

## MEMBERSHIP PACK



JOIN US

Game change  
governance in Africa  
with women as the  
catalyst



"I look forward to working with you on this awesome venture."

- Rachel Moré Oshodi, Deputy VP, Africa at Total

## Why should you become a member?

Be recognised as a leader making an  
impact on governance in Africa

Access knowledge, resources and  
pragmatic advice to resolve your  
governance dilemmas

Be part of a like-minded, collaborative  
and mutually supporting professional  
network of women

Be energised by the change we make  
happen together

## Are you eligible?

We ask that our members:

have a passion to game change  
governance in Africa

commit to our code of conduct

play an active role in our community,  
build our knowledge bank, and grow  
our impact and membership

offer expertise and experience  
relevant to our mission

We seek women game changers from  
all walks of life, across Africa and  
outside. Diversity of experience and  
point of view is critical to this  
challenge.





## Member Benefits

Access to our closed community and member only forums

Access to our original research findings: annual issues survey, benchmarking survey, member polls

Invitations to member only webinars, workshops and panel discussions

Invitation to join conference in 2022

Discounts on public training and events



And for a short time, be  
one of just 50 Founder  
Members

Receive all full member  
benefits plus:

### Recognition as an African Changemaker

Founder Member badge asserts your status and steadfast commitment to good governance

Stay an honoured Founder Member in perpetuity

Founder Member status displayed on online directory listing

### Contribute to our priorities and solutions

Join our closed planning forums

Exposure as an expert as you share your expertise in online events and contribute to our Knowledge Bank

Opportunity to lead webinars

Share news about your membership to your network

### Exclusive invitations, discounts and offers

Founder Members will have access to exclusive invitations and receive additional discounts and offers not available to other members..

## Fees to Join in 2021

Our intention is to make membership of the Butterfly Coalition accessible to a broad base of women.

It is through bringing on board hundreds and then thousands of women across Africa and outside that we will effect change.

Our annual membership fees and reduced for 2021 Founder Membership fee reflect this ambition.

Standard Individual Annual  
Membership Fee  
US\$140

Founder Member Fee For 2021  
US\$70

Use Coupon Code:  
FOUNDERMEMBER2021

Hurry! Just 50 Founder  
Memberships Available!

[Join Now](#)



## Membership Pathway Requirements

Fill in [online application form](#)

Indicate how you will contribute to the  
Butterfly Coalition

[Two referees](#), each of whom have known  
you for a minimum of two years,  
recommend your membership.

Attest you will comply with the Butterfly  
Coalition [Member rules and policies](#),  
including our code of conduct

[Make payment](#) for first annual  
membership fee using coupon code:  
FOUNDERMEMBER2021

More questions?  
Book a FREE 15 min membership chat

[Schedule a call now](#)







## Our Vision

We seek to game change governance in Africa with women as the catalyst

## Our Purpose

Our organisation drives rapid change in attitudes, knowledge and action towards good governance in everyday African interactions, so they become habitual and institutionalised.

# Code of Conduct

Butterfly Coalition requires its Members to observe the highest standards of professional conduct and ethical behaviour in all of their activities.

By maintaining such standards, Members enhance their own standing as professionals, entrepreneurs and senior leaders, and increase public confidence in the management and administration of corporations, organisations and institutions in Africa. Only through maintaining these standards individually, can our Members together game change governance in Africa with women as the catalyst.

Members shall uphold the vision and purpose of Butterfly Coalition and abide by the Member Policies.

Members will behave in accordance with the Values of the organisation: integrity, courage, trust, collaboration, pragmatism and excellence.

Members shall refrain from any conduct or action which detracts from the reputation and interests of Butterfly Coalition.

# Our Values

## Integrity

The quality of being honest, fair and having strong moral principles. Doing the right thing, even when no one is looking, even when it is hard. Saying what we mean and doing what we say.

## Courage

Being brave enough to take on stretch challenges and measured risk, accepting consequence for ourselves and our businesses and boards. Daring to be different from the norm. Doing the right thing to achieve change.

## Collaboration

Committed to supporting each other to get solutions, impact and outcomes for our purpose as quickly as possible. Challenging each other in healthy ways and having each other's backs.

## Trust

Firm belief in the reliability, truth and ability of women to work together for common purpose and impact.

## Pragmatism

Dealing with things sensibly and realistically, in a way that is based on practical rather than theoretical considerations, always seeking to maximise impact.

## Excellence

Paying attention to detail and seeking to go beyond expectations in all we do in order to create accelerated impact.



# Our three pillars help you be a governance game changer

## Learning

- Training, coaching and mentoring

## Accelerating Change

- Research, Knowledge Bank, Advocacy and Action

## Recognition

- Tiered Membership, Awards, Directory



The hallmark of the coalition will be offering pragmatic solutions that create value in real life governance dilemmas.

"I love that you're looking to ensure there's a safe space for women to share...it does make a difference when women feel that they have that freedom and ability to share what they are going through. Looking for help through community engagement would work really, really well."

– Bola Tinubu, CDir. FCIS. FCG. FloD, Chairperson, The Boardroom Africa

**Learn about** what good governance means in practice for you, your employees, customers and suppliers, and your community. Learn how to implement it, overcome cultural blocks, how to challenge norms, sustain changed behaviours and engender trust, regardless of resources and scale.

**Accelerate change** through our research, Knowledge Bank, coordinated lobbying and action on priority issues, and through your leadership in your organisation and its ecosystem, and your community. Know that you are supported by a large and growing like-minded community who have your back.

**Earn recognition** for your stance towards good governance and the actions you take to ensure it is delivered sustainably in your organisation.

# Five building blocks towards our vision



## Diversity

We attract, lead and support a coalition of women game changers, working at every level and organisation in African society, who are passionate to be informed and to join action with others to lead change on governance in their own space – home, business or institution and community. We welcome men but our focus is to mobilise women and we prioritise addressing governance issues faced by women.

## Equality

We are not elitist. While leadership at the top is critical to change so is change at all levels of organisations and society. We do not promote one group or individual above another; instead we support each other and treat each other as equals.

## Perseverance

We are determined to achieve the widespread change on governance that we seek and are resolved to celebrate our wins and re-strategise and deploy resources in the face of difficulties and delays we encounter.

## Exponential speed

Eager desire for rapid, accelerating change. Intolerance of anything that thwarts, delays or hinders the change we seek.

## Accelerated impact

Relentlessly seek outcomes, impact and learning at speed. Objectives are tracked, measured, reported and celebrated. Success stories make us bolder to broaden our support base and impact. Going out of our way to support each other and create wow.





"There needs to be a critical mass in society where people are prepared to speak up because there's always a cost to doing the right thing. It needs strength of character and support from others to be able to do it."

– Senior female executive in Nigeria interviewed by Butterfly Coalition Q4, 2020

JOIN US TODAY



– Pamela Watson, Author "Gibbous Moon Over Lagos" and Co-Founder, Butterfly Coalition



– Olatowun Candide-Johnson, Founder & CEO, GAIA AFRICA, Co-Founder, Butterfly Coalition