## SA Leaders for Gender Equity

**UPDATED VALUES & PASSPORT** 



**06 FEBRUARY 2023** 

### THE BRAND

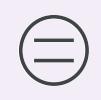
We have four key values, and each value has brand associations and key behaviours (proof points) that demonstrate our values.

#### **VALUES**

what we believe in, what we stand for.

### ASSOCIATIONS

what we want to be famous for.



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### **PROOF POINTS**

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

## VALUES

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- HENRI BERGSON, PHILOSOPHER, 1859-1941

### "The eye sees only what the mind is prepared to comprehend."

### **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

SA LEADERS FOR GENDER EQUITY

### 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.



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### "The time is always right to do what is right."

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



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### 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.

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### "Motivation is what gets you started. Commitment is what keeps you going."

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

SA LEADERS FOR GENDER EQUITY

### COMMITMENT

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

### ASSOCIATIONS

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

## PASSPORT

SA LEADERS FOR GENDER EQUITY

WHO WE ARE

### SA Leaders for Gender Equity

SA LEADERS FOR GENDER EQUITY

### WHAT WE ARE IN THE BUSINESS OF

### Levelling the playing field



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### WHY WE EXIST - OUR PURPOSE

### Talent is gender neutral, bias is not



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HOW WE DO IT

# Our voice in the room and our influence in the community

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### **BRAND PASSPORT**

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Our voice in the room and our influence in the community

#### WHAT WE BELIEVE IN - OUR VALUES

#### **OPENNESS**

COURAGE

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