From Research to Action - Pulling it all Together  
**A Conversation with Experts:** Leveraging Digital Solutions for NFS

### COACHES CORNER



---

## Course 5: Gender-lens Marketing

---

**On Your Own - Start on:**  
Tuesday February 2, 2021  
**Complete before live session on:**  
Thursday February 4, 2021

---

Gender Bias in Advertising  
Developing a Gender-lens Marketing Approach  
**Problem Solving:** To Brand or Not to Brand  
**Best Practice:** Developing Personas at Mastercard  
**Alliance Cases:** Creating Social Change through Gender-Lens Marketing  
**Action Plan:** Incorporating Gender-lens Marketing into your Strategy

---

**Live Session: Thursday Feb 4, 2021**  
From 1:00 PM to 2:45 PM GMT

---

**Problem Solving:** Gender Bias versus Gender-lens Marketing  
**CEO Spotlight:** Fighting Stereotypes in Advertising  
**Break-outs:** Creating Personas to Reach Women  
**A Conversation with Experts:** The Myths of Marketing to Women

---

### COACHES CORNER

### EVALUATION

---

## Course 6: Becoming the Employer of Choice for Women

---

**Start on: Thursday February 4, 2021**  
**Complete before live session on:**  
Tuesday February 9, 2021

---

**Tools:** How-To Guide to Becoming the Employer of Choice for Women  
**Alliance Cases:** The Gender D&I Business Imperative  
**Problem Solving:** Creating your D&I Business Case  
**Diagnose -** Understanding the State of Gender D&I in your Organization  
**Case Study:** Analyzing Talent Flows  
**Align -** Mainstreaming the Gender D&I Imperative Across your Organization  
**Best Practice:** Engaging Internal & External Stakeholders  
**Action Plan:** Building the D&I Strategy

---

**Live Session: Tuesday Feb 9, 2021**  
From 1:00 PM to 3:00 PM GMT

---

**Fireside Chat:** Becoming the Employer of Choice for Women  
**CEO Spotlight:** Getting Buy-In from the Top  
**A Conversation with Experts:** Aligning Women's Market and D&I  
**Break-outs:** Joining Forces

### COACHES CORNER

---

## Course 7: Becoming the Employer of Choice for Women

---

**Start on: Tuesday February 9, 2021**  
**Complete before live session on:**  
Thursday February 11, 2021

---

**Problem Solving:** Looking Inwards  
**Best Practice:** Inclusive Culture  
**Take Action:** Solving for equality of opportunity, experience, and pay  
**Alliance Case:** Taking Action at HBL Bank  
**Case Study:** Taking Action  
**Best Practice:** Measuring, Monitoring, and Refining D&I Strategy  
**Action Plan:** Building the D&I Strategy II

---

**Live Session: Thursday Feb 11, 2021**  
From 1:00 PM to 3:00 PM GMT

---

**Best Practice:** Championing Gender D&I at Mastercard  
**A Conversation with Experts:** Investing in Employee Well-being in the New Normal  
**Break-outs:** Learnings from the D&I Case Study

---

### COACHES CORNER

---

## Course 8: Building Organizational Culture

---

**Start on: Thursday February 11, 2021**  
**Complete before live session on:**  
Tuesday February 16, 2021

---

**Embedding the Program:** Structure and Stakeholder Engagement  
**Best Practice:** Building Internal Capabilities  
**Best Practice:** Communicating and Aligning Internally  
**Problem Solving:** Building Strategic Partnerships  
**Best Practice:** Becoming a Gender Intelligent Organization  
**Action Plan:** Tackling Organizational Culture

---

**Live Session: Tuesday Feb 16, 2021**  
From 1:00 PM to 2:30 PM GMT

---

**Best Practice:** Fostering an Inclusive Organizational Culture

**Break-outs:** Organizational Structure and Engagement

**Fireside Chat:** Leveraging the External Ecosystem– Gender Lens Investing

COACHES CORNER

## Course 9: Scaling the Program

**On Your Own - Start on:**  
Tuesday February 16, 2021

**Complete before live session on:**  
Thursday February 18, 2021

**The Missing Middle:** Lending to Very Small Enterprises

**Best Practice:** Reaching VSEs

Meeting the Needs of Women of Wealth

**Best Practice:** Reaching Wealthy Women

**Best Practice:** Women: The Next Frontier for Digital Finance

## Course 10: Measuring Results

**On Your Own - Start on:**  
Tuesday February 16, 2021

**Complete before live session on:**  
Thursday February 18, 2021

Establishing KPIs, Setting Targets, and Developing Data Systems

**Alliance Cases:** Measuring Results

**Problem Solving:** Building your Scorecard

**Now What?** Force Field Analysis and Roadmap

**Action Plan:** Measuring and Refining

**Live Session: Thursday February 18, 2021**  
From 1:00 PM to 2:30 PM GMT

**A Conversation with Experts:** Scaling & Diversifying to Underserved Segments

**Female Economy Analytics:** A Global View

**Break-outs:** Measuring Results

COACHES CORNER

## Course 11: Refining the Strategy & Pitching

**Start on: Thursday February 18, 2021**

**Complete before live session on:**  
Friday February 19, 2021

**What's Next?** Your Action Plan in Action

Selling it back at the Office

**Preparing your pitch:** The Final Deck

**Live Session: Friday February 19, 2021**

From 1:00 PM to 3:00 PM GMT

**The Academy Pitch Competition**

**Finalist Pitches**

**Final Evaluation**

**Winner Announcements**

**Closing Remarks**

**BYD Cocktail Event**



For any further clarification please contact [AllStars@Financialallianceforwomen.org](mailto:AllStars@Financialallianceforwomen.org)

## About the Alliance

We're the leading network of financial organizations dedicated to championing the female economy—the world's largest, fastest growing market, and yet one that remains untapped.

The Financial Alliance for Women helps its members create and implement their own women-centered strategies. As peer learning experts, we create sophisticated knowledge-sharing environments, granting our members unparalleled access to best practices and proprietary strategic insights from the most innovative and successful women's market programs globally.



FINANCIAL  
ALLIANCE  
FOR  
WOMEN

[FinancialAllianceforWomen.org](http://FinancialAllianceforWomen.org)

Follow us:

