

THE POWER OF YOU



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We want to continue making positive change by building an inclusive and supportive industry.

We want every woman in the meat industry to feel empowered, confident and able to harness your own strengths and superpowers. Because when we come together as an empowered community and pay our skills and knowledge forward to others, we can drive real, tangible change for our industry's image, culture and landscape.

THE POWER OF YOU CAMPAIGN CALLS ON YOU TO:

- **Recognise** – Identify your inner strengths and confidence
- **Respond** – Harness your key skills and confidence to take action, get heard and put yourself forward
- **Reciprocate** – Empower your peers, pay your skills and knowledge forward, share your experiences and inspire success.

We want to inspire and share success stories and build an empowered community which drives forward positive change in the industry.

IT'S TIME TO BELIEVE IN THE POWER OF YOU!



HOW YOU CAN GET INVOLVED WITH THE CAMPAIGN

A huge part of #ThePowerOfYou is asking you to share your experiences and knowledge so that other women in the industry can benefit. Let's lift others as we climb!

In the spirit of sharing experiences and knowledge, we'd love for you to answer the five questions below about #ThePowerOfYou that we will post as a blog on our website.

1. Please share your current role with us and tell us more about your career journey so far
2. What would you say your top strength or superpower is and how has it helped you in your career and personal life?
3. Who has lit the way for you and supported you in your career so far? Why do you think it's important to do this?
4. In your opinion, what's the one thing we should we create an empowered and inclusive environment for all genders in the meat industry?
5. Have you ever received any great advice around confidence that you'd be happy to share?

Please email your responses to Rebecca@meatbusinesswomen.org and include a high-resolution headshot and your LinkedIn profile.

Thank you!

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