

CONSCIOUS LEADHERSHIP

Audacious Inside-Out from Boardroom to Living Room

Issue 1

Fourth Quarter - 2024

Building a Fortified Future with Conscious Leadership

Empowering a generation that's rewriting
the rules of the workplace and beyond

The Glass Cliff: The Hidden Hurdle for Women in Leadership

Reflections and Resolutions for 2024

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What you tell the world when
you apologise

Embrace the Bloopers

The magic of BLOOPERS to drive
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MANIFESTO

Here's to the Conscious LeadHER

The one who doesn't settle but leads, lives, and thrives with purpose.
She doesn't ask, **"How can I be great?"** but instead,
"How can I bring greatness to those I lead?"
She isn't driven by *fear, insecurities, or doubt*.
She's motivated. Determined. Courageous. Relentless.

She rises when others fall, standing back up—fierce,
unbroken, with a heart full of fire.
She doesn't just break barriers; she redefines them.
She doesn't blend in—she stands out, proudly authentic.
Her curiosity knows no bounds—restless for better questions, better
answers, better ways.

She collaborates not out of necessity, but from knowing
true greatness is never achieved alone.
She leads from within, sacrificing the ordinary for something
extraordinary.
She chooses abundance over scarcity, integrity over shortcuts, and
courage over comfort.
She's not afraid to fail, seeing failure not as an end but as a spark for
transformation.
She sees possibilities where others see obstacles
and builds futures instead of waiting for them.

Here's to the Conscious LeadHERS. They aren't here to play by the rules
—they're here to rewrite them.
They're the ones who won't stop, who won't settle, who won't give up
until the world is different—better—because they were in it.
Here's to the women who lead, not because they have to, but because
they know they must.
Here's to the women who make it possible for others to rise.

The world needs *her*. And we are *her*.

Carmen Murray

FORWARD

BUILD THE ARC AND THEY WILL COME

What a remarkable year it has been. When I first set out to create Conscious LeadHERS, I hesitated. **Why do this?** I wondered. There are so many phenomenal women's empowerment initiatives out there, each with its own purpose and power. But deep down, I realised that my contribution could only come from my unique perspective, my voice, and my authenticity. It wasn't about being the only one; it was about adding something different to the collective—a space that felt deeply personal and rooted in my own journey.

Starting anything worthwhile is overwhelming. The fear of imperfection looms large. But I've learned that growth isn't neat—it's messy, it's uncomfortable, and it's where the magic happens.

In my years working with leading brands, I've seen the greatest failures come from giving up too soon. Building a campaign vs a movement. True success requires purpose, persistence, intention, and a willingness to build—one brick at a time.

Over the past year, I've found myself obsessing over the idea of Master Builders, a concept that became personal when I studied numerology and discovered the Master Builder number in my own chart. At first, I thought this was something rare, something reserved for certain people. But this year taught me otherwise: the Master Builder exists in each of us. It's not about titles or talents; it's about a choice—the choice to lead with purpose, to build with intention, and to shape not just businesses but communities, dreams, and each other.

Together, we've embraced this vision. Conscious LeadHERS hasn't grown through flashy campaigns or grand gestures but through the quiet power of shared courage—stories told, connections forged, and hands extended in solidarity. Brick by brick, we've created something extraordinary—a space where we lift each other, rooted in shared value and mutual respect and vulnerability.

And you—you incredible women—have been the heart and soul of this journey. Your participation, your stories, and your belief in what we are building together have been the mortar holding every brick in place. Whether through whispers in rooms I wasn't in, a like on a post, or a message that made me pause with gratitude, you've been the architects of this vision.

As we step into 2025, may we carry forward the knowledge that we are part of something greater than ourselves—a sisterhood, a sanctuary, and a source of strength to grow and lead boldly. Thank you for your grace, your passion, and your trust. Together, we are building a future worth dreaming of.

With love and admiration,



Carmen Murray

ABOUT US

Conscious LeadHERS is a Women in Leadership Network dedicated to empowering high-potential women who drive impact and show up as an army of critical thinkHERs — solving tomorrow's problems, today.

We embrace the philosophy of “**Audacious Inside Out**”, and strive to live boldly and authentically, from **boardrooms to living rooms**.



MISSION

Through curated podcasts, experiences, events, masterclasses, workshops, keynotes, and strategic partnerships, we focus on developing skills to foster critical thinking, personal growth, and career development and keep our LeadHERS up to date with Conscious Leadership and the evolution of Conscious Capitalism whilst building strong connections with each other.

We commit to impactful research, mentorship, coaching, and comprehensive personal and professional development programmes to support women in realising their full potential.

2024 ADVISORY BOARD

THANK YOU FOR THE INCREDIBLE CONTRIBUTIONS FROM THESE REMARKABLE WOMEN



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BRONWYN WILLIAMS



KHANYISA PHIKA



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SENAMILE ZUNGU



ALEYA BANWARI



BONGI KUNENE



RONEL SINGARUM



CONSCIOUS LEADHERS INSTITUTE

Empowering Women to
Teach, Learn, and Thrive Together



SERVING SKILLS

The Conscious LeadHERS Institute

At Conscious LeadHERS, we believe that every woman has valuable insights, experiences, and skills to share. Our new initiative, "Women Educating Women," is designed to create a platform where women can teach, learn, and grow together. We are intently creating spaces for women to grow, and thrive.

From leadership strategies and career advancement tips to essential life skills, this community-driven effort empowers women to share their knowledge with others, fostering growth and connection across diverse industries and fields.

By joining, you can:

➔ **Test your material:** If you have content or programmes you'd like to test before going to market, this is the perfect opportunity to refine and gain real feedback whilst empowering our youth and high potential women

➔ **Teach what you know:** Whether it's leadership, career development, or life lessons, share your expertise with women eager to learn.

➔ **Empower others:** Make an impact by passing on your knowledge and helping others thrive.

➔ **Build a network:** Connect with like-minded women, create lasting relationships, and be part of a supportive learning community.

-END

conscious™ leadhers

DO YOU WANT TO STEP INTO THE SPOTLIGHT AND EDUCATE

WOMEN EDUCATING WOMEN BRING YOUR SKILLS TO THE TABLE

REGISTER TODAY

WEDNESDAY WORKSHOPS
OUTTHINK OUTSMART OUTSHINE
Free Workshop 1st Wednesday of every month

The NOW CMO: Unlocking the Buyers Journey with Netnography
by Carmen Murray

CONSCIOUS LEADERS INSTITUTE

FREE 2 HOUR WORKSHOP
Identifying and Amplifying your Value
by Christyl Potgieter
Founder of Pretition
Advisory Board Conscious LeadHERS

WEDNESDAY WORKSHOPS
OUTTHINK OUTSMART OUTSHINE
Free Workshop 1st Wednesday of every month

Cultivating Critical Thinking through Authentic Intelligence
by Carmen Murray

CONSCIOUS LEADERS INSTITUTE

FREE 2 HOUR WORKSHOP
Building a Personal Brand in 2024 and Beyond
by Kovini Moodley
Founder of Boss Babes South Africa
Date: 07 November 2024
Times: 12h00 - 14h00
Virtual: Online
Limited to 20 Pax

If you have skills, wisdom, or experiences to share, step forward and make a difference.

Together, we can create a cycle of empowerment that touches every part of life and career.

CONTACT US TODAY

A FORTIFIED FUTURE: bring back trust

Taking on the drama, truth, and lies of the ESG World

REPLAY



STATE OF SUSTAINABILITY

Open the Curtain to ESG," Webinar Series where we invite you to the front row of the most crucial drama of our time: **The pursuit of a sustainable future** with co-hosts **Carmen Murray** and **Kalnisha Singh**.

In this groundbreaking webinar series, we pull back the curtain on the complexities, challenges, and opportunities of embracing ESG (Environmental, Social, and Governance) principles.

Through candid discussions, real-world insights, and actionable strategies, participants will gain the knowledge and courage needed to navigate the turbulent waters of sustainability.

Carmen Murray – Connected Marketer, Founder of Carmen Murray Communications and Conscious LeadHERS

Kalnisha Singh – Development Economist
Founder of Our Common Future



A FORTIFIED
FUTURE:
bring back trust

Open the Curtain to ESG



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CARMEN AND KALNISHA

A FORTIFIED FUTURE: bring back trust

Breaking down trust in a post-truth era

REPLAY



TRUST BRINGS UNITY

Trust is often described as the currency of the 21st century, but are organisations ready to completely revolutionise their ways of doing business to rebuild and maintain this critical asset? The signs are all around us, but understanding and leveraging trust remains a complex challenge, especially in a post-truth era.

Our Powerhouse Panel:

Paula Quinsee – Founder of Engaged Humans - Building engaged organisations by facilitating human connection, resulting in more connected and productive employees.

Carmen Murray – Connected Marketer, Founder of Carmen Murray Communications and Conscious LeadHERS

Kalnisha Singh – Development Economist and Founder of Our Common Future

PAULA QUINSEE



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A FORTIFIED FUTURE: bring back trust

Sustainable Marketing and the
importance of Stakeholder Collaboration

REPLAY



SUSTAINABILITY MEETS MARKETING

This webinar replay dives into the critical intersection of sustainability and marketing, uncovering the complexities of **modern business models, consumerism, and their real-world impact on both society and the planet.** Together, we tackle the challenges of the ESG landscape, offering insights and solutions for a more sustainable future through stakeholder collaboration.

Our Powerhouse Panel:

Shameela Soobramoney – CEO of NBI, Chief Sustainability Officer, and Africa Sustainability Professional of the Year 2021 (SERAS)

Helen Neal – Founder of the Multi-Award-Winning Sustainability Communications Consultancy, Certified B Corp™, and PRCA Dare Awards Professional of the Year 2024

Carmen Murray – Connected Marketer, Founder of Carmen Murray Communications and Conscious LeadHERS

Kalnisha Singh – Development Economist and Founder of Our Common Future



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COMING SOON

SHAMEELA AND HELEN

A FORTIFIED FUTURE: bring back trust

Human Potential

ESG: The language needs to change for the system to change

REPLAY



ESG CIRCUS

This compelling webinar delves into a critical aspect of ESG: how we perceive and communicate about human beings. Join us as we reframe the narrative around humanity, moving beyond the label of "consumers" to recognise the inherent potential within every individual—a shift that can profoundly impact sustainability efforts. Through the lens of Science and HR, we get a glimpse into the importance of an interconnected language to drive connection.

Our Powerhouse Panel:

Adriana Marais – Theoretical Physics PhD, Africa2Moon Team Member, and Founder of Proudly Human

Dr. Sane Ngidi – HR Lead - Africa for the Bill and Melinda Gates Foundation and SIOPSA President-Elect 2024/2025

Carmen Murray – Connected Marketer, Founder of Carmen Murray Communications and Conscious LeadHERS

Kalnisha Singh – Development Economist and Founder of Our Common Future



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COMING SOON

ADRIANA AND SANE

A FORTIFIED FUTURE: bring back trust

Sustainability Forecast

What futurists predict for Global and African Futures

REPLAY



CHANGE AGENTS NEEDS TO UNDERSTAND TRENDS

To become the change agents the world needs, we must first understand the direction the future is heading—whether we embrace it or resist it. Only by gaining this insight can we take meaningful steps toward building a better future. Discover the cutting-edge trends shaping sustainability on a global and African scale in this dynamic and thought-provoking webinar.

Our Powerhouse Panel:

- **Faith Popcorn**, a World-Renowned futurist for Fortune 200, and Founder of BrainReserve, Best Selling Author
- **Bronwyn Williams**, Futurist and Economist and Author
- **Carmen Murray** – Connected Marketer, Founder of Carmen Murray Communications and Conscious LeadHERS
- **Kalnisha Singh** – Development Economist and Founder of Our Common Future



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FAITH AND BRONWYN

WEBINAR UNMASKING AUTHENTICITY

WEBINAR REPLAY



Inam Qoma

Bongsi Kunene

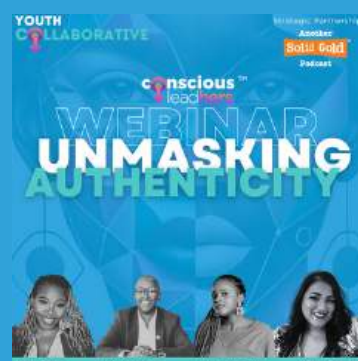
Senamile Zungu

Aleya Banwari

Introducing "Unmasking" – the brand-new webinar series from our Conscious LeadHERS Youth Collaborative. Born out of a raw, eye-opening discussion in our WhatsApp group about the masks we all wear (and the ones we refuse to), this series is all about stripping away the illusions and getting to the heart of things.

Expect candid conversations, unapologetic insights, and a deep dive into what makes us human. These incredible young women are here to share their truths, their views, and their curiosity, and they're bringing some thought-provoking guests along for the ride.

Our first episode kicks off with a powerful conversation on authenticity – what it really means, why it matters, and how we can all live it. This webinar was hosted by **Inam Qoma, Sibongile Kunene, Senamile Zungu and Aleya Ramparsad Banwari** and facilitated by **Carmen Murray**.



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COMING SOON

YOUTH COLLABORATIVE

THE ROLE OF WOMEN IN LEADERSHIP



INVISIBLE HANDBAG

Imagine a woman walking into a boardroom. She's dressed sharply, confidence in her step, yet she carries something no one else can see—an invisible handbag. Inside are all the traits, skills, and roles that make her who she is: a leader, a mother, a daughter, a strategist, a creative thinker, and, most importantly, a woman navigating a world that wasn't designed with her in mind.

This invisible handbag is her survival kit. In one meeting, she pulls out decisiveness; in another, she reaches for empathy. At times, she's forced to reach deep into her reserves to adapt, shape-shifting to fit into environments that still operate under outdated norms of leadership—norms that are hierarchical, masculine, and too often dismissive of the intuitive and multifaceted strengths that women bring to the table.

This is the reality for many women in leadership today. But the tide is shifting, and the story of women's leadership is being rewritten—not by a single hand, but by a chorus of voices determined to make space for authentic leadership.

The Riddle of Leadership

Years ago, a simple riddle exposed the deeply ingrained mind models that limit our perspectives.

A father and son are in a car crash; the father dies. The son is rushed to the hospital, and the surgeon says, "I can't operate on him—he's my son." How is this possible?

The answer: the surgeon is his mother.

Yet, when this riddle was posed to groups of adults and children alike, only a small fraction answered correctly. Even students whose mothers were doctors got it wrong.



This is the power of mind models—unconscious biases that shape how we see the world and who we believe belongs in leadership.

For centuries, leadership has been painted in masculine hues: bold, decisive, unemotional. Women who embody these traits are labeled “too aggressive,” while those who don’t are seen as “too soft.” It’s a lose-lose scenario, rooted in stereotypes that have no place in the future we’re building. (Tedx Talks; Kanda-Olmstead, 2018)

The Power of Collaboration

Let’s return to the woman with the invisible handbag. What if, instead of adapting to fit into existing structures, she could lead in a space that values collaboration over competition? In many ways, women already excel at this. Studies show that women leaders ask more questions, foster stronger relationships, and build inclusive environments where everyone feels they belong. **The question is, how do we address aggressive competition, that often hinders collaboration?**

Collaboration is not just an African value; it’s a human one. The concept of ubuntu —“I am because we are”—embodies the essence of leadership that is deeply relational and inclusive. Women leaders bring this spirit of interconnectedness to the boardroom, creating environments where diverse voices can thrive.

The Role of Intuition

Women’s leadership isn’t just about collaboration; it’s about intuition—a quality often dismissed as “emotional” but is, in fact, a critical component of decision-making. Women are naturally attuned to their environments, picking up on subtle cues that others might miss. Studies have found that Women have a higher sensory discrimination, a heightened sensory awareness which allows them to anticipate challenges, navigate complexities, and lead with foresight.



Yet, society often shames women for their emotions, boxing them into categories that deny the richness of their intuition. If we want to build a future driven by critical thinking and innovation, we must embrace intuitive thinking as a core component of leadership. After all, it's not just about knowing the answers—it's about asking the right questions.

Closing the Gap

To truly support women in leadership, we need to create environments where they can unpack that handbag and bring their whole selves to the table. This means embracing diversity, fostering belonging, and valuing the unique strengths that women bring to leadership.

Imagine a world where the invisible handbag becomes a symbol of strength, not survival. Where women lead not by fitting into outdated moulds, but by breaking them. And where leadership, in all its forms, reflects the richness of the world we live in.

The question isn't whether women can lead. They already are.

The real question is: Are we ready to follow?

References:

TEDx Talk: Alexis Kanda-Olmstead / TEDxCSU

https://www.youtube.com/watch?v=N4_lsoa3ysE



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LEADHERS IN THE SPOTLIGHT

AUDACIOUS WOMEN SHARING THEIR STORIES



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YouTube



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conscious™
✊️ **leaders**

CONSCIOUS LEADHERS PODCAST

Hosted by The Carmen Murray Show
NEW SEGMENTS LAUNCHED NOVEMBER 2024



ABOUT THE PODCAST

The Conscious LeadHERS podcast, hosted by Carmen Murray, delves into the art of leading audaciously from the inside out. It's a space where we explore how self-mastery, critical thinking, and authentic leadership can drive change—not just within organisations, but within ourselves and society at large.

In each episode, Carmen connects with visionary women, industry leaders, and thought pioneers who are challenging the status quo. These conversations dive deep into systemic issues, how to navigating change, and the art of aligning personal values with professional impact.

The podcast spans lifestyle, leadership, business, and spirituality, offering insights into the role of a conscious leader.

MINDSET

STOP BEING A HUMAN DOING
AND BE A HUMAN BEING

SNEAK PEEK

IN NEED OF A CONSCIOUS SABBATICAL

How many of us dream of taking a sabbatical to rediscover ourselves, reimagine and reinvent our careers, and achieve the financial freedom to make it possible? In this enlightening episode of Conscious LeadHERS, an intended discussion on mining takes an unexpected and inspiring turn as Petro du Pisani shares her journey of taking a conscious sabbatical. Petro opens up about how she prepared for this transformative break, the steps she's taking to find herself. This heartfelt conversation with Carmen Murray offers invaluable insights into self-discovery, intentional living, and the courage to pause and reflect.

A beautiful discussion filled with lessons that resonate with anyone seeking clarity, reinvention, or simply the power to embrace a new path.

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FACT

THE UNSPOKEN PRESSURE
EXECUTIVE WOMEN FACE

SNEAK PEEK



THE PHOENIX WITHIN

Trusting myself when pain thrives and nothing makes sense.

In this powerful interview, Dr. Sane Ngidi unveils her deeply personal journey of resilience and renewal. From breaking barriers as a woman of colour in leadership to facing unimaginable personal losses, Sane's story will captivate you with its raw honesty. A trained psychologist who had the courage to say, "I need help!"

She reveals how she found strength amidst the pain, leaning into her cultural heritage and family bonds. Tune in as Carmen Murray and Dr. Ngidi explore the transformative power of embracing life's toughest challenges and rediscovering hope when it seems out of reach.

Prepare to be inspired by a conversation that proves the human spirit can rise, even from the darkest depths. nothing seems to make sense.

ABOUT DR SANE NGIDI

Africa HR Lead - Bill & Melinda Gates Foundation
SIOPSA President-Elect 2024/2025

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DR SANE NGIDI

IVF JOURNEY

IT WAS MY LAST HOPE
OF BECOMING A MOTHER

SNEAK PEEK



A NEW ME: NAVIGATING IVF, TWINS, DIVORCE AND LOSS

In this episode, Carmen Murray sits down with Ravashni Naidoo for an intimate conversation about her rollercoaster journey.

They delve into her experience with IVF, falling pregnant with twins, unpaid maternity leave, and the premature birth that followed. Ravashni opens up about her struggles with marriage, including financial hardships, the subsequent loss of income during the pandemic, and navigating single parenting after divorce.

She also shares heartfelt reflections on losing her father and the profound lessons learned along the way about resilience, courage, and self-discovery and the amazing capabilities we as women demonstrate in challenging times.

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RAVESHNI NAIDOO



IN THE PAIN IS MY PURPOSE

In this moving episode, Carmen Murray sits down with Athi Mbete, who bravely recounts her traumatic childhood, marked by sexual abuse, and shares the profound impact it had on her life. She discusses the transformative path she embarked on to overcome these challenges through self-discovery, inner work, and a profound connection to her African heritage.

Athi emphasises the importance of knowing one's roots, culture, and identity, which played a pivotal role in her healing process and provided her with the strength and purpose to forge ahead.

ATHI MBETE



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HEALING

WE HUMANS ARE ALWAYS WAITING
FOR SOMETHING TO HAPPEN
BEFORE WE MAKE THE CHANGE

SNEAK PEEK

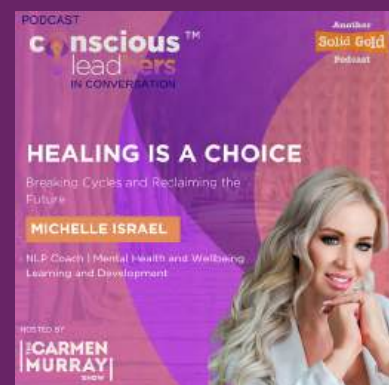


HEALING IS A CHOICE

Breaking Cycles and Reclaiming the Future

This interview marks the first time someone is sharing their story on the podcast without prior knowledge of the details, emphasising the profound message that everyone has a story, and often, the battles they fight are unknown to the outside world. Michelle begins by sharing her background, growing up in a wealthy family until her father's untimely death when she was just four. Her life took a dramatic turn with her mother's remarriage, bringing domestic violence, molestation, and a challenging environment. Despite these hardships, Michelle's resilience shines through as she recounts her journey of leaving home at 16 to escape the violence, living in a caravan, and eventually suing her mother for mismanagement of her inheritance.

She speaks candidly about her struggles with anxiety, her determination to break the cycle of abuse, and her journey towards self-acceptance and forgiveness.

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MICHELLE ISRAEL

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Another **Solid Gold**™
Podcast

CULTURE CATALYSTS HAVE COACHING POWER

We are moving into an era of soft skills

LYNDY VAN DEN BARSELAAR

MD at ManpowerGroup South Africa
Workforce Solutions Company

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THE CARMEN MURRAY
SHOW



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BUILDING ECONOMIC RESILIENCE

From Personal Finance to National Prosperity

KHANYISA PHIKA

Economist | Vice Chairperson of the Women's Forum
VP of Credit Risk | Advisory of Conscious LeadHERS

HOSTED BY
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SHOW



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Podcast

EVERYTHING IS CONNECTED

Understand Oneness with the Universe
from a science perspective

DR ADRIANA MARAIS

Theoretical physics PhD, Africa2Moon team,
Founder of Proudly Human
Advisory of Conscious LeadHERS

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LEADING WITH EMOTIONAL SOVEREIGNTY

SHANNON MCLAUGHLIN

NeuroEmotional Coach

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SHOW



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PREPARING FOR A PSYCHEDELIC JOURNEY

SHAYE JONOSKY

Reiki Master | Medicine Woman
Sacred Space Holder

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Podcast

THE WONDERS OF DIFFERENCE

The ripple effect of safe spaces

DHARSHNI PADAYACHEE

Head of Diversity and Inclusion | Executive Coach
Founder of Table of Twelve
Advisory of Conscious LeadHERS

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CO-LAB IS CO-FUN

Marketing done the right way

Dr. Melanie van Rooy
Chief Marketing Officer at Clicks Group

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CRACKING THE CODE

How diversity unlocks solutions for a better world

MARISA JANSEN VAN VUUREN
Chief Marketing Officer - Aitron

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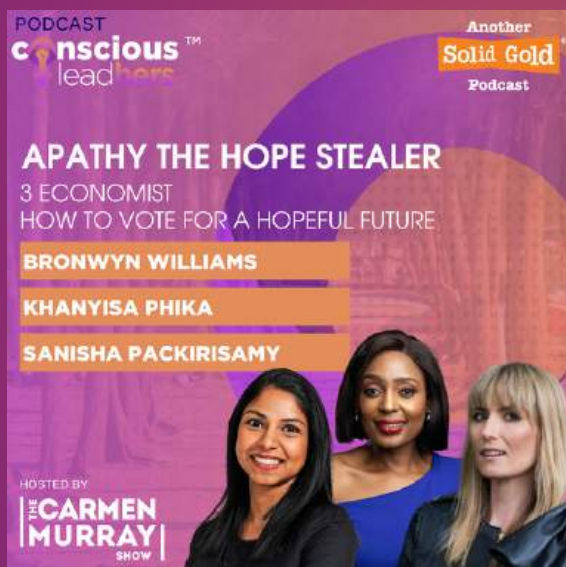
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Podcast

APATHY THE HOPE STEALER

3 ECONOMIST
HOW TO VOTE FOR A HOPEFUL FUTURE

BRONWYN WILLIAMS
KHANYISA PHIKA
SANISHA PACKIRISAMY

HOSTED BY
THE CARMEN MURRAY
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Podcast

AUTHENTIC LEADERSHIP

Sacrificing your authenticity comes at a cost.

Dr. Melanie van Rooy
Chief Marketing Officer at Clicks Group

HOSTED BY
THE CARMEN MURRAY
SHOW



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LEADERSHIP

HOW WE LEAD CONSCIOUSLY

conscious™
+ lead**hers**



CONSCIOUS LEADERSHIP

Co-Creating the Future with Gen Z

A few weeks ago, I was asked to share insights on Gen Z with a client's growth leadership team. I work in consumer research and my usual audience consists of marketers. So this room filled with senior leaders—heads of innovation, sustainability, and HR—was a different vibe altogether.

Their mission? To crack the code of this dynamic generation not just as consumers but as employees entering their workforce.

Now, let me set the scene:

Me, standing in front of a room of Boomers, Gen Xers, and Millennials, attempting to explain concepts like “rizz,” “it’s giving,” and “main character energy” without laughing. (*Spoiler: I failed.*) Despite the giggles, my core message was clear: Throw out everything you think you know about Gen Z.

This is not a generation you can box in with a neat little label. They’re raised in a world of constant disruption, and any attempt to reduce them to trends will miss the nuance of who they are. Trust me, by the time you’ve deciphered what a “brat summer” is, they’ve already moved on.

The Shift to Conscious Leadership

For years, we’ve clung to the idea that “the youth are the leaders of tomorrow.” But what if we flipped that script? What if we focused on empowering them to lead right now? Conscious leadership is about collaboration, not control. It’s about recognising that the best solutions come when leaders and teams work together, pooling diverse perspectives and skills.

SENAMILE ZUNGU

Youth Collaborative



It's about recognising that the best solutions come when leaders and teams work together, pooling diverse perspectives and skills.

Take Gen Z, for example. They're passionate, boundary-setting, and fiercely committed to their values. According to research from Deloitte, 61% of Gen Z employees want to work for organisations that align with their personal beliefs. Authenticity isn't optional for them; it's a deal-breaker. So, rather than trying to "shape" them, maybe we should focus on understanding what drives them and creating environments where they can thrive.

Understanding the Playbook (or Lack Thereof)

To embrace conscious leadership, we need to ditch the outdated leadership manual that relies on hierarchy and rigid rules. A study by McKinsey found that organisations fostering collaboration across teams are 1.5 times more likely to be more engaged in their work than their peers. In other words, viewing employees as collaborators isn't just nice; it's necessary.

This also applies to technology. The traditional workplace is being rewritten—not just by AI but by the expectations of younger employees who grew up with it.

A Little Empathy and Understanding Goes a Long Way

During my session, I could sense some leaders struggling with the idea of letting go of control. And that's fair! Leadership as co-creation can feel like uncharted territory. But here's the thing: Conscious leadership isn't about relinquishing authority. It's about using it wisely. It's about listening, learning, and leaning into the discomfort of not always having all the answers.

As leaders, our job isn't to have every solution—it's to ask better questions. What do our teams need to succeed? How can we foster critical thinking and innovation? How can we create workplaces that inspire, rather than stifle, growth? Building a Fortified Future The future of leadership is less about giving answers and more about creating space for dialogue.

It's about cultivating a culture where critical thinking flourishes, collaboration thrives, and every voice has value. And yes, it's about embracing the chaos of Gen Z energy—because in that chaos lies creativity, resilience, and the seeds of something extraordinary.

So, to that leader who asked me how to “mould” Gen Z:

Maybe it's time to stop thinking about moulding and start thinking about building—together. Because the future isn't something we wait for. It's something we create, one conscious decision at a time.

About Senamile Zungu

Senamile Zungu serves on the Youth Collaborative of Conscious LeadHERS.

She is a Commercial Lead, podcast host, and thought leader passionate about understanding and amplifying the voices of Gen Z. Known for her dynamic storytelling and insights into consumer behaviour, she connects brands with innovative strategies rooted in inclusivity and sustainability. As the co-host of the Colour-Full podcast and Kantar's Future Proof Mzansi, Senamile champions meaningful conversations on systemic inequalities, and the future of leadership.



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BOUNDARIES**HARNESS LOGIC & EMOTION TO
ELEVATE YOUR POWER****SNEAK PEEK**

MASTER THE ART OF BOUNDARIES

Get ready to shift your mindset with David Joshua, a Transformation Coach and Communication Specialist.

In this eye-opening session, David will guide us through the subtle, often subconscious ways we, particularly as women, tend to give away our power. He'll uncover the key to mastering communication, standing in our worth, and truly owning our space.

This conversation will challenge everything you thought you knew about personal power and self-expression. Thought-provoking and transformative, it's set to give you a fresh perspective on life, empowering you to reclaim control and elevate your voice. Trust me, you won't want to miss it.

[**Watch and Subscribe**](#)[**Listen and Subscribe**](#)**DAVID JOSHUA**

Sorry

The hidden signals of the unnecessary sorry

We've all been there: a meeting starts late, your computer glitches, or perhaps you speak up in a conversation, and the first word that escapes your lips is "sorry." It's almost second nature for many of us, especially women, to apologise as a way to smooth over situations, even when there's nothing to be sorry for.

But what happens when we say "sorry" too often? And why is it so important to reconsider this habit?

Why we need to stop saying "sorry" unnecessarily

When we apologise unnecessarily, we're sending subtle signals to ourselves and those around us. Each "sorry" can chip away at our sense of self-worth, implying that we are somehow in the wrong, even when we aren't. Over time, these small apologies can diminish our presence and undermine the confidence we want to project.

It's especially common among women, who have often been socialised to prioritise harmony and avoid confrontation. *But here's the thing:* by saying "sorry" too often, we may actually be doing ourselves—and those around us—a disservice. Apologising for things that don't require an apology can make us appear less sure of ourselves and can inadvertently convey that our thoughts, contributions, or very presence are something to be apologised for.

CARMEN MURRAY

SORRY

What we're telling the world when we apologise?

Every "sorry" is a message. When we say it unnecessarily, we might be telling the world that we don't fully believe in our right to take up space, or to be human. It's like quietly whispering, "I don't want to be a burden," or "Please don't think less of me," when, in fact, we should be standing confidently in our truth.

This doesn't mean that we should never apologise. Apologies have their place—when we've hurt someone, made a mistake, or need to express empathy. But it's about reserving "sorry" for those moments when it's truly warranted, rather than using it as a catch-all phrase that diminishes our voice and authority.

How to reverse the habit

Reversing the habit of over-apologising doesn't happen overnight. It's a journey of becoming more conscious of our words and how we use them. Here are some gentle steps to help you along the way:

- **Pause and reflect:** Before you say "sorry," take a moment to ask yourself, "Is this something that truly requires an apology?" If not, consider using another phrase, like "Thank you for your patience," or simply nothing at all.
- **Replace "sorry" with gratitude:** Instead of apologising for being late, try saying, "Thank you for waiting." This shift not only avoids unnecessary apologies but also expresses appreciation, which can strengthen your relationships.
- **Own your space:** Remember that you have a right to be here, to speak up, and to take your time. If you find yourself about to apologise for something that doesn't warrant it, pause, breathe, and then continue speaking without the apology.
- **Be compassionate with yourself:** Breaking the habit of unnecessary apologies takes time. If you catch yourself saying "sorry" out of habit, don't beat yourself up. Acknowledge it, and try again next time.
- **Practise mindful language:** Start paying attention to the words you use and how they make you feel. The more you practise mindful speaking, the more natural it will become to reserve "sorry" for the moments that truly need it.

Embracing our worth

By being more mindful of when and why we apologise, we can begin to reclaim our space, our confidence, and our voice. Let's honour our worth by choosing our words with intention, and let's support one another on this journey towards greater self-assurance.

Remember, you are enough—without the "sorry."

The Glass Cliff

The Hidden Hurdle for Women in Leadership —Reflections and Resolutions for 2024

As 2024 draws to a close, it's time to reflect on the strides women have made in leadership and confront the challenges that remain.

One such challenge is the glass cliff, a phenomenon where women are often appointed to leadership roles during times of crisis, making their tenures inherently riskier.

Lessons from 2024: Wins and Warnings

This year has been a testament to the resilience of South African women leaders who took on daunting roles and delivered against all odds. Whether in politics, business, or civil society, their achievements have been a source of inspiration. Yet, the year also highlighted how systemic issues persist in undermining women's potential.

Let's look at real life examples:

The Political Arena

South African women in politics continue to break barriers. From ministers taking on portfolios riddled with legacy issues to local government leaders grappling with service delivery crises, the glass cliff remains an enduring challenge. Their resilience, however, is reshaping perceptions of leadership.



WANDILE NHLAPHO

Youth Collaborative

The Corporate World

Women leaders like Nolitha Fakude of Anglo-American, South Africa demonstrated remarkable leadership in industries still grappling with transformation. Yet, their roles often came with heightened scrutiny, highlighting the pressure women face in high-stakes environments.

Nonprofit and Community Leadership

Grassroots leaders and activists, many of whom are women, tackled the pressing issues of unemployment, inequality, and gender-based violence in 2024.

Their efforts remind us that leadership doesn't always come with titles but with impactful actions.

Navigating the Future: Are Women Set Up for Success in 2025?

As we step into 2025, the question remains: Are organizations genuinely empowering women leaders, or are they positioning them for failure under the guise of progress? Women are too often placed in leadership roles in times of crisis, with insufficient support structures to ensure success.

A Call to Action for 2025

To dismantle the glass cliff, we must act intentionally:

- **Celebrate Progress:** Highlight and learn from the success stories of 2024. South Africa's leadership landscape is richer because of its women trailblazers.
- **Address Systemic Bias:** Organisations must confront biases that disproportionately place women in high-risk leadership roles while under-resourcing them.
- **Invest in Leadership Development:** Beyond appointments, there must be sustained investment in training, mentorship, and access to critical resources.
- **Champion Transformative Leadership:** Leadership shouldn't be about survival. Women must be equipped and empowered to thrive and lead lasting change.

A Year-End Reflection

The glass cliff is a stark reminder that breaking barriers is not enough.

As a country, South Africa must commit to creating an environment where women leaders are set up not just to manage crises but to drive transformation.

In 2024, we saw the undeniable strength and ingenuity of South African women leaders. Let 2025 be the year we ensure their success is not a one-off but the beginning of a leadership revolution. **Women are not just crisis managers—they are change makers.** It's time we celebrate and support them as such.



BUSINESS

HOW WE LEAD CHANGE

MINDSET

STRONG OPINIONS
HELD LIGHTLY

SNEAK PEEK



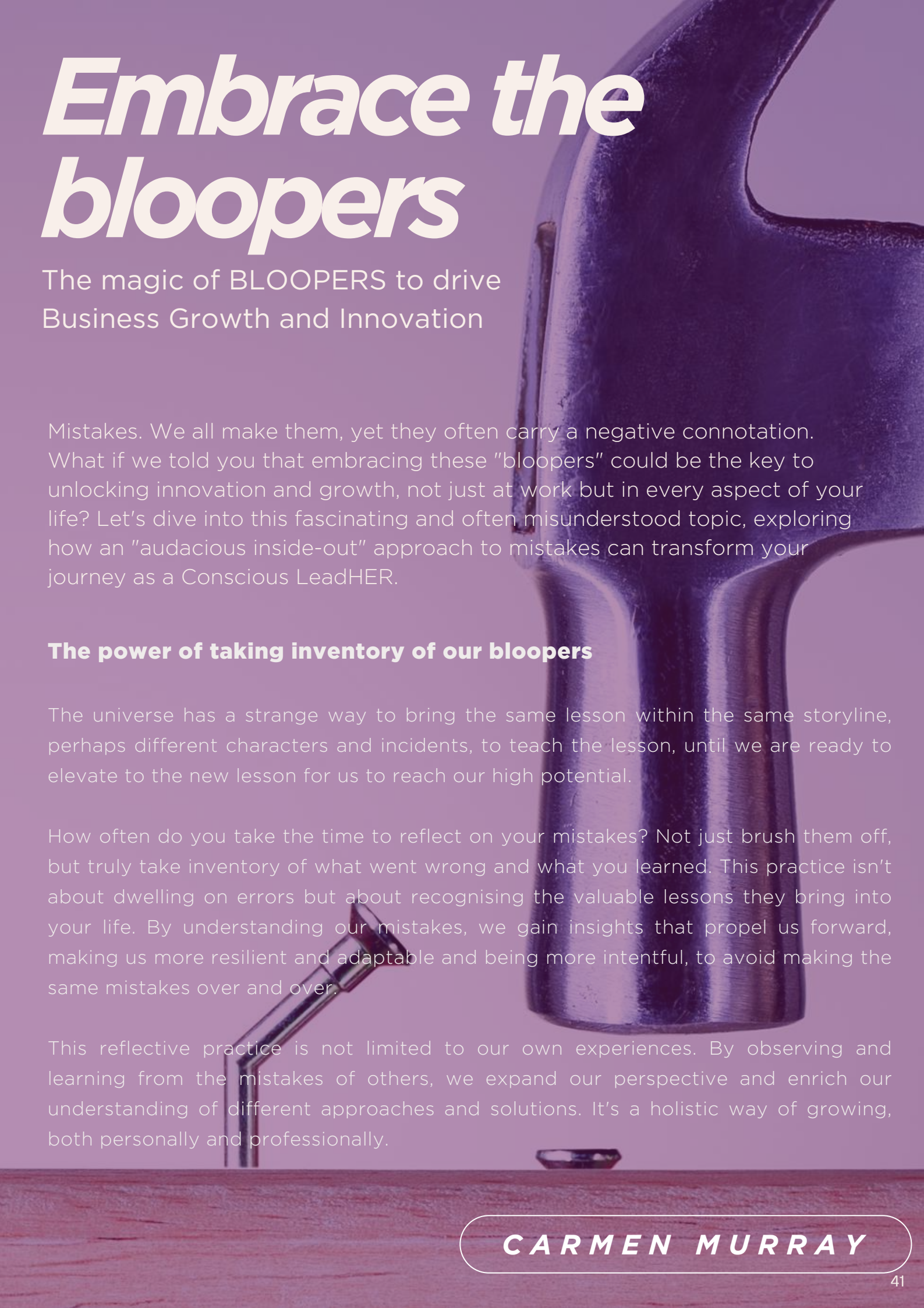
UNDERSTAND THE CULTURE YOU ARE BUILDING

In this thought-provoking episode, Carmen Murray sits down with the charismatic John Foster-Pedley, Dean and Director of Henley Business School Africa. Together, they explore the power of cultural intelligence, balancing AI with human ingenuity, and navigating leadership in a complex, globalized world. Packed with practical insights and fresh perspectives, this conversation will inspire leaders to foster curiosity, embrace collaboration, and build organisational health for a sustainable future. A must-listen for forward-thinking leaders

JON FOSTER-PEDLEY

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Embrace the bloopers



The magic of BLOOPERS to drive
Business Growth and Innovation

Mistakes. We all make them, yet they often carry a negative connotation. What if we told you that embracing these "bloopers" could be the key to unlocking innovation and growth, not just at work but in every aspect of your life? Let's dive into this fascinating and often misunderstood topic, exploring how an "audacious inside-out" approach to mistakes can transform your journey as a Conscious LeadHER.

The power of taking inventory of our bloopers

The universe has a strange way to bring the same lesson within the same storyline, perhaps different characters and incidents, to teach the lesson, until we are ready to elevate to the new lesson for us to reach our high potential.

How often do you take the time to reflect on your mistakes? Not just brush them off, but truly take inventory of what went wrong and what you learned. This practice isn't about dwelling on errors but about recognising the valuable lessons they bring into your life. By understanding our mistakes, we gain insights that propel us forward, making us more resilient and adaptable and being more intentful, to avoid making the same mistakes over and over.

This reflective practice is not limited to our own experiences. By observing and learning from the mistakes of others, we expand our perspective and enrich our understanding of different approaches and solutions. It's a holistic way of growing, both personally and professionally.

CARMEN MURRAY

The "Audacious Inside-Out" approach to bloopers

Adopting an "audacious inside-out" approach means being bold in acknowledging our imperfections and using them as catalysts for growth. It encourages a shift from fearing mistakes to seeing them as stepping stones on the path to leadership and innovation. In a time where change is the most constant in our lives, mistakes will be inevitable. Becoming comfortable with our mistakes, and seeing the beauty, is the best way to approach learning.

As individuals, this approach teaches us to embrace vulnerability, fostering a growth mindset that sees challenges as opportunities rather than obstacles. In our careers, it transforms our approach to leadership and decision-making, encouraging a culture of transparency and continuous learning.

Bloopers, the true essence of Innovation

Neil Gaiman's words resonate deeply here: "Make new mistakes, make glorious and amazing mistakes, make mistakes nobody's ever made before. Don't freeze, don't stop, don't worry that it isn't good enough, or it isn't perfect, whatever it is: art, or love, or work or family or life. Whatever it is you're scared of doing, do it. Because if you are making mistakes, then you are making new things, trying new things, learning, living, pushing yourself, changing yourself, changing your world. You're doing things you've never done before, and more importantly, you're **DOING** something."

This sentiment is a powerful reminder that perfectionism can hold us back, while the willingness to err boldly can lead to breakthroughs.

When we allow ourselves to make mistakes, we open the door to creativity and experimentation. This freedom is where true innovation happens, whether in art, work, love, or life. By pushing beyond our comfort zones, we discover new possibilities, learn, and evolve.

Implementing a practice to embrace the bloopers and learning relentlessly

In the pursuit of growth and innovation, mistakes—often referred to as “bloopers”—are not just inevitable but essential. They signify that you’re pushing boundaries, trying new things, and moving forward. Here’s how you can embrace and implement a practice of bloopers in your life and work:

1. Make new bloopers

Don’t shy away from unfamiliar challenges because each new mistake is a sign of exploration and a step toward mastering something new.

- Try different approaches: Whether it’s a new strategy at work or a different technique in a hobby, experiment boldly.
- Avoid the comfort zone: Growth happens outside your comfort zone and it’s all about pushing yourself to take on tasks that challenge your usual ways of thinking and doing.

2. Make glorious and amazing bloopers

Celebrate the courage to make mistakes because they can lead to profound insights and breakthroughs.

- View mistakes as milestones: See them as markers of progress and evidence that you’re trying new things. Often remind yourself of this!
- Share your stories: Discussing your glorious bloopers can inspire others and normalise the learning process in your community or workplace.

3. Make bloopers nobody’s ever made before

Innovate by venturing into uncharted territory and is often the most valuable, providing insights that can lead to groundbreaking ideas.

- Be original: Dare to think differently and challenge existing norms.
- Explore new frontiers: In your work or personal projects, don’t be afraid to pioneer new methods or concepts.

4. Don’t freeze; don’t stop

Fear of mistakes can paralyse you. We implore you, Just keep moving forward, even when mistakes happen.

- Take action: Inaction often stems from fear of failure. Commit to taking steps forward, regardless of the potential for mistakes.
- Maintain momentum: Mistakes are part of the journey. Learn from them, adjust, and keep going.

Don't worry that it isn't good enough or perfect

Perfectionism can hold you back from achieving your high potential, and bloopers are part of the learning experience.

- Focus on progress, not perfection: Aim for continuous improvement rather than flawless execution, and it will change the way you see yourself and the way you look at failures.
- Embrace imperfection: Recognise that mistakes provide valuable feedback that can lead to better outcomes.

6. Do what you're scared of doing

Often, the fear of making mistakes keeps us from pursuing our dreams or trying new things. Confront those fears and run towards them - you never know, your dream might be waiting on the other side of a failure.

- Face your fears: Identify what's holding you back and take steps to overcome it.
- Act courageously. Courage is not the absence of fear, but the willingness to proceed despite it.

7. If you're making mistakes, you're doing something

Mistakes are a natural part of doing, learning, and growing. They signify that you're engaged in life and pushing your boundaries.

- Acknowledge your efforts: Every mistake means you've taken action and made an effort.
- Celebrate the process: Value the journey of learning and growth not just the end result.

Conclusion: The value of bloopers

Embracing mistakes as "bloopers" in our personal and professional lives allows us to learn, grow, and innovate. By implementing these practices, you can create a culture of continuous improvement and resilience. Remember, the most important thing is that you're doing something. You're making new things, learning, living, and pushing the limits of what's possible. So go ahead, make mistakes, and embrace the journey of becoming a more dynamic and innovative leader.

FULL DAY LUXURIOUS

BOARDROOM ADVENTURE

- ✦ Breakfast Drive with Impact Experience
- ✦ Sustainable Tour
- ✦ Leisure Lunch and Board Dialogues



THANK YOU TO JAGUAR AND LANDROVER



We hosted its first-ever Boardroom Adventure—the beginning of many Boardroom Activities specially designed for boards. This incredible day served as a beautiful team-building experience, bringing together women from various industries for an “Audacious Inside Out” Networking Experience and a friend of Conscious LeadHERS, **JLR** created an awesome experience for us! **WOW!**

Conscious LeadHERS embarked on an unforgettable Boardroom Adventure with the luxurious **JLR** at the Jaguar Land Rover Experience Centre, culminating in a scenic 45 minute drive to Ganico with LeadHERS in the drivers seat.

This experience has been one worthy of an Award!

The day was packed with adventure, leadership, and laughter. We embraced the thrill of driving, strengthened connections, and engaged in inspiring conversations. It was a day filled with networking, learning, and powerful leadership moments, all while forging beautiful bonds. We feel incredibly blessed!

I am truly at a loss for words to express my deep gratitude for the phenomenal experience by Jaguar and Landrover.

—

[BOOK A BOARD EXPERIENCE](#)

LIFESTYLE

HOW WE LEAD OUR LIVES

conscious™
✊️ **lead** **hers**

ANDROPAUSE

ARE WE PAYING ATTENTION TO THE
PSYCHOLOGICAL IMPACT ON MEN?

SNEAK PEEK



ANDROPAUSE AND MENOPAUSE

Is your relationship facing unexpected challenges? The reason might surprise you!

In this eye-opening episode, we dive into the hidden world of Andropause (yes, “menopause for men”) and Menopause, two life stages that silently impact millions but are rarely discussed openly.

Host Carmen Murray, founder of Conscious LeadHERS, joins menopause activist Xoli Madlala and wellbeing strategist Ronald Abvajee to explore how these life changes can strain relationships—and, more importantly, how to navigate them together.

[Watch and Subscribe](#)[Listen and Subscribe](#)



RACE, PRIVILEGE AND THE WEIGHT OF SHAME

We sit down with our special guests and podcast hosts, Sena Zungu and Stacy Jayne Sagers, the inspiring voices behind the Colour-FULL Podcast.

They have courageously taken on the complex, systemic issues of race and privilege, driving awareness and fostering deep conversations around these topics. Our goal in this episode is to create a safe and authentic space to discuss race, privilege, shame, and guilt—and how these elements can sometimes hinder our shared human experience and how we show up in all aspects of our lives.

There's an incredible sense of liberation that comes when we truly understand these topics, and today, we dive deep into that. Join us for an honest and enriching conversation that we hope will spark reflection and understanding.



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SENA AND STACY



NEURODIVERSITY: DIAGNOSIS AND INTEGRATION, IDENTITY, WOMEN AND HEALTH UNPACKED BY TWO SPICY BRAINS

Karla Pretorius is a force of nature in the fields of neurodiversity and psychology. As a Neurodiversity Specialist, Accredited Psychotherapist, Tech Startup Founder, Clinical Advisor, and PhD Candidate, Karla brings a wealth of knowledge and expertise to the conversation. Her work focuses on advancing understanding, integration, and support for neurodivergent individuals across all aspects of life.

In this thought-provoking episode, Karla joins host Carmen Murray for a compelling discussion that blends professional insight with personal experience.



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COMING SOON

COURAGEOUS Duchess

In partnership with



The "Courageous Duchess" 3 part series has brought to light the inspiring journeys of women entrepreneurs who started in humble beginnings and rose to create successful businesses.

These incredible women form part of the **CLICKS Enterprise and Supplier Development Programme.**



Courageous Duchesses



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LISTEN AND SUBSCRIBE



WATCH AND SUBSCRIBE



LISTEN AND SUBSCRIBE



WATCH AND SUBSCRIBE



LISTEN AND SUBSCRIBE



SPIRITUALITY

HOW WE LEAD FROM WITHIN

ENERGY

THIS EXPERIMENT WILL
BLOW YOUR MIND

SNEAK PEEK



GROUNDING IN A CHAOTIC WORLD

Taz Singh, a world-renowned medium and Carmen Murray discuss the theme "Grounded in a Chaotic World." Taz shares her wisdom on energy management, grounding techniques, and the importance of self-trust in navigating today's turbulent environment.

Taz highlights how our thoughts and emotions affect our daily lives and offers practical tips for grounding and protecting our energy. Emphasising the need to build trust in ourselves, Taz and Carmen discuss how this foundational trust aids in making sound decisions amidst chaos.

The conversation explores the importance of inner healing to achieve true authenticity, free from societal masks. From meditation to intentional acts like lighting candles, Taz shares her favorite methods for creating a calm, centered state. An experiment with apples vividly illustrates the power of our thoughts and words, reinforcing the impact of positive and negative energy.

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TAZ SINGH

ENERGY

YOUR ENERGY IS YOUR CURRENCY
CHOOSE WISELY

SNEAK PEEK



CARMEN AND TAZ IN CONVERSATION

Are you ready to explore spirituality without the fluff?

Join Carmen Murray, founder of Conscious LeadHERS and “professional troublemaker,” and Taz Singh, a renowned Medium and Life Coach, as they dive into real-life stories, daily challenges, and profound lessons—all through a refreshingly grounded lens.

In each episode, Carmen and Taz keep it honest and relatable, breaking down complex spiritual insights into practical, everyday wisdom. Whether you’re looking to reframe life’s challenges, deepen your self-awareness, or find fresh perspectives on personal growth, this show offers a space for genuine reflection and transformation.

[Watch and Subscribe](#)

COMING SOON



HOT PICKS

Best Podcasts and Books by our
Conscious LeadHERS community

WHAT TO READ

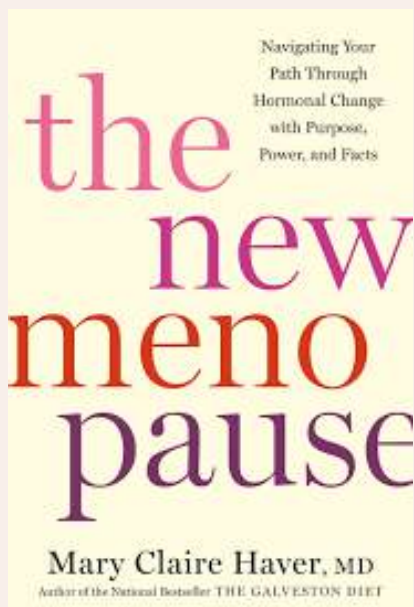
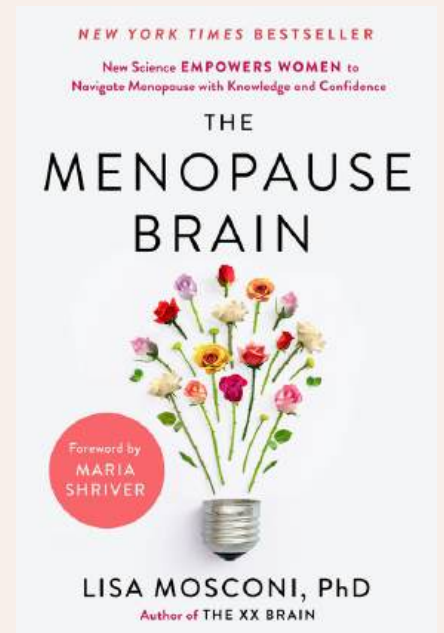


Big Magic: Creative Living Beyond Fear by Elizabeth Gilbert

Elizabeth Gilbert's *Big Magic* is a vibrant and inspiring exploration of creativity, courage, and the pursuit of a fulfilled life. In her signature conversational and engaging style, Gilbert encourages readers to embrace their creative impulses, let go of fear, and live authentically.

The Menopause Brain by Lisa Mosconi, PhD

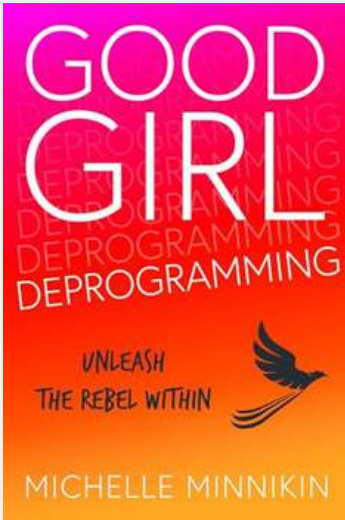
Lisa Mosconi's *The Menopause Brain* is a groundbreaking and empowering book that brings much-needed attention to the intersection of neuroscience, women's health, and menopause. As the author of *The XX Brain*, Mosconi continues her mission to illuminate the ways in which hormones, brain function, and aging intersect, offering invaluable insights for women navigating menopause.



The New Menopause by Mary Claire Haver, MD

Dr. Mary Claire Haver's *The New Menopause* is a refreshingly modern guide to navigating menopause with a combination of science, empowerment, and practical advice. Known for her work on *The Galveston Diet*, Dr. Haver continues to address the needs of midlife women by offering tools to take control of their health and well-being during this pivotal stage.

WHAT TO READ



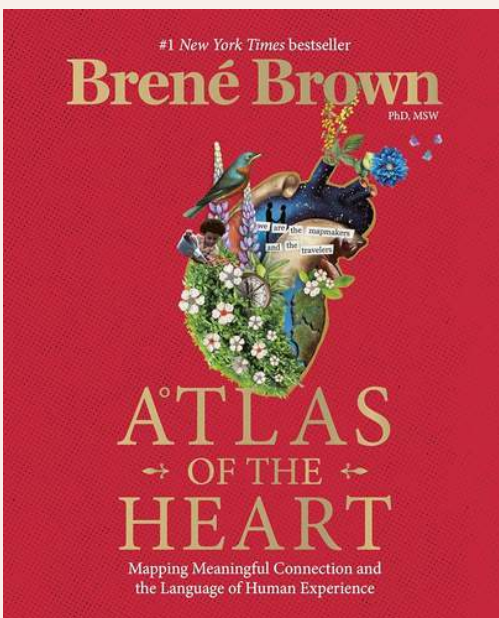
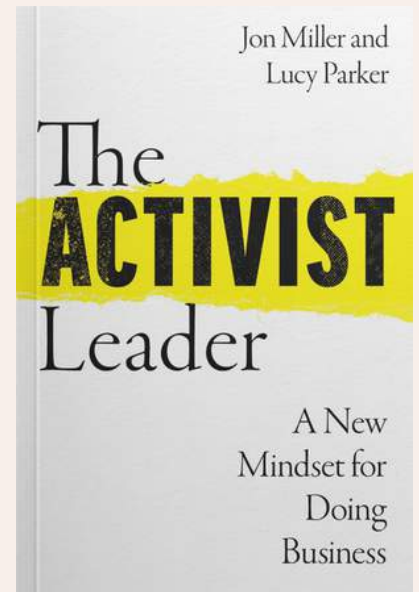
Good Girl Deprogramming: Unleash the Rebel Within

by Michelle Minnikin

Michelle Minnikin's *Good Girl Deprogramming* is a powerful and unapologetic guide for women ready to break free from societal expectations and reclaim their authentic selves. This book serves as a wake-up call for those who have spent their lives being "good girls"—playing by the rules, seeking approval, and suppressing their true voices.

The Activist Leader: A New Mindset for Doing Business by Jon Miller and Lucy Parker

Jon Miller and Lucy Parker's *The Activist Leader* is a thought-provoking guide for leaders seeking to make a difference in the modern business landscape. The book challenges traditional corporate leadership approaches, advocating for a more activist mindset—one that prioritizes social impact, sustainability, and purpose while driving business success.

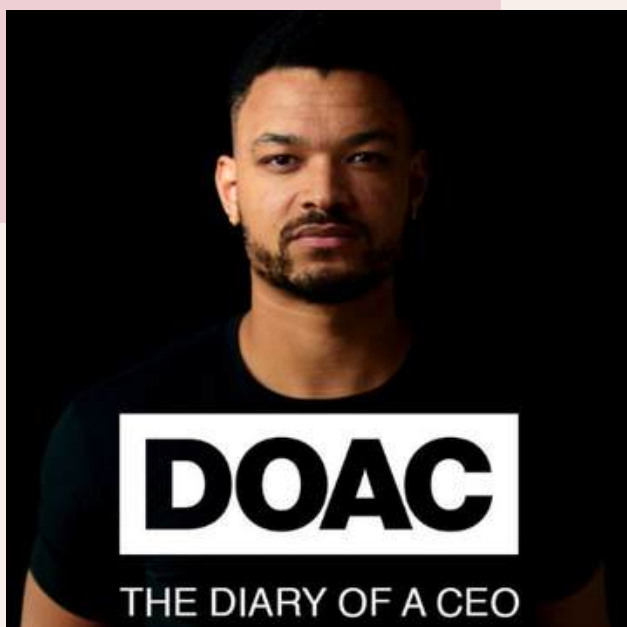


Atlas of the Heart: Mapping Meaningful Connection and the Language of Human Experience

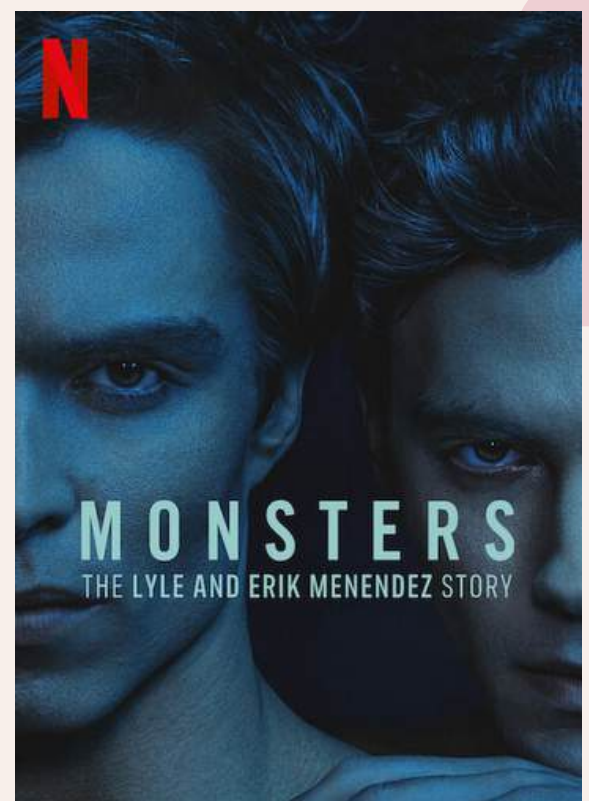
by Brené Brown

Brené Brown's *Atlas of the Heart* is a beautifully crafted exploration of human emotions, connection, and the shared experiences that shape our lives. With her trademark vulnerability, insight, and storytelling, Brown guides readers on a journey to understand and articulate emotions more deeply, fostering greater connection with ourselves and others.

WHAT TO LISTEN TO



WHAT TO WATCH



THANK YOU TO OUR STRATEGIC PARTNERS

To our incredible partners, we just want to take a moment to say thank you. Your support has meant everything to us. You've stood by us, championing the work we're doing at Conscious LeadHERS—helping us inspire, educate, and share stories that truly matter while encouraging women to lead boldly and authentically.

It's not just about what you've given; it's about how deeply aligned you are with our vision and values. Your genuine commitment to making a real difference in women's lives has been nothing short of inspiring, and we are so grateful to have you on this journey with us.

We couldn't have achieved what we've built here without you. Everything we've created together is proof of the power of shared purpose and passion. As we look to 2025, we're filled with excitement and hope for what's to come. With your continued partnership, we're ready to reach new heights and make an even greater impact.

Here's to everything we've accomplished together and all the incredible things ahead!

Carmen Murray



WORKSHOP 17  CLICKS 





As we reflect on the incredible journey of The Carmen Murray Show and Conscious LeadHERS, there's one partner who has been instrumental in making it all possible: **Solid Gold Podcast Studios.**

This extraordinary family has not only supported our podcasting journey but has been a source of wisdom, guidance, and opportunity—a lifetime gift for which I'll be forever grateful.

Solid Gold has been the backbone of the stories we bring to you—stories that inspire, inform, and amplify the voices of our Conscious LeadHERS. They've supported not only my personal passion but also the podcasts we produce for clients at Carmen Murray Communications.

I still remember the early days when the studio wall displayed just a handful of podcasts, including The Carmen Murray Show and Boo-Yah! Today, those walls are bursting with hundreds of podcasts.

To the team at Solid Gold Podcast Studios, thank you for believing in the vision and for being the backbone of this journey, and for creating a space where passion and purpose come alive. Here's to all the stories we've shared and to the many more yet to come. Let's keep inspiring, informing, and amplifying the voices of Conscious LeadHERS together!

[REACH OUT TO SOLID GOLD](#)



Henley

Business School

AFRICA

WE
BUILD THE
PEOPLE WHO
BUILD THE
BUSINESSES
THAT
BUILD
AFRICA



THANK YOU TO HENLEY

Henley Business School has been an extraordinary partner in the Conscious LeadHERS journey, aligning with our mission to inspire, educate, and empower women and youth across Africa. Henley's vision—"building the people, who build the businesses that build Africa"—deeply resonates with our belief in creating a ripple effect of positive change through leadership and collaboration.

When Henley Business School saw the work we're doing within Conscious LeadHERS, they generously stepped forward to support us. Their offer to provide free programmes for our Conscious LeadHERS community and Youth Collaborative, rolling out across 2024/2025, is a testament to their belief in the power of collective growth and transformation.

Their support goes beyond the programmes—it's a reflection of their shared commitment to the principles behind "**Her Win is Our Win.**" Henley has shown that they are not just a business school but a true partner in driving impactful change. Their dedication to empowering individuals to lead boldly is helping us to expand opportunities, amplify voices, and build a stronger network of Conscious LeadHERS.

To Henley Business School, thank you for believing in the potential of Conscious LeadHERS and for joining us in shaping a future where leadership knows no bounds. Together, we are creating a movement that will leave a lasting legacy for generations to come.

[BECOME A TRANSFORMATIONAL LEADER](#)

WORKSHOP 17

THANK YOU TO WORKSHOP 17

Workshop 17 has always been more than just a space—it's a gathering place where entrepreneurs, industry leaders, and visionaries come together, where great ideas are born, and where brilliant minds connect.

When we approached Workshop 17 to sponsor a venue for a year to host Conscious LeadHERS networking events, we were met with open arms and open minds. Paul Keursten and Penelope Meniere immediately saw the heart of what we were doing. Their sustainable mindset perfectly aligned with our mission, and they didn't hesitate to join us on this journey.

Not only did they generously sponsor a space for us to foster face-to-face connections every quarter, but they also inspired the creation of this very magazine you're reading now. Their commitment to ensuring that the knowledge and conversations continue beyond the walls of Workshop 17 is a testament to their passion for empowerment and progress.

What makes Workshop 17 even more special is that it's more than just a venue. It's a space where you can find solitude to focus, meet for business, and build your empire—big or small—while soaking up an atmosphere that's all about connection and support.

To Paul, Penelope, and the entire team at Workshop 17, thank you for believing in our vision and for becoming such an integral part of the Conscious LeadHERS journey.

[LEARN MORE ABOUT W17](#)



THANK YOU TO CLICKS

Too often, we remain unaware of the incredible work corporates are doing to drive a more sustainable future. It was truly a moment of joy when Clicks gave us the opportunity to interview a few of their ESD partners, offering us a glimpse into the remarkable efforts they are making to "**build a healthier future.**"

In a world where many businesses don't share enough about their positive impact, Clicks stands out by allowing the stories of the people whose lives they are transforming to speak for themselves. Hearing these stories revealed not only the depth of the good being done but also the profound ripple effect it creates.

What stood out most was Clicks' unwavering dedication to growing local businesses and supporting small enterprises, even during the pandemic. Their efforts ensured that many small businesses not only survived but continued to thrive during one of the most challenging periods in history.

We loved partnering with Clicks, and beyond the amazing work they do, their commitment to women empowerment, creating safe spaces for men to discuss and navigate healthier lifestyles, and opening essential dialogues about health is truly inspiring. This vision aligns so closely with the work we are doing with Conscious LeadHERS, making this collaboration even more meaningful. To Clicks and the incredible humans behind these initiatives—thank you for being part of our story and our journey.

BUILD A HEALTHIER FUTURE



At Conscious LeadHERS, we made a deliberate decision to become deeply curious about ESG and the world of sustainability as we work to build a better future—one brick at a time. In our journey, we sought a partner with profound knowledge and expertise to guide us from the boardroom to the living room, and we couldn't have asked for a better partner than Kalnisha Singh, a Developmental Economist and Founder of KD Strategies, who has been making an extraordinary impact in the sustainability space for over 20 years.

Our Common Future (OCF), one of many remarkable initiatives driven by KD Strategies, is dedicated to shaping a sustainable future for generations to come. Together, we embarked on an ESG Webinar Series, which turned out to be a resounding success. The series sparked robust conversations, shared invaluable insights, and offered endless learning opportunities, inspiring curiosity and action in the world of sustainability.

We are excited to bring even more engaging and thought-provoking content to you in 2025, keeping your finger on the pulse of sustainability and exploring the connections between boardroom strategies and everyday living. The more we talk, the more we learn, and the more innovative solutions we discover. Thank you, Kalnisha, for walking this journey with Conscious LeadHERS and for being an indispensable part of our mission to build a better tomorrow.

[Learn More about OCF](#)

CARMEN MURRAY communications

FREAKISHLY EFFECTIVE CONTENT

As we reflect on the incredible journey of Carmen Murray Communications (CMC), we are reminded of the courage it took to evolve our business towards a more sustainable and purpose-driven focus.

While my name appears on the door, the success of CMC has always been a team effort, fueled by the passion and expertise of an extraordinary group of individuals. Together, we've built a strategic, creative, and data-driven content marketing bureau that proudly works with some of the biggest Corporations locally and internationally.

This shift towards sustainability wasn't just a business decision—it was a bold conversation with our stakeholders and a collective commitment to doing meaningful work. The journey has been nothing short of empowering.

Building Conscious LeadHERS alongside CMC's impactful corporate work has been a testament to what we value most: good business and good leadership. Knowing that we can make a difference while maintaining excellence in our corporate engagements has been incredibly rewarding.

To our incredible team—your hard work and dedication have been instrumental in growing CMC and empowering the vision for Conscious LeadHERS. We couldn't have done this without you.

To our clients—thank you for trusting us, encouraging our journey, and inspiring us to reach new heights.

As we look ahead to 2025, we are filled with excitement for the magic we'll create together. Here's to continuing to push boundaries, inspire change, and lead with purpose. Thank you for being part of our story.

[Learn More about CMC](#)

THANK YOU TO CMC



PARTNER WITH US

DOING GOOD IS GOOD BUSINESS

 **conscious**™
lead**hers**

BECOME A STRATEGIC PARTNER

WOMEN IN LEADERSHIP

EVENTS

EDUCATIONAL PROGRAMMES

MEDIA



2025 OPPORTUNITIES

COCREATING HER OPPORTUNITIES

We are calling on strategic partners to join us in achieving our ambitious goals of empowering women to lead audaciously—from the boardroom to the living room. At Conscious LeadHERS, we are not just inspiring leadership; we are creating safe spaces where women can thrive in all aspects of their lives.

From mothers navigating their dual roles to business owners building empires, from ceiling-crushers breaking barriers to board members shaping industries—women continue to face inequalities that challenge their growth and potential. Together, we can offer the support, resources, and community they need to overcome these obstacles and flourish.

Your partnership will help us build a future where women are celebrated, supported, and equipped to reach their full potential. Let's work together to create a world where every woman has the opportunity to lead boldly and authentically, no matter the challenges she faces.

Contact Carmen Murray



THANK YOU

Join our Community

<https://linktr.ee/CarmenMurray>

