

Primer on the Strategic and Business Case for Serving WMSMEs



SESSION 1
MARCH 6



SESSION 2
MARCH 13



SESSION 3
MARCH 20



SESSION 4
MARCH 27



Are you interested in:

- ✓ Joining the WE Finance Code or strengthening your existing commitment to the Code?
- ✓ Building a successful commercial strategy to support women-owned and women-led businesses?
- ✓ Deepening your knowledge of global best practices for doing so?

The Financial Alliance for Women is proud to present a dynamic four-part webinar series: **Primer on the Strategic and Business Case for Serving Women Small, Micro, and Medium Enterprises (WMSMEs)** showcasing the world's best use cases. This series equips FSPs with insights to effectively serve women entrepreneurs as a distinct market segment and fosters an organizational culture that supports these initiatives. Designed in partnership with the Women Entrepreneurs Finance Initiative (We-Fi), the Primer will support financial institutions fulfill their WE Finance Code commitment.

The Primer will feature expert speakers from Alliance Members with successful WMSMEs and Employee Value Proposition strategies. These experts bring hands-on experience and will share valuable lessons learned from their own Women's Markets programs.

Who Attends

The Series is designed for senior representatives from banks, fintechs and top tier microfinance providers seeking to develop strategies for WMSMEs. The program is best suited for SMEs/MSMEs segment leads, as well as those in strategy, marketing, and human resources teams. It will also be of interest to key public sector officials implementing the Code.

Timing

March 6 to 27

The Primer runs from March 6 to March 27, featuring four live Zoom webinars taking place every Thursday from 1:00–2:30 pm London time.

The live webinars will have live interpretation services from English↔Spanish and English↔Russian.

How to Register

Participation is by invitation only. **The deadline to register is March 3, 2025.** We encourage you to apply as soon as possible. Participants must commit to attending all four webinars in the Series.

REGISTER NOW

Content Highlights

March 6: Building the Strategic Case

This webinar will focus on the strategic and business case for serving WMSMEs with examples from leading banks. Participants will also be guided through building their own business case, and establishing clear definitions for WMSMEs.



SESSION 1

March 13: Creating the Customer Value Proposition

This webinar will explore how to segment the WMSMEs market, identifying needs and preferences, and how to develop a compelling customer value proposition for both financial and non-financial services tailored to women as individuals and as business owners/leaders.



SESSION 2

March 20: Building Internal Alignment

This webinar will tackle fostering internal alignment through Employee Value Proposition strategies, building an inclusive organizational culture, and engaging stakeholders. It will cover WMSMEs team composition and creating supportive ambassador networks, internal communications, as well as gender intelligence and unconscious bias training.



SESSION 3

March 27: Measuring Progress

This webinar will cover measuring the performance and success of your WMSMEs program by establishing baselines, setting relevant targets and Key Performance Indicators (KPIs), and monitoring progress using FSP-level sex-disaggregated tracking and reporting systems, known as gender data scorecards.



SESSION 4

Each webinar will integrate elements of the WE Finance Code, ensuring participants understand how to be successful signatories. This program is designed by the Financial Alliance for Women and is offered in partnership with We-Fi to support the implementation of the WE Finance Code.

[REGISTER NOW](#)

The WE Finance Code is being rolled out across countries to expand the amount of financing available to WMSMEs. The core of the Code is a simple, voluntary pledge that FSPs make to endorse the goal of closing the finance gaps facing WMSMEs and to commit to taking action in three areas:

- ▶ Leadership: Designate a senior leader to champion the organizations' efforts to support WMSMEs.
- ▶ Data: Monitor and report annually on financing provided to WMSMEs.
- ▶ Activities: Expand and introduce new measures to support and finance WMSMEs.

We-Fi.org
[@WE Finance Code](#)



The Financial Alliance for Women is a leading members' network of 100+ financial organizations dedicated to championing the female economy—the world's largest, fastest growing market, and yet one that remains untapped. The Financial Alliance for Women helps its members create and implement their own Women Centered Strategies. As peer learning experts, we create sophisticated knowledge-sharing environments, granting our members unparalleled access to best practices and proprietary strategic insights from the most innovative and successful Women's Markets programs globally. For more information, please contact the Alliance team directly: info@financialallianceforwomen.org

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