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OFFICIAL NEWSLETTER OF GAUTENG WOMEN IN INSURANCE ■ VOLUME 11 ■ JUNE 2015

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To start telling people that you're beautiful, or just feel beautiful, just start acting like you are the most beautiful woman in the world. And it really improves everything! Because your sort of psyche responds to it - like this is truthful!

- Margaret Cho

A brave new world (for women)

When it comes to leadership in the world, women have always had a rough deal. But the tide is turning. As we head into the uncharted waters of the 21st century, it is becoming increasingly apparent that a new set of skills and attitudes is required to make a success of leading an organisation. And women seem to possess these skills in abundance.

To say that women have never been in charge throughout history is, of course, a sweeping generalisation. There are some examples of tribes dominated by women (the Amazon warriors spring to mind), and some great female leaders (Cleopatra and Victoria stand proudly on opposite ends of history in this regard). But acknowledging this, history informs us that overwhelmingly, it is the male that has dominated leadership, social structures and commerce throughout humanity's history on this planet.

The future

Today, you and your competitors are selling similar products to the same customers through similar channels at a similar price.

When it comes to leadership in the world, women have always had a rough deal. But the tide is turning. As we head into the uncharted waters of the 21st century, it is becoming increasingly apparent that a new set of skills and attitudes is required to make a success of leading an organisation. And women seem to possess these skills in abundance.

You use similar advertising techniques in the same media, making similar claims. Even where you have a differentiator, your competitors are watching so closely that they copy it within a few weeks. And you even swap staff with those competitors anyway. So why do people choose to buy from you? And why would they choose to work for you? Your competitive advantage lies increasingly in relationship, that elusive "soft" side of business. And women are generally much better equipped for this than men.

In the emerging economy, relationships, emotional intelligence, empathy and networks are critical for success. But not enough companies are making this shift quickly enough. The business world is still a "man's world", where openly competitive behavior is still too common, and a single-minded focus on the bottom line is bringing corporates into disrepute. What is really needed now is a feminine touch, and those companies that realise this will discover a massive competitive advantage in the next few years.

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A brave new world (for women)

Too many women are entering the workplace, determined to compete with men for the jobs available. While this is possible for some, it is not desirable.

The challenge of the next few years is not to get more women into men's jobs, but rather to change the very nature of the workplace so that it is more of a women's world.

That's not to say that women can't compete. It's just that they should choose not to, opting for a different style of corporate and personal development.

From alpha male to the women's world

The "alpha male" approach may work well in a testosterone driven world, but, when the critical success factor of the future is the ability to attract and retain talented staff, a new approach to development is surely required.

This new style will become more and more dominant in the emerging connection economy, where relationships are the basis of competitive advantage, rather than efficiency, products and services or information. In the Industrial



era employees rose to the top by gaining experience and by being competitive and politically astute (in many cases, manipulating). In the Information era the "clever" people rose to the top – people with strategic vision, able to inspire others and unite them towards the cause. In the emerging Connection economy, the emotionally intelligent people will rise to the top, and companies will be in a war for talent.

So, women may not be the best competitors in the current workplace designed by men, for men.

But the workplace is changing. New generations of employees are looking for something different at work. New generations of customers are looking for something different in the marketplace. And that difference will be disproportionately enhanced by the feminine touch.

A new generation requires new strategies to attract, recruit, retain, motivate and reward them. It's time to let the ladies lead.

Article source.

Fostering the growth of future generations

On Thursday 28 May, Cell C's 'Take A Girl Child to Work Day' initiative took off to a great start as companies organised for female learners (school pupils), usually from disadvantaged backgrounds, to spend the day at their place of work. Fifty thousand grade 10 to 12 girls had the opportunity to experience the world of work first hand to learn about what options they have available to them.

Since its launch in 2003, more than 2 800 companies and government departments have participated in the award-winning initiative.

By supporting Cell C's call to action for the advancement of women, more than 700 000 girl learners have been exposed to a multitude of businesses and varied career and job opportunities since inception. The project has found its most ardent support from the Presidency, which has hosted girl learners since the inaugural event, as well as being endorsed by the Department of Education.

GWII supports 'Take A Girl Child To Work Day'

In showing support, the Gauteng Women in Insurance (GWII) committee asked members of GWII to support Cell C's 'Take A Girl Child To Work Day' initiative within their organisations, by participating either formally or informally.

Having received great feedback and support, Marsh Africa, Standard Bank Insurance Brokers and Willis South Africa participated in the



initiative, by opening their doors to host a few young girls for a day filled with storytelling, inspiration and encouragement.

Navigating the world of personal finance can be challenging and even a bit frustrating at times. It is important to make smart, objective financial decisions, rather than emotional ones and having the right financial planner can help you do that.

In this article Estelle Scholtz-Mare, Head of Financial Wellness at Momentum, discusses how to choose a financial planner in order to achieve goals.

Choosing a financial planner

So how do you go about finding a planner that suits your needs and goals? Scholtz-Mare says, “almost all financial services companies have advisers that you can access. Simply contact your service provider and they will refer you to a professional.”

Feeling comfortable with your choice of a financial adviser is not just about his or her qualifications. You must be comfortable with the relationship as a whole.”

You need to be able to call your adviser with questions, without feeling like you are imposing on them. In return they must be willing to return your calls and give you guidance. Scholtz-Mare says that this should become a long-term relationship. “You need to ensure that their attitude and general demeanour fits in within your comfort zone,” she continues.

Scholtz-Mare provides some key questions you need to get answered before you commit to the relationship.



- 1. What is their professional background?** Look for a strong track record, education and job experience.
- 2. How long have they been a financial planner?** A good rule of thumb is five or more years in the investment and insurance fields.
- 3. How will they make money for you on your plan?** What will the fee structure be like?
- 4. What will your individualised financial plan look like?** You should receive a clear, written, individualised financial plan. It should detail the

steps you agreed to take and the reasoning behind the advice.

- 5. What amount of risk are you willing to assume in order to achieve your goals?** Your planner should discuss this with you and document it.
- 6. What specific suggestions would the financial adviser make to improve your cash management?**
- 7. Can they tell you more about money management and investing?** The more you know about money management and investing, the more you

will be empowered to assess the quality of your adviser.

- 8. Have they offered you a product that does not fall within the sphere of the financial services that they usually offer?** If your adviser offers you a product that does not fall within the usual range of financial services they offer, be extremely cautious.

Stay ahead

Scholtz-Mare says that a financial adviser is a necessary partner. “They help you navigate your way to wealth. Keep up your end of the bargain and keep in regular contact with them and the progress of your investments. You should be in touch at least once a year and more often if your circumstances change. For example, events like the birth of a child, a marriage, a divorce, a death, a job change or retrenchment can all impact your financial needs,” she says.



Estelle Scholtz-Mare
Head of Marketing for Financial Wellness
Momentum

Popular women's magazine Fairlady, in partnership with Santam, launched its Fairlady Women of the Future Awards to identify South African Female entrepreneurs who are set to be the women of the future in business.

After launching the inaugural Awards earlier last month, Fairlady co-opted some of South Africa's finest businesswomen, personalities and opinion leaders to help adjudicate the Awards and have announced their panel of respected judges who will be presiding over this prestigious competition.

Panel of respected judges

First and foremost is Suzy Broken-sha, Editor of Fairlady magazine.



Brokensha said she is interested in finding a woman who has seen a real gap in the market, and who has managed to translate that vision into a truly viable business



Top SA women to judge the Fairlady Women of the Future 2015 Awards

that is already employing – or has the potential to employ – other people too.



Second on the list of panel members is Yegs Ramiah, Santam's Executive Head of Brand. Ramiah, will be looking for a female entrepreneur who is a role model, who inspires others to create businesses that provide for their own financial stability and also creates job opportunities for others.

Thuli Madonsela, South Africa's Public Protector and an advocate, is the third panel member who will be looking for a candidate with a servant heart, and someone who believes in South Africa's future, to build our communities and ultimately, a better world.



The fourth panel member will be Gerry Elsdon, a well-known television presenter, Master of Ceremonies and respected businesswoman who will be looking for someone who is tenacious and determined and who follows solid business principles while offering something unique.



And lastly, the fifth and final panel member will be Zelda la Grange, Author and Former private secretary to Nelson Mandela who will be looking for an entrant who displays creativity, integrity and dedication.



Rising stars

The contest will culminate in a prestigious awards ceremony which will take place in Johannesburg in August 2015.

The Fairlady Women of the Future 2015 Award will go to an entrepreneur, 25 years or older, whose business has survived its first 1001 days (basically, the first three years) and who is well on her way to creating an empire.

The Fairlady Rising Star 2015 Award will go to an entrepreneur aged between 16 and 25 years, whose business is older than six months but still within the first 1001 days of operation.



Not a morning person?

Five tips to jump start your day

1 Get an early start:

Whatever you do, do NOT press that snooze button. This will give you extra minutes to get ready, prevent you from being late to the office or feeling rushed and frenzied, and will also put you in the right frame of mind. When you hop out of bed right away, you are telling yourself that you are excited to start the day — not dreading it.

2 Organise and prioritise:

Make a to-do list first thing in the morning to guarantee that you will not forget anything throughout your day. Pick out the one thing on that list that absolutely must get done within the first hour or two. Check off an important task early in the day, and conquer the most dreaded assignments first to get them out of the way and free your mind. Determine your peak working window and plan to tackle your most challenging or time-consuming work during that time. Do not start the day going through your emails. Instead, priority scan your inbox. Read only the important ones first and save the rest for later once you have completed some significant tasks.

3 Be mindful:

Take a deep breath. If you get an early start, try to do something small that makes you happy and fit it into your schedule — read a chapter in a new book or stop by your favorite cafe. People are usually stressed by the time they come into the office, due to a stressful commute or leftover baggage from home life. When you finally sit down in the office, take a beat to focus on the present moment. Center yourself before you get caught up in your projects. Give yourself a few minutes to set your own tone for the day.

4 Check in with your team:

Before you really get on a roll, hold a quick 10-15 minute meeting with your team to touch base. Get some input on the day's projects or share important information. Share your objectives for the day to help each other feel motivated and hold everyone accountable. This can set the tone for everyone's day, and make a big difference in morale and output.

5 Give yourself a blank canvas:

Each day is a new chance to do something different — remember to take advantage of that clean slate. Think not just what you want to do, but who you want to be today. There may be lingering projects or conversations from the previous day that have carried over, but try to approach them with a new perspective. Start all of your days with feelings of gratitude; be thankful for what you do have, and continue striving for what you want. Leave any negativity behind, and leave the past in the past. Your first hour of work can set your attitude for the rest of the day, so make it a good one.

GAUTENG WOMEN IN INSURANCE COMMITTEE



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