



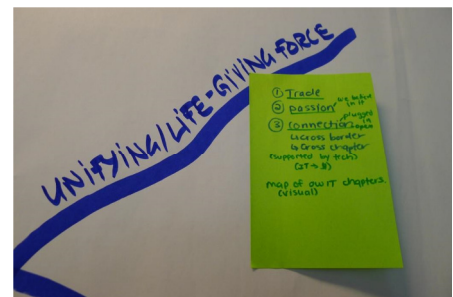
## STRATEGIC PLAN 2025

### Our story

- 1985-89 Independently from each other, groups of women in Chicago, Los Angeles, Orange Country, Washington D.C., New York, Boston, Northern California, Detroit and Texas formed local associations to advance the careers and opportunities for women involved in international trade.
- 1989 The Organization of Women in International Trade (OWIT) is founded in Los Angeles.
- 1990 First U.S. conference is organized in Washington, D.C. and first membership directory published – OWIT comprises 12 chapters.  
OWIT Chapters form partnerships with state and local trade organizations, foreign consulates and other economic development entities to raise awareness on the importance of international trade and to publicize opportunities to do business internationally.
- 2000 First Canadian chapter launched – OWIT-Toronto – and first chapter in Europe is founded – Geneva Women in International trade, today OWIT Lake Geneva
- 2009 First African chapter founded - OWIT Nairobi
- 2015 Miami-Dade County Commissioner Audrey M. Edmonson declares 10/23 #OWIT day via a proclamation
- 2016 For the first time, OWIT holds its annual board meeting in Europe (Geneva, Switzerland) and participates in the WTO Public Forum

### Essential elements

- A personal / professional story with trade
- A passion (belief in trade and what we do)
- A desire for deep connection (across borders & chapters)



### Context and what is at stake?

- Declining membership in (most) chapters
- Competing & complementary organizations have multiplied
- Difficult to mobilize people / resources
- Technological and societal shifts / trends:
  - trade outside traditional hubs
  - e-commerce
  - entrepreneurship & innovation
  - diversity / inclusion

→ Relevance & survival of the organization!

### Our mission

We are united around the globe to foster international trade and the advancement of women in business through a growing network that provides a collective forum to support education, facilitate information exchange and promote networking. In pursuing these goals, we strive to

provide a rewarding volunteer environment, to stay at the forefront of trade and technological developments and to build partnerships and alliances with peer organizations and associations.

## Our vision

OWIT has a direct impact on women-owned business owners and trade professionals around the world by fostering education, mentorship as well as social and economic empowerment. It thus concretely contributes to reaching the Sustainable Development Goal 5: Achieve gender equality and empower all women and girls.

## In 2025:

### OWIT has an increased international profile and is renowned & recognized worldwide

- 1 million members worldwide, many ambassadors and student interns
- A "partner of choice", leading to more alliances & sponsors (corporate involvement, both globally and locally)
- OWIT headquarters / regional office in Geneva (in the short term: an OWIT antenna at the ITC or WTO)
- An annual conference
- Participates in trade missions

### OWIT is a thought leader

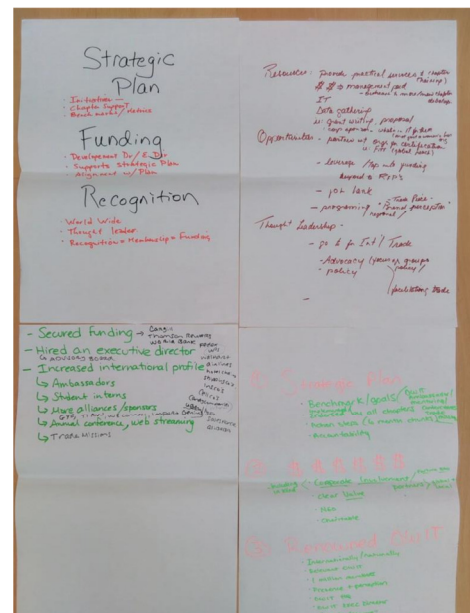
- A 'go-to' organization for international trade
- Provides relevant activities & programming, including
  - regional programming ("brand perception", trade prize)
  - mentoring
- Advocates for facilitating trade and helps formulate trade policy
- Is present and presents at high-profile global forums
- Has partnered with an certification organization, i.e. the Forum for International Trade Training (FITT)

### OWIT has the resources (money, in-kind contributions, skills) it needs to

- Provide practical services & training to chapters
- Pay for an executive director who supports the strategic plan, takes care of outreach and chapter development
- Invest in relevant information and communication technology (ICT)
- Be able to
  - gather data
  - leverage and tap into funding (e.g. grant proposals, responding to requests for proposals RPFs)
  - attract corporate sponsors (clear value)

### OWIT has a strategic plan

- goals / benchmarks / metrics
- endorsed and implemented by all chapters
- initiatives and action steps (in 6-month chunks)
- chapter support
- accountability



## Our values



What do I give / get?

- Commitment (minimum: membership fee)
- Support
- Meaningful [contribution]



How do we distinguish ourselves from others?

- Connected
- Professional
- Relevant



How do we want to be viewed?

- Thought leadership
- Strong
- Sustainable

[This section is still under consideration, respectively is being further developed]

## Our impact

Identification: continue learning & growth

- Quantify impact with quality data: statistics to support, analytics, indicators
- Quality of events: programs, speakers, networking
- Quality of communication: branding, social media, aligned communications, relevant & timely
- Attraction: quality members (decision makers, social leaders, role models)
- Recruitment: quality on-boarding leading to sustained membership
- Be(come) a partner of choice



## Questions we asked

- What possible dreams did we hear?
- What sparks or ideas are emerging for the future?
- What are the assumptions behind our vision, goals & initiatives?
- What hat do we wear when we speak?
- What relationship between chapters and OWIT International?
- Are the chosen goals self-serving?
- How to keep the momentum going?

## Our strategic goals for 2025



### An internationally renowned & inspirational OWIT

- OWIT has 40 chapters / 10 new chapters and is present on all continents
- OWIT empowers members & affiliates economically
- OWIT members are go-to professionals for the media and for governments and others seeking input on trade issues and policies
- OWIT has 20 diverse strategic alliances / international partners



### A financially strong OWIT, enabling it to increase its footprint and to accomplish its mission

- OWIT has US\$ 250k revenues / year (25% from chapters, 25% from corporations, 25% from grants, 25% from content)
- OWIT conducts 3-4 webinars per month



### A connected network worldwide

- OWIT has 10 000 paid and renewing members worldwide
- OWIT attracts young people
- OWIT has a uniform (umbrella) website
- OWIT's members-only, trusted platform is activated

## Goals until spring board meeting



### An internationally renowned & inspirational OWIT

*Guardians: Pat G., Susan B., Andrea E., Gail M. Angela M.H.; resource: Gail M., ??*

- 2 additional international chapters (*Nasya D. & Sarah R.; resource: Sarah R.*)
- Implement Vital Voices Partnership (*no owner*)
- 2 additional strategic partners (*Jennifer D., Catherine G., Susan B.; resource: Pat G.*)
- Social media evaluation (*Amy B.*)
- Website evaluation (*Gail M.*)
- Attend GroYourBiz conference and promote OWIT (*Pat G.*)
- Going to Nairobi in 2018



### OWIT is financially strong, enabling it to increase its footprint and to accomplish its mission

*Guardians: Sarah R., Janet S., Beuloria W.; resource: Beuloria W.*

- US\$ 6k revenues from Small Business Sponsorship Program (20 participants) (*Evelyn S.; resource: Evelyn S., Jennifer D., Cami M.*)
- 10 corporate sponsors @ US 2.5k (*Catherine Busot, Vicky W.; resource: Cami M., Vicky W.*)
- 200% growth of virtual chapter (*no owner; resource: Andrea Ewart*)
- Webinars 1-2 x per month (*no owner; resource: Susan B.*)

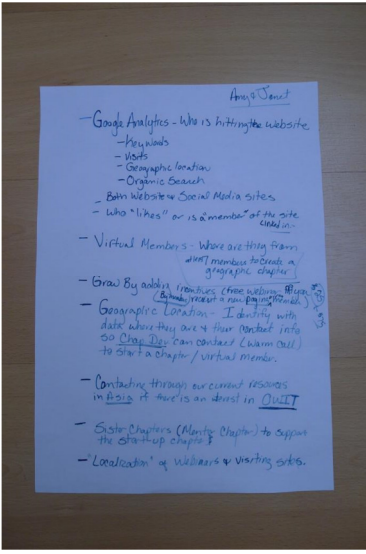


### OWIT is a connected network worldwide

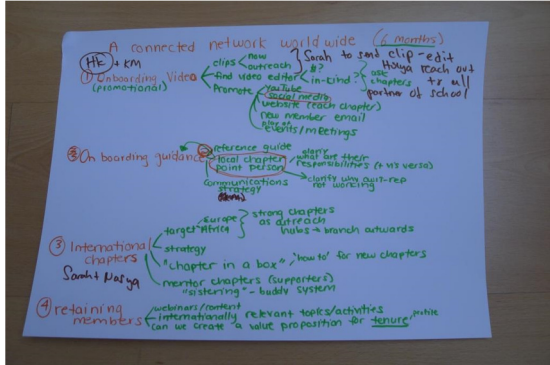
*Guardians: Nasya D., Sarah R., Katherine M., Catherine G., Hulya K.*

- New members onboarding video (*no owner; resource: Hulya K.*)
- Young people (*resource: Nasya D., Kath. M.*)
- Elements for members only trusted platform defined (*Pat G., resource: Violette R.*)
- Empowered focal point for every chapter (*Violette R.*)
- Help struggling chapters (*no owner*)
- Validate membership base (*no owner*)

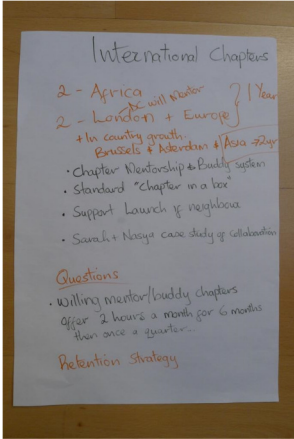
## Specific initiatives until spring 2017 board meeting

<b>INITIATIVE 1: SOCIAL MEDIA AND VIRTUAL MEMBERSHIP</b>	
<b>Image</b>	
<b>Contributes to goal(s)</b>	Internationally renowned and inspirational Connected network worldwide
<b>Team members</b>	Amy B., Janet S., Sabina Z., Andrea E.
<b>Starting point</b>	Virtual members and social media use are not well known Website use is not well known Need to engage virtual members more and grow their number
<b>Activities</b>	<ul style="list-style-type: none"> <li>• Google Analytics – who is hitting the website?             <ul style="list-style-type: none"> <li>○ Statistics                 <ul style="list-style-type: none"> <li>– keywords</li> <li>– visits</li> <li>– geographic locations</li> <li>– organic search</li> </ul> </li> <li>○ Both website &amp; social media sites</li> <li>○ Who “likes” or is a “member” of the LinkedIn Group?</li> </ul> </li> <li>• Virtual members – where are they from?             <ul style="list-style-type: none"> <li>○ enough to create a geographic chapter?</li> <li>○ need to articulate benefits of virtual membership</li> </ul> </li> <li>• Grow by adding incentives (e.g. free webinar if as a member, you recruit a new paying member)</li> <li>• Geographic location – identify with data where they are &amp; their contact info so Chapter Development can contact (warm call) to start a chapter / virtual member</li> <li>• Contacting through our current resources in Asia if there is an interest in OWIT</li> <li>• Sister chapters (mentor chapter) to support the start-up chapter</li> <li>• “Localization” of webinars &amp; visiting sites</li> </ul>

## INITIATIVE 2: A CONNECTED NETWORK WORLDWIDE

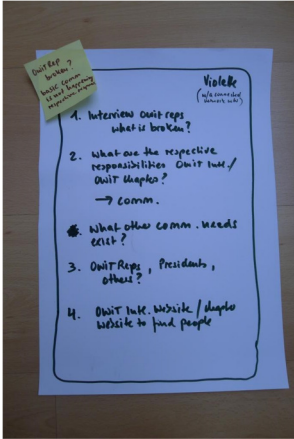
<p><b>Image</b></p>	
<p><b>Contributes to goal(s)</b></p>	<p>Connected network worldwide Internationally renowned &amp; inspirational</p>
<p><b>Team members</b></p>	<p>Hulya K., Sarah R., Nasya D., Frida O.</p>
<p><b>Starting point</b></p>	<ol style="list-style-type: none"> <li>1. If we want to be truly global, more international chapters are needed.</li> <li>2. Members who stick around and engage do so because they have been integrated into the organization from the outset (onboarding)</li> </ol>
<p><b>Activities</b></p>	<ul style="list-style-type: none"> <li>• (Promotional) Onboarding video             <ul style="list-style-type: none"> <li>◦ clips (now, outreach) → Sarah to send clip - edit</li> <li>◦ find video editor (\$, in kind?) → ask chapters, Hulya to reach out, + ? all partner of school</li> <li>◦ promote: YouTube, social media, website (each chapter), new member email, play at events/meetings</li> </ul> </li> <li>• Onboarding guidance             <ul style="list-style-type: none"> <li>◦ reference guide</li> <li>◦ local chapter: appoint person, clarify responsibilities</li> <li>◦ communication strategy</li> </ul> </li> <li>• International chapters             <ul style="list-style-type: none"> <li>◦ target Europe, Africa</li> <li>◦ Strong chapters as outreach, hubs → branch outwards</li> <li>◦ Strategy</li> <li>◦ "chapter in a box" 'how to' for new chapters</li> <li>◦ mentor new chapters (supporters), "sistering" – buddy system</li> </ul> </li> <li>• Retaining members             <ul style="list-style-type: none"> <li>◦ webinars / content</li> <li>◦ internationally relevant topics / activities</li> <li>◦ can we create a value proposition for tenure? Profile</li> </ul> </li> </ul>

## SUB-INITIATIVE 2.1: GROWING INTERNATIONAL CHAPTERS

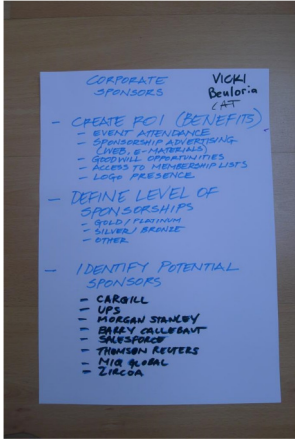
<p><b>Image</b></p>	
<p><b>Contributes to goal(s)</b></p>	<p>Connected network worldwide Internationally renowned &amp; inspirational</p>
<p><b>Team members</b></p>	<p>Sarah R., Nasya D., Frida O.</p>
<p><b>Starting point</b></p>	<p>To become truly global, OWIT needs more chapters in Asia, Africa and Europe.</p>
<p><b>Activities</b></p>	<p>In one year:</p> <ul style="list-style-type: none"> <li>• 2 new chapters in Africa</li> <li>• 2 new chapters in Europe: London (DC will mentor), Brussels, Amsterdam; in-country growth</li> </ul> <p>In 2 years: Asia</p> <ul style="list-style-type: none"> <li>• Chapter mentorship &amp; Buddy system</li> <li>• Standard “chapter in a box”</li> <li>• Support launch of neighbors</li> <li>• Sarah &amp; Nasya: case study of collaboration</li> </ul>
<p><b>Questions</b></p>	<p>Willing mentor / buddy chapters who offer 2 hours a month for 6 months, then once a quarter? Retention strategy?</p>



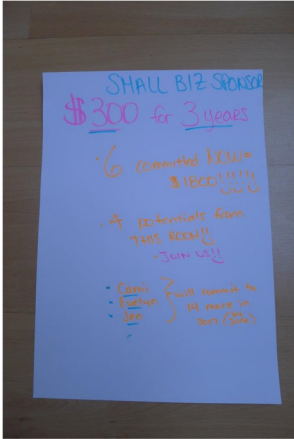
### INITIATIVE 3: EMPOWERED FOCAL POINT FOR EVERY CHAPTER

<p><b>Image</b></p>	
<p><b>Contributes to goal(s)</b></p>	<p>Connected network worldwide</p>
<p><b>Team members</b></p>	<p>Violette R., Carol B.</p>
<p><b>Starting point</b></p>	<p>OWIT Rep model seems broken. Basic communication is not happening and respective responsibilities are unclear</p>
<p><b>Activities</b></p>	<ul style="list-style-type: none"> <li>• Interview OWIT Reps: what is broken? (use OWIT International website and chapter websites to find people)</li> <li>• Interview OWIT chapter presidents, others?</li> <li>• Understand respective responsibilities of OWIT International and OWIT Chapters and communicate these</li> <li>• Find out what other communication needs exist between chapters and OWIT International</li> <li>• Report back on findings</li> </ul>

## INITIATIVE 4: CORPORATE SPONSORS

<p><b>Image</b></p>	
<p><b>Contributes to goal(s)</b></p>	<p>Financial strength Internationally renowned &amp; inspirational</p>
<p><b>Team members</b></p>	<p>Vicky W., Beuloria W., Catherine B., Jenn D.</p>
<p><b>Starting point</b></p>	<p>Why does OWIT not have any substantial corporate sponsors?</p>
<p><b>Activities</b></p>	<ul style="list-style-type: none"> <li>• Create Rol (benefits)             <ul style="list-style-type: none"> <li>○ event attendance</li> <li>○ sponsorship advertising (web, e-materials)</li> <li>○ goodwill opportunities</li> <li>○ access to membership lists</li> <li>○ logo presence</li> </ul> </li> <li>• Define level of sponsorships             <ul style="list-style-type: none"> <li>○ Gold/Platinum</li> <li>○ Silver/Bronze</li> <li>○ Other</li> </ul> </li> <li>• Identify potential sponsors             <ul style="list-style-type: none"> <li>○ Cargill</li> <li>○ UPS</li> <li>○ Morgan Stanley</li> <li>○ Barry Callebaut</li> <li>○ Salesforce</li> <li>○ Thomson Reuters</li> <li>○ MIQ Global</li> <li>○ Zircoa</li> </ul> </li> </ul>

**INITIATIVE 5: SMALL BUSINESS SPONSORS**

<p><b>Image</b></p>	
<p><b>Contributes to goal(s)</b></p>	<p>Financial strength</p>
<p><b>Team members</b></p>	<p>Cami M., Evelyn S., Jenn D.</p>
<p><b>Starting point</b></p>	<p>Many OWIT members are small business owners – offer a win-win opportunity</p>
<p><b>Activities</b></p>	<ul style="list-style-type: none"> <li>• \$300 for 3 years</li> <li>• 6 already committed, 4 potentials at board meeting</li> <li>• Goal: identify 14 more by June 2017</li> </ul>

**INITIATIVE 6: VITAL VOICES PARTNERSHIP**

<b>Image</b>	 The logo for Vital Voices Global Partnership features a stylized globe icon on the left, composed of teal and grey segments. To the right of the icon, the text "VITAL VOICES" is written in a large, bold, white sans-serif font, with "GLOBAL PARTNERSHIP" in a smaller, white sans-serif font directly below it. The entire logo is set against a black rectangular background.
<b>Contributes to goal(s)</b>	Internationally renowned & inspirational Connected network worldwide
<b>Team members</b>	Angela, Susan, Pat
<b>Starting point</b>	OWIT and Vital Voices (VV) have signed a partnership agreement – need to ensure that we fulfill our obligations as “nominating partner” and leverage it properly
<b>Activities</b>	<ul style="list-style-type: none"><li>• Reach out to and email at least 30 eligible women business owners to invite them to apply to VV GROW Fellowship</li><li>• Other activities to be determined</li></ul>

# What in the process gave us life, meaning and results and what do we want to remember?

