

BRAND PASSPORT

WHO WE ARE

SA Leaders for Gender Equity

WE ARE IN THE BUSINESS OF

Levelling the playing field

WHY WE EXIST - OUR BRAND PURPOSE

Talent is gender neutral, bias is not

HOW WE DO IT

Our voice in the room and our influence in the community

WHAT WE BELIEVE IN - OUR VALUES

OPENNESS

Knowing what we know is never enough. We listen, we voice and we listen again.

COURAGE

We stand for what is right, not what is easy.

INTEGRITY

We are accountable to what we choose to do, and for what we choose to ignore.

COMMITMENT

Gender equity is our responsibility – it's a human right.

