



**Virtual Team and AIM Pilot Program  
Developed for the Leading Women of Africa's  
Women Rebuilding Africa Program (WRAP)  
In South Africa**

**Program Overview:**

[1000 Women Can Change the World](#) (1000 Women) is a nonprofit organization (USA 501(c)(3) ) whose Founder, Paula Constantino, has developed a virtual model that can increase the economic equality of women worldwide by building lifetime skills. This pilot program is being developed for the Leading Women of Africa (LWA).

The ultimate goal of this pilot program is provide quality life-enhancing information and skills to women throughout South Africa...

- *To inspire* them by building their feelings of self-worth and erasing their “poverty mentality”
- *To enlighten* them by introducing the true value of 21<sup>st</sup> century technology into their lives
- *To empower* them by teaching them healthier ways of living, financial literacy, how to market their crafts, grow more productive crops and so much more...

There is no limit as to the information that can be provided through the use of virtual teams and mentors to rebuild Africa for the 21<sup>st</sup> century!

*This life-enriching program uses 21<sup>st</sup> century technology* from the global level down to the grassroots level... teleconferences, VoIP, social networking (forums and more), blogs (comments) and last, but certainly not least, *audio information modules (AIM – MP3 files)*.

*The mission of 1000 Women aligns with Leading Women of Africa (LWA)... the vision of unity and economic quality for women of Africa.* Working together as global partners, LWA and 1000 Women can rebuild Africa bringing it into the 21<sup>st</sup> century through the Women Rebuilding Africa Program (WRAP). LWA has offices in at least seven African countries with regional leaders in South Africa that form LWA-SA – the specific organization for this pilot program.

*1000 Women supports LWA's war against the “poverty mentality.”* Empowering the women of Africa with practical skills facilitates economic equality and women's empowerment – which in turn can... significantly reduce poverty and hunger; improve maternal health; reduce child mortality; combat HIV/AIDS, malaria and other diseases; and ensure environmental sustainability.

Basically, this program builds and trains virtual teams of women leaders, who in turn identify, recruit and train other women leaders down to the village level. These team leaders also identify, select and work with women “mentors” who have expertise in various areas of life and

business development. These mentors record their specialized information on digital files that can be downloaded from a website or uploaded to an MP3 player (handheld audio player – like an iPod) – know as audio information modules (AIM).

*Using Virtual Teams and Audio Information Modules (AIM) increases the results exponentially!*

### **Background:**

The underlying concept is that *education and training in the conventional face-to-face setting is costly, time consuming and wasteful* – using scarce but substantial resources – facility, staff, paper training materials, etc. This face-to-face process not only consumes more resources but also addresses smaller audiences and presents the material only once (relying on the trainee to make notes) with limited results.

The virtual technology approach uses fewer resources with NO facility, staff, paper training materials or other physical resources. Costs less – especially using volunteers wherever possible – *reaches a much wider audience who can listen to the information (AIM) – anytime, anywhere as often as she wants... AND then can pass the audio player with AIM on to friends AND family AND colleagues, on and on.* This sharing broadens the reach and impact even further with less cost both monetarily and environmentally.

### **Understanding How the Program Works:**

To better understand the program, visualize a pointed tree. Normally, 1000 Women is at the top of the tree, but for this pilot program, LWA-SA is at the top of the tree. The first level of branches below the top represents the regional virtual teams throughout South Africa, the level below that represents virtual teams under each regional team, and so on... all the way down to individual women at the broadest level of the tree.



Each individual virtual team has a team leader and team members who communicate electronically using teleconferences, email, forums, etc. from the regional to local to the individuals. The teams work with each other to create and deliver audio information modules (AIM) ultimately down through the teams to individual women in the villages so that they enrich their lives and develop lifetime skills.

Communication among and within the virtual teams is electronic – teleconference (Skype, proprietary, etc.), IM, forums, email, etc. Training and information is transmitted down through each tree and then, their feedback and results are transmitted from the individual “roots” back up through the tree to the main organization – in this case – LWA-SA. The program is then adjusted as appropriate based on results.

### **Implementation:**

Since LWA- SA has regional leaders, the pilot program is being implemented first in South Africa – starting with its board members as regional leaders, with additional regional leaders being added as appropriate. Depending upon the logistics, intermediary teams may be created between the regional leaders and the village leaders. The ultimate goal is build effective virtual teams at the village level that interact with the individual women.

1000 Women provides virtual training for team leaders as follows:

- Leadership training – focusing on the special circumstances of virtual teams
- Assessments to survey the needs of women within the leader's region
- Identification and selection of women with expertise in specialized areas – known as “mentors” – to create information modules (See WRAP listing for sample areas)
- Development and dissemination of audio information modules (AIM) – using MP3 players

Initially, 1000 Women may provide the training for the mentors – teaching them how to create information modules consisting of PDF files and MP3 files where there is Internet connectivity and solely MP3 files where there is no connectivity. As the virtual teams become more established the team leaders assume this role.

Essentially, the roles and responsibilities of a virtual team leader at any level are as follows:

- Participates in virtual training –through 1000 Women and/or higher level team leader
- Assesses the specific needs of women of women in her region – using the WRAP listing and survey assessments as guidelines
- Communicates with other team leaders (same level, as well as up and down the tree) electronically – sending virtual information down the tree and in turn sending feedback/results up the tree
- Informs LWA of the specific information modules she anticipates needing
- Verifies with LWA as to which modules need to be developed and accesses those modules that are already available for use through LWA
- Expands the number of the team leaders at the same level as appropriate
- Identifies, assesses and recruits team leaders to lead teams at the lower levels
- Identifies and recruits “partners” – organizations/sponsors that have information (ex. financial literacy – banks)
- Works with individual women mentors to develop the audio information modules (AIM) as needed (Leaders ultimately assume responsibility for training mentors.)
- Transmits electronic files of all digital modules that are developed within her team to LWA
- Obtains results oriented feedback (using forms provided by LWA) from the individual women participants – using electronic surveys as much as possible
- Transmits these results up the tree to LWA for analysis
- Provides timely reports to LWA on progress so that the program can be modified to keep it as up to date and effective as possible.

### Summing It Up:

There is no limit as to the information that Leading Women Africa can provide through its team leaders and mentors to rebuild Africa for the 21<sup>st</sup> century!

**WRAP Listing follows >>**

## **Representative Content for the WRAP Audio Information Modules (AIM):**

### **I. WOMEN'S PERSONAL DEVELOPMENT**

#### **A. Building inner strength**

1. Life Purpose: Everyone is born for a purpose (vision and passion)
2. Childhood vision: When you were a little girl (setting goals)
3. Building Self Esteem and Self worth
4. Unleashing your full potential (finding courage and inner strength to change)
5. Overcoming effects violence and abuse
6. Celebrating womanhood

#### **B. Building relationships through Communication**

7. Communicating effectively
8. Creating and nurturing relationships
9. Increasing productivity
10. Women in Leadership (different levels)
11. Communicating using technology
12. Using social networks to build relationships

### **II. WOMEN'S ECONOMIC EMPOWERMENT**

#### **A. Financial literacy**

1. Basic Financial management
2. Banking literacy
3. Home finances
4. Budgeting
5. Saving
6. Investing
7. Taxes
8. Financing education

#### **B. Business management**

1. Creating and evaluating business ideas
2. How to choose partners
3. Transitioning into business as an entrepreneur
4. Writing your Business Plan
5. Financing your business
6. Marketing your Business
7. Managing your Business
8. Growing your Business
9. Networking to increase business

### **C. Business Opportunities**

1. Conducting market research
2. Identifying and evaluating business opportunities
3. Merging these opportunities with your business
4. Using the Internet to maximize opportunities
5. Entrepreneurship

### **III. WOMEN AND TECHNOLOGY**

1. Introduction to computer and Internet
2. Joining the global network (Internet skills +)
3. Internet marketing your products (website, e-mail, picture...)
4. Using social networking to build business
5. New life with technology

### **IV. WOMEN IN FARMING**

1. Improving farm working conditions
2. Growing better produce for sale and export
3. Using other methods: Organic, natural
4. Assessing market and return on investment (Time, effort and money)

### **V. WOMEN AND ENVIRONMENT**

1. Preserving the environment
2. Using "green" products and methods

### **VI. WOMEN AND HEALTH**

1. Knowing how a woman's body works
2. How to have safe pregnancy and childbirth
3. Using family planning
4. Preventing and living with HIV
5. Good health, hygiene and related matters
6. Living healthier with proper nutrition

### **VII. AFRICANISM**

1. African culture
2. African history
3. African geography

***Women Rebuilding Africa Program (WRAP) – Empowering Women in the 21<sup>st</sup> Century!***