



From left: Our Stories Travel Sdn. Bhd., HCCF Enterprise, and Hemera Amanda Empire.



From left: Home Dietitians, Herlia® Naturals, and Amazing Postnatal Care Centre

## Another year celebrating the Power of Women Entrepreneurs

### AFFINGEM Women Trailblazer Awards

AFFIN BANK continuously supports and fosters women entrepreneurship at the 8th Top E-Commerce (Top ECM) Awards. Launched in 2022, the AFFINGEM Women Trailblazer Awards celebrates excellence among female entrepreneurs who strive for success through innovation, creativity, and strategic development. Congratulations to all the three winners. Namely, Our Stories Travel Sdn. Bhd., Hemera Amanda Empire, and HCCF Enterprise.

### Dream Factory Startup Contest

On another occasion i.e. during the 7th Dream Factory Startup Contest, we presented the AFFINGEM awards to three stellar women entrepreneurs, Home Dietitians, Herlia® Naturals, and Amazing Postnatal Care Centre - for their strategic skills, creativity, and innovation. This event is jointly organised with Dream Factory. We are honoured to be part of the journey and look forward to witnessing future growth!



# Grow

## 10 Key Pillars of Digital Marketing for Women Entrepreneurs

### 1 Embracing the Changes

Without a question, the digital world is changing quickly, hence women leaders and entrepreneurs should welcome these developments rather than resist it. Embrace the digital change and leverage the latest trends to stay updated and spot the opportunities.

### 2 Prioritising Customer Service & User Experience

Women's edge in digital marketing by using empathy is to deliver better user experiences. You can design more effective and successful digital marketing strategies by leveraging their distinctive skill sets and views.

### 3 Driving Traffic through SEO & SEM

Leverage digital marketing to enhance local awareness and target local clients through strategies like Search Engine Optimisation (SEO) and targeted Search Engine Marketing (SEM) campaigns.

### 4 Leveraging Social Media to Grow Business

Grow the business through the power of social media by creating value. Ensuring that the posts are targeted towards the target market and establish a presence on the platforms where your audience is most active.

### 5 Connecting with other Business Leaders & Entrepreneurs

Access a variety of information, tools, and connections to advance your companies by engaging with other entrepreneurs and business leaders online.

### 6 Analysing Data

Gather the consumer data and learn how to understand what the target segment really want. It helps you to optimise the business performance and make strategically-guided decisions.

### 7 Writing and Editing Skills

Learn the essential writing skills you need in digital marketing to effectively communicate with your target market and convert them into customers.

### 8 Listening Skills

Start conversations with your target market through active digital listening. Visit social media and pay attention to how they talk about your company, your goods, and your services.

### 9 Mobile Marketing

Understand how to produce content that works well on mobile devices and how to increase consumer reliance on smartphones for your brand.

### 10 Email Marketing Skills

Email marketing builds client relationships. Utilise creativity, tools, and techniques for successful campaigns, including platform analysis and click rates.



Source: <https://codecondo.com/10-most-know-pillars-of-digital-marketing-for-women-entrepreneurs/>

# Empower

## 8 Ways To Empower the Next Generation of Women Leaders

### 1 Make women aware of their superpower

- Embrace women's unique superpowers, such as communication skills and tech expertise.
- Support women in pursuing their dreams, goals, and ambitions by providing resources and encouragement.
- Encourage women to take on challenges and break barriers.

### 2 Create a culture of belonging

- Foster a culture of belonging within organisations by **prioritising fair pay, offering meaningful work, and supporting women with a flexible work-life balance.**
- Valuing women's opinions** and promoting empathetic leadership from managers contributes to a sense of belonging.

### 3 Build more diverse boards

- Actively seek diverse candidates** to address the lack of diversity on corporate boards.
- Research shows that diverse boards outperform counterparts, and qualified women are available to fill board seats.

### 4 Introduce inclusion in the onboarding process

- Prioritise Diversity, Equity, and Inclusion (DEI) education during **onboarding to strengthen company culture** through inclusive language and respectful communication.
- Utilise resources or hire a certified DEI leader to provide ongoing training and guidance, ensuring a more inclusive and supportive workplace environment.

### 5 Fit the job to the candidate instead of the candidate to the job

- Adapt job roles for women** by avoiding rigid policies that lack flexibility, required skill sets, interpersonal and soft skills.
- Recognise and emphasise valuable attributes that women bring to leadership roles, such as vulnerability and gratitude.

### 6 Generate public relations and exposure for women

- Promote women through **speaking engagements and media features**, inspiring others with their stories.
- Create platforms for women to share their **unique perspectives and experiences.**

### 7 Offering Mentorship and Leadership Development for Women

Organisations should **prioritise mentorship and leadership development programmes for women**, focusing on their strengths, growth areas, and passions. Cross-functional mentorship can foster relationships and enhance a sense of safety and inclusion.

### 8 Leveraging Diversity for Productivity and Success

- Learn from PagerDuty's example: PagerDuty, a digital operations solution company, recognised the importance of addressing gaps in tech and equal pay.
- Through **inclusion programmes**, increased hiring of women in tech roles, and a gender equity plan, PagerDuty experienced a remarkable boost in productivity within just nine months.

Source: <https://www.entrepreneur.com/leadership/8-ways-to-empower-the-next-generation-of-women-leaders/446554>

# Manage

## 3 Strategies for WOMEN ENTREPRENEURS to Overcome Challenges

Recognising that everyone's path is different, here are three strategies to help women business owners overcome common hurdles:

### Crack the code on accessing capital

- Access to capital for women entrepreneurs has improved, yet many still encounter unequal opportunities.
- Overcoming systemic barriers** to help a challenge, but strategies exist to help women business owners.
- Seek advice** from professionals who assist businesses daily, even if your plan isn't perfect yet.
- Don't let fear of rejection hinder you from seeking critical advice.

### Find your people

- Entrepreneurship can be isolating, but you have a **supportive community** of fellow women entrepreneurs.
- Join organisations, programmes, events, and support circles** tailored for women business owners.
- Look for **local communities and physical spaces** for networking and collaboration.
- Find a group that aligns with your needs**, where you feel comfortable, offering mentorship and advocacy.
- Networking** allows you to connect with others who have faced similar challenges, providing practical advice and solutions.

### Build your confidence, and be kind to yourself

- "Own your chair" and assert your presence** as a decision-maker, deserving to be heard.
- Build self-confidence by acquiring knowledge** through free educational resources.
- Avoid putting excessive pressure** on yourself and prioritise mental health.
- Make time for **self-care activities** that help you unwind and recharge.
- Stepping away can actually **enhance productivity and leadership skills.**

By following these tips, women entrepreneurs can reduce stress, find balance, and achieve financial success in their businesses.

Source: <https://www.entrepreneur.com/growing-a-business/3-tips-for-women-entrepreneurs-to-overcome-common-challenges/437188>

## ESG EMPOWERING WOMEN: Leading and Influencing Corporate ESG Models

Women in Cloud, an organisation focusing on gender equality and ESG leadership, highlights the significant benefits that businesses experience when women are in charge of ESG initiatives:

### 1 Improved Financial Performance:

Gender-diverse companies are 15% more likely to outperform peers, while ethnically diverse firms are 35% more profitable (McKinsey).

### 2 Expertise in Sustainability:

Women often hold relevant master's degrees, making them valuable contributors to ESG discussions.

### 3 Drive Stronger ESG Integration:

Women achieved stronger performance during ESG integration through a multitude of factors, including the positive effect a diverse team has on employee engagement and a supportive company culture.

### 5 Positive Corporate Citizenship:

Women-led ESG plans enhance the reputation of businesses as a socially responsible organisation - signaling to investors and customers that the business is able to lead by example.

### 4 Enhanced Credibility:

Women at the helm show a serious commitment to gender diversity, gaining credibility with stakeholders and NGOs.

In conclusion, investing in women and nurturing them as ESG leaders not only adds value to ESG initiatives but also contributes to the future and success of businesses.

Source: <https://www.forbes.com/sites/forbestechcolumnist/2022/05/12/five-reasons-to-develop-women-to-lead-and-influence-your-corporate-esg-operating-models/?sh=557084eb1c23>

This newsletter is brought to you by AFFINGEM, an initiative tailored for women entrepreneurs to **GROW, EMPOWER and MANAGE** your businesses with special offerings and perks. Share your best practices with us!

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