

WOMEN'S EMPOWERMENT: MONETIZING YOUR BRAND

DISCUSSION GUIDE FOR A WEBINAR
FROM THE OFFICE OF THE U.S. SPEAKER PROGRAM



ACCESS TO VIDEO

Video Link

Duration: 128 minutes

Posts: Namibia

Speaker: Meagan Ward

TIPS on Virtual Programming

- Once downloaded, you can capture the video feed with a streaming tool or upload it to your social media account for a watch party. If bandwidth is low, have viewers watch the webinar before hosting a discussion.
- Consider inviting a local expert or U.S. official to facilitate discussion during and after the webinar.
- Preview the video beforehand to determine which parts you will show.
- For more tips [go here](#).

ABOUT THE WEBINAR

Trying to get established as a career professional or building your own business can be a stressful experience. In this informative talk Meagan Ward will tell you her story and how a positive attitude, hard work and the ability to recognize opportunities will open doors and lead to success.

ABOUT THE SPEAKER

Meagan Ward is an advocate of Women's Empowerment and a motivational speaker for aspiring professionals and entrepreneurs. She is the owner and founder of *Creatively Flawless*, a marketing firm for women seeking to rebrand and promote themselves and their businesses.



UNITED STATES DEPARTMENT of STATE
Bureau of Educational and Cultural Affairs

RESOURCES

Women's Empowerment Resources for American Spaces

Share America stories

- [These Women Entrepreneurs spotted a need - and met it!](#)
- [Here's one way women owned startups find financing](#)

Key Terms

- **Branding** - Is a name, term, design, or symbol that distinguishes one seller's product or service from others
- **Marketing** - The action or business of promoting products or services, including research and advertising
- **Freelancer** - A person who is self-employed and offers their skills and expertise on a short-term basis
- **Personable** - The ability to easily connect with others in a pleasant manner
- **Emotional Intelligence** - The ability to interact with empathy and self-awareness



Successful women should...

- Follow your curiosity. Every woman's path to success is different
- Don't be afraid to fail, everybody does at times.
- Always strive to achieve more - and don't settle
- Build a network of contacts - and use it
- Make sure you grab onto opportunities that are presented to you

Discussion Questions

- *Seeing that her mother sacrificed so much for her, Meagan Ward felt she had to be successful to justify her mother's efforts. Why is motivation important? What motivates you?*
- *Meagan appears to be a personable person with a high degree of emotional intelligence. Do you think these characteristics are important to becoming successful in your career?*
- *What risks or sacrifices did Meagan make to follow her idea? Did she have any support?*
- *What impressions did you get from Meagan Ward's talk? Do you think her suggestions apply to women in different countries?*