



Empowering Tomorrow: BPW Philippines Officers' Strategic Planning Unveiled

BPW Philippines achieved a milestone on November 18, 2023, with its successful Strategic Planning Training & Workshop. The event focused on aligning the organization's Vision, Mission, Purpose, and Core Values to align with the BPW International strategic plan as well as SDG Goals covering the SDG 10 and 11.

The session began with a thorough SWOT analysis, exposing the organization's strengths, weaknesses, opportunities, and threats. Strengths include a diverse membership and strong advocacy, while weaknesses encompass membership retention challenges and unclear objectives. Identified opportunities lie in increased connections, collaboration, grants, and recruiting new members, with threats including competition and financial challenges. The refined vision positions BPW Philippines as the strongest in Asia-Pacific, with women leading sustainable development. The mission focuses on empowering Filipino women through inclusivity, education, and gender equality advocacy. Core values such as being God-fearing, resilient, and trustworthy guide the organization. All to form the "GREAT WOMEN" abbreviation. Strategies include capacity building, resource mobilization, partnerships, and digitalization. This strategic planning session positions BPW Philippines for impactful growth, providing a clear roadmap for future initiatives and sustainable development embarked on a transformative journey, refining its vision, mission, and core strategies.