

November 11-15, 2019 | Quito, Ecuador
All-Stars Academy Americas

The Financial Alliance for Women's acclaimed **All-Stars Academy** is coming to the Americas. The immersive week-long course helps financial services professionals develop the critical tools they need to serve women effectively. The Academy features experienced guest lecturers from members with strong internal and external Women's Market strategies who offer their expertise on developing and implementing a strong, sustainable program for women.

Through a highly practical and interactive process, each participant develops a plan for executing and

evaluating next steps for their programs. As a follow-on to this course, member institutions have the option of joining the Alliance's Mentoring Program to maintain network support.

Enrollment is open to senior financial services executives with responsibility for new business development, marketing or new customer segments. The program is ideal for financial services providers at the early stage of Women's Market program development or with programs that need to scale.



CONTENT HIGHLIGHTS

Day 1

The Strategic Case for Serving the Women's Market

The Business Case
The Business Model

Day 2

Creating the Customer Value Proposition

Understanding the Opportunity
Developing CVPs

Day 3

Developing the Program

Lending to VSEs
Marketing the Program
Internal Alignment

Day 4

Building Organizational Culture

Diversity and Inclusion
Changing Mindsets
Measuring Results

Day 5

Finalizing the Strategy

Putting It All Together
Pitch Competition
Mitad del Mundo
Museum Visit

Apply Now

To apply or learn more about the program, visit our **All-Stars Academy hub**. The deadline for applications is **October 25, 2019**. The All-Stars Academy is free for Alliance members and \$1,200 for non-members. This fee covers enrollment for up to 2 staff members. The fee will be reimbursed should the participating institution become an Alliance member within 2 months of the course.