

SA Leaders for Gender Equity

UPDATED VALUES & PASSPORT



Leaders for
Gender Equity

06 FEBRUARY 2023

THE BRAND

We have four key values, and each value has brand associations and key behaviours (proof points) that demonstrate our values.

VALUES

what we believe in,
what we stand for.

ASSOCIATIONS

what we want to
be famous for.

PROOF POINTS

our behaviours, how we deliver
on our brand values (TBC)



VALUES





“The eye sees only what the
mind is prepared to comprehend.”

- HENRI BERGSON, PHILOSOPHER, 1859-1941



OPENNESS

Knowing what we know is never enough. We listen, we voice and we listen again.

ASSOCIATIONS

curiosity, inclusion, just, fairness, lack of restriction, frankness, creative, imaginative, receptive, seek out the new, unconventional, agreeable, diversity, adventurous





“You can choose courage or you can choose comfort. You cannot have both.”

- **BRENE BROWN**, Professor & Author, 1965 – Present



COURAGE

We stand for what is right, not what is easy.

ASSOCIATIONS

brave, patience, confidence, feeling fear but choosing to act, doing what must be done, unafraid, unflinching, following your heart, perseverance in the face of adversity, keep trying, challenge the status quo.





“The time is always right to
do what is right.”

- **MARTIN LUTHER KING JR**, African American Baptist minister & activist, 1929 - 1968



INTEGRITY

We are accountable to what we choose to do, and for what we choose to ignore.

ASSOCIATIONS

respect, truthful, accountable, fair, trust, doing the right thing, keeping commitments, accepting.





“Motivation is what gets you started.
Commitment is what keeps you going.”

- **JIM ROHN**, American entrepreneur author & motivational speaker 1930-2009



COMMITMENT

Gender equity is our responsibility – it's a human right.

ASSOCIATIONS

dedication to a cause, duty, obligation, devoted, intent, a promise.



PASSPORT



WHO WE ARE

SA Leaders for Gender Equity



WHAT WE ARE IN THE BUSINESS OF

Levelling the playing field



WHY WE EXIST – OUR PURPOSE

Talent is gender neutral, bias is not



HOW WE DO IT

Our voice in the room and our
influence in the community



BRAND PASSPORT

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WHAT WE BELIEVE IN - OUR VALUES

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