

Athena
center



Women Wisdom
by simone
junod



My Vision:

Increase social impact of women in our society

Create a World

in which women and their
contributions are
recognized and appreciated
for the sake of humanity
and the earth



in which ethical values and
wisdom of each individual
aim to promote and
sustain the wellbeing of all

The Power of Women

In many societies of the world,

it is Women

- who inspire more empathy, to act with compassion and care,
- who share their knowledge, their network and experience with others

**to practice
Female Wisdom**

The founding and exploitation of Athena Center leads to a better world



Inspired from the role model Athena

Greek Goddess of Wisdom, Courage,
Inspiration, Strategy, Arts & Justice



My Mission: To initiate a better world



- Embolden women to achieve their full potential.
- Promote the women's place in economic life and society by enhancing their inner wisdom.

Women boost economy & companies

A study performed by McKinsey indicates that if women had access to the same positions and opportunities as men

GDP would increase by 26% till 2025.



"Gender parity is fundamental to whether and how economies and societies thrive. Ensuring the full development and appropriate deployment of half of the world's total talent pool has a vast bearing on the growth, competitiveness and future-readiness of economies and business."

(World Economic Forum , Global Gender Gap Report 2017)

SOCIAL INITIATIVE

Athena Center - Women Wisdom

Three paths to more Women Wisdom & Impact:

KNOWLEDGE

What we learn from others:
teachers, courses, books

COMPREHENSION

What we learn from
reflecting on our life
experiences and lessons

WISDOM

Voice of inner knowing,
heightened awareness

Women Wisdom Transfer:

- Retreats
- Workshops & Seminars
- Circles

Trainers (mainly women): coaches, professors, wisdom women, masters, artists, (senior) business persons

My Life Affirming OBJECTIVES

For Women as Individuals

- Provide a unique learning place to enhance women's:
 - ❖ Perceptual Intelligence
 - ❖ Intuition
 - ❖ Inner & Female Power
 - ❖ Assertiveness
 - ❖ Energy, Health & Well Being
 - ❖ Critical Thinking, Collaboration, Communication & Creativity
- The **Athena Center Women Wisdom** offers an integrated approach to holistic Well Being through Mindfulness in all aspects of life - Mindful Living - Mindful Working.



My Life Affirming OBJECTIVES

For Women in Groups

- **SUPPORT** women with **coaching, workshops, retreats, conferences & talks** and further offers.
- **CREATE** an **oasis of beauty and peace** for dialogue, reflection, rejoycing, friendship and relaxation.
- **BUILD** a **dynamic network of women, women circles** to share experiences and support women's initiatives.
- **PROVIDE** a **culture of change agents** for a sustainable world.



Impact of offering

For Companies

- Increase of women in leadership positions in Switzerland
- Increase women promoted
- Increase women as startups founders
- Increase reinsertions after baby pause
- Decrease absenteeism

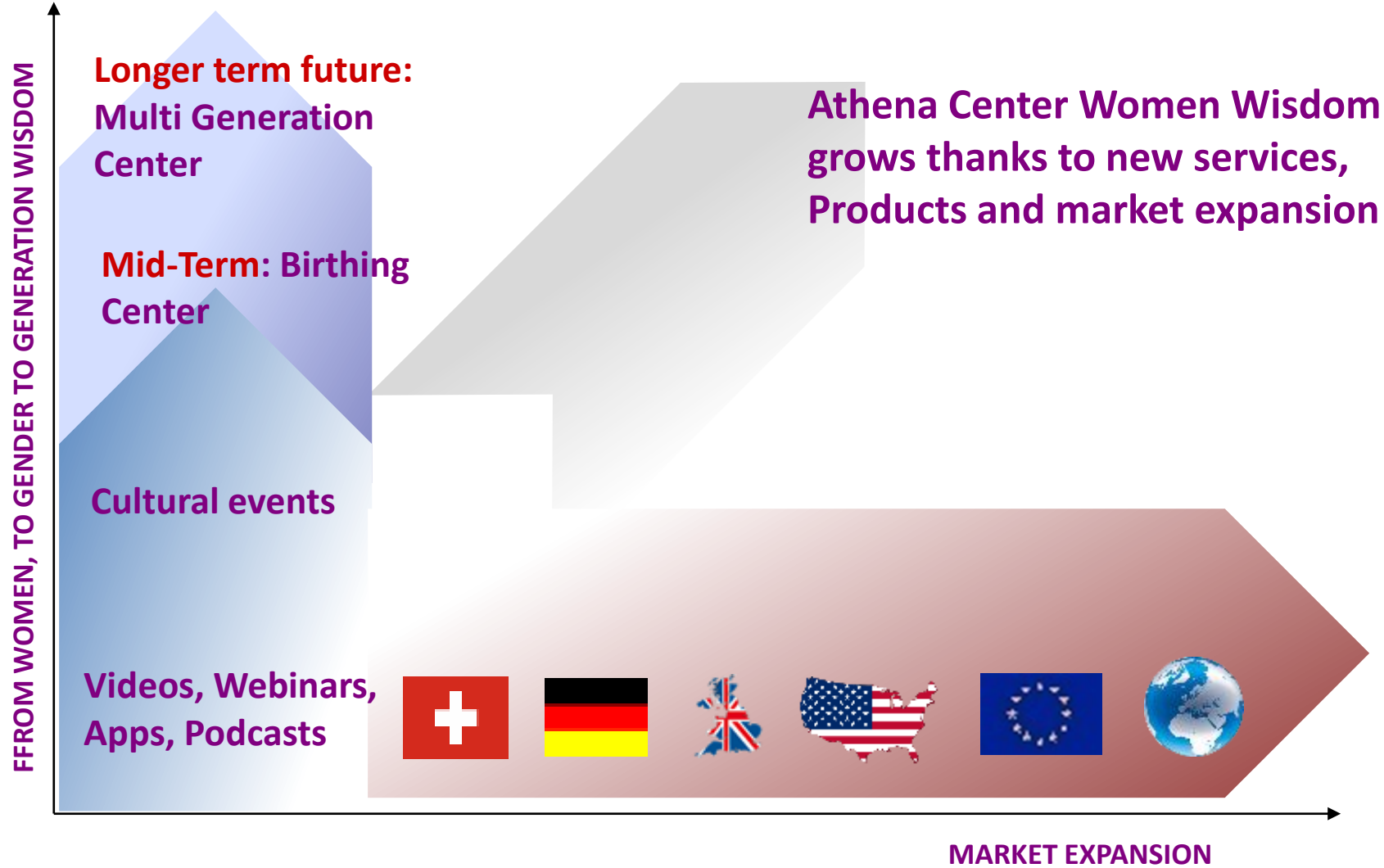
For Women

- Increase in self-confidence & inner power
- Access to inner knowing
- Higher confidence in personal intuition
- Development of professional skills
- Increased resilience & well-being

Metrics

- Questionnaires before & after event
- Digital measurements (incl. Body functions)

Multiple Vectors for Future Growth



Sustainable Growth for Humanity

“We believe that **the world, including the private sector**, would benefit by focusing on the large economic opportunity of **improving parity between men and women**”

(McKinsey Global Institute)



**Expand your Skills,
Re-Connect with your
Inner Wisdom
... and THRIVE!**

There is a Market and Momentum is

NOW!

**A research performed by GDI in 2003 on
The future of Women outlines:**

“As women become more successful, the envy of less successful men grows. Women are always better qualified, outstripping men in school, putting pressure on them in the job market ... The more women compete with men, the less they can count on consideration and preferential treatments ... Also at the level of boards and professorships **it will become harder for women**”.

AND CONCLUDES:

“The more hostile the environment, the higher the **oases** that offer temporary relaxation are appreciated. **Women-Clubs, Women Vacations, Women Networks**, etc. will be rediscovered. Not only men but also women will seek more asylums in the future, protected places where they can temporarily play princess and queen without effort”.

Together Successful





- **Nominated in Innovate Finance 2017 Women Fintech Power List**
- **Selected in the List “Women for Board of Directors” (2015)**
 - CFO, HR Director and former BoD member of Qumram, startup sold to Dynatrace in Nov. 2017
 - Past experience:
 - CFO OpenText Switzerland, international Controller for OpenText Europe
 - CFO at previous organizations across industries and family office
- <https://www.linkedin.com/in/simonejunod/>

Partner:





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