



WE-Champs: Association Excellence, Networking and Advocacy

The Association of Business Women and Managers | Slovakia **Združenie podnikateľiek a manažérok**



“This year, we modernized our communications and visibility and strengthened our internal structures. CIPE support has directly translated into tangible growth and allowed us to better empower women entrepreneurs throughout Slovakia.”-Ivana Kondasova, Executive Director.



Who is the Association of Business Women and Managers?

The Association of Business Women and Managers works for women’s economic empowerment in Slovakia. Established in 2001, this non-profit organization has a membership of nearly 50 women leaders and a wider network exceeding 600. The Association’s mission translates into tangible action through workshops, mentorship programs, and networking events – all designed to equip women with the tools and connections needed to thrive in the business world.



Main Challenges

Despite its dedication to empowering women in business, the Association faced hurdles in solidifying its presence and impact. Limited funding sources restricted its ability to expand its reach. Additionally, the organization’s membership model and internal communications channels needed revision. Furthermore, the Association’s old website and limited visibility hampered its efforts to attract new members and secure crucial collaborations.



WE-Champs Impact

WE-Champs provided the Association with a strategic combination of grant funding and mentorship to address its most pressing needs. The excellence award directly supported the Association’s development through funding for a website upgrade, capacity-building and networking sessions, and the creation of professional, promotional materials. Targeted mentorship sessions equipped the Association’s leadership with expert guidance on communication strategies, best practices in fundraising, and revision of the membership model, fortifying their ability to navigate critical areas for growth and achieve long-term sustainability.



Outcomes

- **Updated Mission, Vision, and Goals:** Successfully revised and updated its mission, vision, and goals to better align with its strategic objectives and the needs of its members.
- **Revised Bylaws:** Conducted discussions and reviews to update the Association’s bylaws, ensuring they are current and reflective of best practices.
- **Skills Trainings:** Hosted four workshops on Elevator Pitches, One-minute Speakers, Facilitation Skills, and Media Training to enhance executive leadership skills.
- **Networking Events:** Organized four networking events on topics such as Women and Leadership, Building Personal Brands, Coaching Principles in Leadership, and Authenticity as a Woman Leader’s Strength. These events provided valuable learning and networking opportunities for a total of 116 participants, fostering a supportive community for women professionals.
- **Enhanced Communication and Visibility:** Redesigned and updated the Association’s website, developed an informational leaflet and an updated banner, and produced and distributed 2,000 flyers.
- **Diversified Financial Resources:** Successfully empowered the Association to establish new partnerships, enhanced the strength and competitiveness of their application, and formulated innovative ideas for potential paid services and events.

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