



IMBOKODO

Theme: Loving your Impostor – for Women in Higher Education Leadership and Academia

Imbokodo Women in Leadership and Academia focusses on capacitating and empowering women leaders and academics at UKZN. The programme focusses on both women in academia and in professional services. For women in academia the programme focusses on capacitating women to rise through the academic ranks as this is a pre-requisite for leadership. The focus for 2021 has been on the Wellbeing in line with challenges posed by Covid-19 and remote work for women at UKZN. With this workshop on loving your impostor the aim is to empower women to challenge the inner critic, embrace and promote their achievements as well as use them as a stepping stone for taking on more challenges and senior roles without hesitation, in male dominated Higher Education environment. At UKZN Studies show that 70% of people experience the impostor syndrome in their professional lives, where there is a constant fear of being found out that you are 'not good enough' despite evidence pointing to significant successes and achievements. Most professional people tend to reject the 'impostor' as something that is unwanted and to be avoided or ashamed of. Whilst in this workshop, you will learn the importance of accepting 'your impostor' and using it as a driver to come out stronger.



FACILITATOR
Professor Nobuhle Hlongwa
Dean and Head : School of Arts
College of Humanities

DATE: Wednesday, 13 October 2021 | **TIME:** 10h00 –12h00

Keynote Address : Ms Rita Clifton CBE

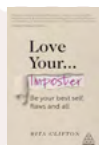


Rita has been called the 'doyenne of branding' by Campaign magazine, and a 'fabulous ambassador for business' by Retail Week. She is a company chair and portfolio non-executive director, as well as being a speaker, writer and practitioner in brand strategy and business leadership.

Current board roles include John Lewis Partnership, Nationwide Building Society and Ascential plc; past roles have included the global online fashion retailer ASOS plc, Bupa, and as non-executive chair at Populus Group. Non-profit board roles have included Green Alliance, WWF (Worldwide Fund for Nature), the Sustainable Development Commission and as Chair of the leading sustainability organisation Forum for the Future. She became a Visiting Fellow at Saïd Business School, Oxford University in 2019, and is also a board mentor and advisor.

Rita's early career was in advertising, becoming Vice Chair and Strategy Director at Saatchi & Saatchi. She then moved to brand consultancy as London CEO at Interbrand, and later became Chairman for a ten year term. She has worked with many of the leading organisations around the world, as well as start-ups and growth stage businesses of all shapes and sizes. In 2013, she co-founded the global consultancy BrandCap, which she later sold on to the management group. She received a CBE in the Queen's New Year Honours list in 2014.

Rita is a regular columnist and commentator, including for CNN, BBC, Sky and social channels, and was a business mentor and judge on the CNBC award-winning TV series 'Pop Up Start Up'. Her writing has included the best-selling book 'The Future of Brands' and two editions of The Economist book 'Brands and Branding'. Her new book 'Love Your Imposter' is about new types of business leadership and has had some exceptional reviews.



The first 35 registrants who eventually attend the event, will get a free e-copy of the book.

CLICK HERE TO RSVP

Enquiries Only: Pamela Adams
Email: adamsp@ukzn.ac.za

"Kindly note that by registering for this Webinar you are consenting to UKZN processing your personal information as per the **Section 18 Notice**. You further agree to the Privacy Statement and the Terms of Service regarding the Zoom platform."