



SWO SUSTAINABLE WOMEN ORGANIZATION

Motto: Building bridges, saving lives.

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Venue: SWO Office Space

COACHING AND MENTORSHIP SESSION SELF AWARENESS AND CONFIDENCE (WEEK 1)

INTRODUCTION

Sustainable Women Organization (SWO), under the sponsorship of **Magic to the World**, has officially launched its first **Coaching and Mentorship Session**. This project is specifically designed to create a sustainable pathway to economic independence and psychological wellbeing for vulnerable Adolescent Girls and Young Women (AGYW) in Bamenda, Cameroon. By providing these young women with the tools to lead professionalized businesses and safer lives, the project aims to break cycles of vulnerability.

The first session brought together 12 AGYW, carefully selected from three SSP girls initiatives that SWO has been implementing over the past years. This mentorship session took place in SWO office space located at Hospital Roundabout Guzang credit union



The Session commenced with a warm welcome for all participants, followed by formal introductions and the collaborative setting of ground rules to ensure a safe and respectful learning environment. Following these preliminaries, learning materials were distributed to each participant. Before diving into new concepts, the facilitator conducted a progress review by asking the participants how they had been utilizing the vocational skills such as makeup and hair installation and traditional hand marking that they had previously acquired through SWO. The girls shared inspiring feedback, detailing how they have been practicing these trades to support themselves, which set a positive and practical tone for the day's mentorship theme: **"Discipline and Self-Awareness."**



The core of the session focused on identifying and overcoming the internal and external barriers that

contribute to low self-esteem. The facilitator and participants engaged in an open dialogue regarding factors that make them feel less such as the fear of being judged, unsupportive environmental habits, the pressure of making mistakes, and external challenges like financial instability and literacy levels. To combat these issues, the girls were taught the importance of self-discipline through self-control and consistency. The discussion emphasized that true discipline is rooted in responsibility and the ability to avoid delayed gratification, which often limits personal growth. Furthermore, the participants were encouraged to stay committed to their goals and to seek mentorship from successful community members to avoid repeating common errors.

To deepen the impact of the session, a practical self-awareness exercise was conducted. Participants were asked to draw themselves and answer a series of questions regarding their values, strengths, weaknesses, and emotional triggers. This exercise allowed the girls to reflect on who they are, what they enjoy, and, most importantly, the kind of women they aspire to become. Following this reflection, the girls stood one after another to courageously express their identities to the group. It was a collective strategy session where the AGYW committed themselves to building courage through action, communicating clearly to avoid misinterpretation, and pursuing continuous self-education. The session had a "pass ball" exercise, where each participant shared a single word such as Courage, Survivor, Confidence, enough, unique, focus, that represented their primary takeaway from the session.



This first coaching and mentorship session was a remarkable beginning for the project in Bamenda. The 12 participants left the SWO space not only with new learning materials but with a renewed sense of enthusiasm and the practical tools needed to apply discipline and self-awareness to their daily lives.

COACHING AND MENTORSHIP SESSION VISION BOARD AND GOAL SETTING (WEEK 2).

Following the successful completion of the foundational session on discipline and self-awareness, Sustainable Women Organization (SWO) continued the coaching and mentorship.

Activity

The session commenced with a participant "check-in," allowing the girls to reflect on their mindset following the previous week's lessons. The central theme for this session was the "**Vision Board**," a concept introduced as a pictorial and mental roadmap for the future. Participants were guided to look beyond their current circumstances and visualize who they want to become in the years to come and what legacy they wish to leave behind. The facilitator encouraged the girls to categorize their visions into several key life pillars, including Purpose, Values, Social Life, Education, Business, and Family. This exercise was meant to help the participants move from abstract dreams to concrete goals, emphasizing that a professionalized life requires a clear image of one's future self.



To ensure these visions were grounded in reality, the facilitator introduced the SWOT Analysis framework as a tool for strategic alignment. The girls were taught to identify their Strengths

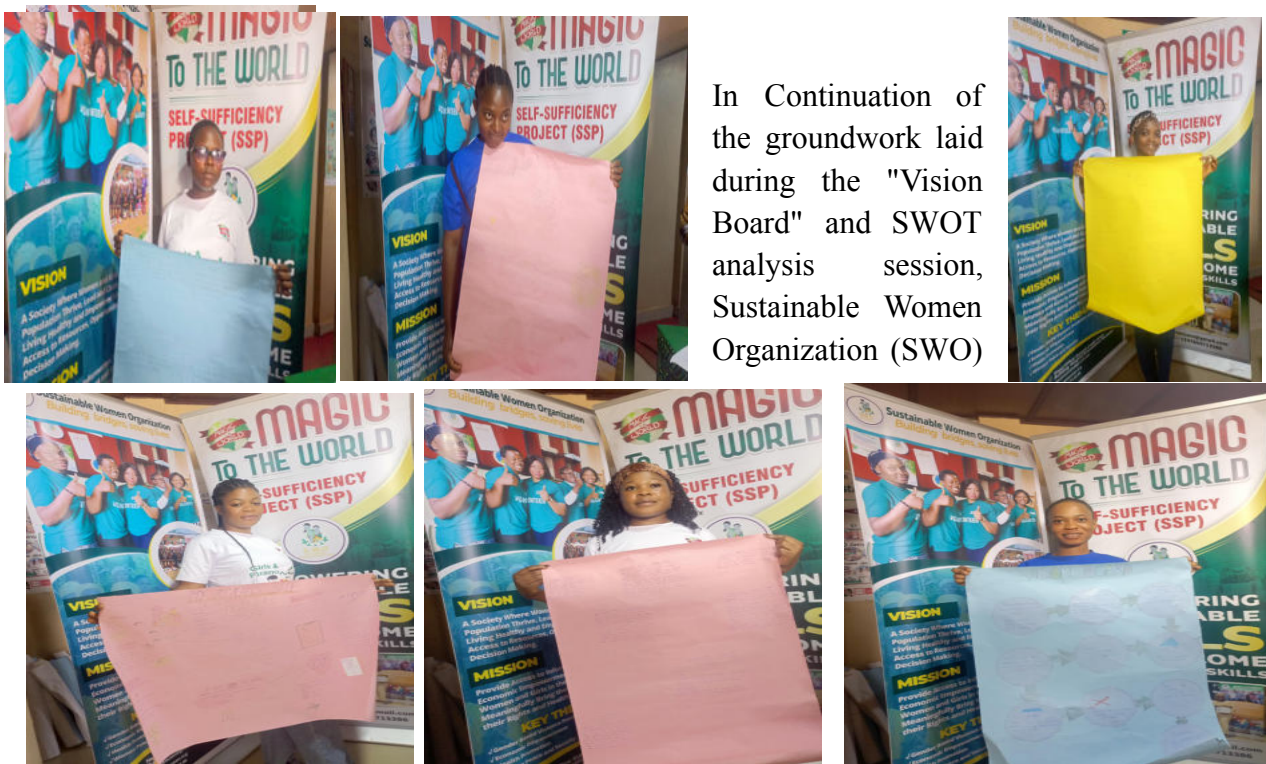


(internal assets they control) and Weaknesses (internal limitations such as limited information, lack of courage, or communication barriers). The facilitator vividly explained that a failure to recognize internal strengths prevents an individual from converting them into Opportunities. In the external category, participants identified

Opportunities such as the internet, professional networks, and NGOs, while acknowledging Threats that they cannot control, such as health issues, environmental factors, the ongoing crisis, and general insecurity. A significant portion of the session was dedicated to the importance of information and networking; the facilitator emphasized that because "information passes through people," meeting the right people and accessing opportunities beyond their immediate environment is essential to fulfilling one's vision.

The session was highly interactive, with an appraisal where participants expressed their future aspirations with newfound clarity. The shift from simply "surviving" to "visualizing a professionalized future" was evident in the girls' enthusiastic presentations.

COACHING AND MENTORSHIP SESSION VISION BOARD (WEEK 3)



In Continuation of the groundwork laid during the "Vision Board" and SWOT analysis session, Sustainable Women Organization (SWO)

had her next mentorship and coaching session focused on the assignment that was given to the AGYW that is turning abstract dreams into actionable realities by transitioning the girls from their pictorial "Vision Boards" to the reality on ground. The session convened nine AGYW at SWO office space, all eager to present the strategic plans they had drafted home.

Activity



In the previous week, the participants had been tasked with developing a concrete "Ten-Year Vision Board" structured around

clear Goals, Resources Needed, a realistic Time Frame, and identified Sources of Income. The facilitator guided the girls as they took turns presenting their written blueprints on flip charts and paper, transforming their long-term aspirations into logical, step-by-step milestones. The presentations demonstrated a remarkable level of entrepreneurial diversity, ambition, and local market awareness among the young women and girls.

The facilitator worked closely with each presenter to refine their lists, helping them distinguish between immediately accessible resources and those requiring external capital, while emphasizing how to structure their potential sources of income to fund these visions.



The "Vision Plan" session marks a crucial milestone in the SSP mentorship journey, successfully bridging the gap between dreaming, planning and taking actions. By putting pen to paper and mapping out their resources and goals, the AGYW have taken active ownership of their economic futures. The girls left the session with a practical, personalized roadmap, highly motivated to turn their written plans into thriving, professionalized realities.

COACHING AND MENTORSHIP SESSION SOCIAL COMMUNICATION/MENSTRAUTION (WEEK 4)

To have a stabilized and successful business, communication remains a pivotal aspect of growth. There is need for advertisement and branding of the goods and services we offer. This can be achieved through social media communication which is an online space which allows individuals, organizations and communities to connect, interact, learn, advertise and communicate with people worldwide.

This communication consists of several platforms accessible to all such Facebook, TikTok, Instagram, LinkedIn, messenger, this platform serves as a means of;

- Exposure
- Advertisement
- Interactions/connections
- Business hub
- Branding

That helps you showcase yourself/ who you are. Participants were asked how they use their social media space to communicate their business and what they want to be known for in their various platforms. The facilitator drilled participants on Facebook account creation for those who didn't have and a Facebook page for those who intend to have a well-coordinated activity online.



Equally, the SSP girls had a session on menstruation. This was in line with the commemoration of World Menstrual Hygiene Day celebrated every 28th May every year. Participants were encouraged to celebrate the day by raising awareness to the siblings, friend family members about menstruation.

It was a remarkable and interactive session that brought joy in the faces of AGYW and ended with the distribution of sanitary pads.

Outcome

Several key insights emerged from these coaching and mentorship session, through the practical exercises.

1. Participants gained knowledge on what mentorship and coaching is
2. The "Inside Out" exercise provided a structured space for self-reflection and the allowed Participants to identify their own strengths, which is a critical step toward economic independence

3. Participants were able to identify their internal strengths, actively seek out external opportunities like networking and further education to bridge the gap toward their goals.
4. The participants realized that their future business success is deeply linked to their personal values and social circles.
5. Participants understood that while external threats exist, having a clear vision board allows them to remain focused and resilient, using available information to navigate around obstacles.

Difficulties Encountered

1. Participants had little knowledge on mentorship and coaching that slow down the learning process
2. Difficulty in Mobilizing and gathering the participants of these three badges
3. Equally, initial hesitation from some girls to speak during the self-awareness exercise highlighted the deep-seated fear of judgment that many vulnerable AGYW face.
4. Some participants initially struggled to keep their timeframes realistic, requiring coaching from the facilitator to scale down lifetime ambitions into achievable, bite-sized "one-year"

Conclusion.

The sessions have shown significant improvement in the participants way of thinking through the various session they had on self-awareness and confidence, alongside their vision board, and plan of their future self. Participants are aware of the fact that their destinies and achievements of purpose lies within them.

Picture of the Mentorship Sessions



Fig 1: Mentorship Session 1. Interactive sessions with the AGYW.



Fig 2: Week Two Session Activity



Fig 3: Pictorial View of Week 3 Of the coaching Session on Vision Board Assignment.



Fig 4: Pictorial View of Week 3 Of the coaching Session on social media and Menstruation