



## **BAT'S global 'Women In BAT' network launched in Kenya**

Women in BAT(WiB) is a self-governed global network of individuals who are passionate about diversity, engaging and championing women to realise their full potential, as part of building A Better Tomorrow™.

WiB Kenya, was officially launched on 26<sup>th</sup> July 2021 during a colourful hybrid event (Physical at our Nairobi offices and online), graced by our MD, Crispin Achola and guest speaker, Sally Kahiu, Head of Communication & Marketing at the Kenya Association of Manufacturers ( KAM).



Among its key objectives, WiB aims to equip women with resources to help them navigate their professional and personal lives, through tools such as informal coaching and mentoring, professional development, networking and engagement and enhancement of opportunities to collaborate across Functions and Markets. It is also a key support vehicle for BAT Kenya's D&I agenda and will boost efforts to attract and retain top talent and contribute to the companies ESG priorities.

During the launch event which registered the attendance of both men and women, the WiB forum addressed pertinent topics including conscious and unconscious bias. Since then, the WiB network has had monthly engagements. And activities to further drive their agenda. In August,



the ladies addressed the topic of coaching, mentorship, and sponsorship at professional and personal capacities. On 27<sup>th</sup> September, more than 75 ladies, joined Connie Anyika, BAT Kenya External Affairs Director, in an insightful discussion on 'The Art of Networking' and its critical role in propelling WiB in their career and personal lives. The event also saw the unveiling of, 'Digital Coffee Roulette', WiB EAM chapter, aimed at enhancing connection and collaboration among members of WiB.

These and other engagements have seen several ladies in the business being paired for mentorship, coaching and overall, empowered to achieve their professional and personal development goals.

Plans are currently underway for the October meetup, that will dive into the subject of Personal Branding and a November workshop on Emotional Intelligence.

Go WiB Kenya!

**END**