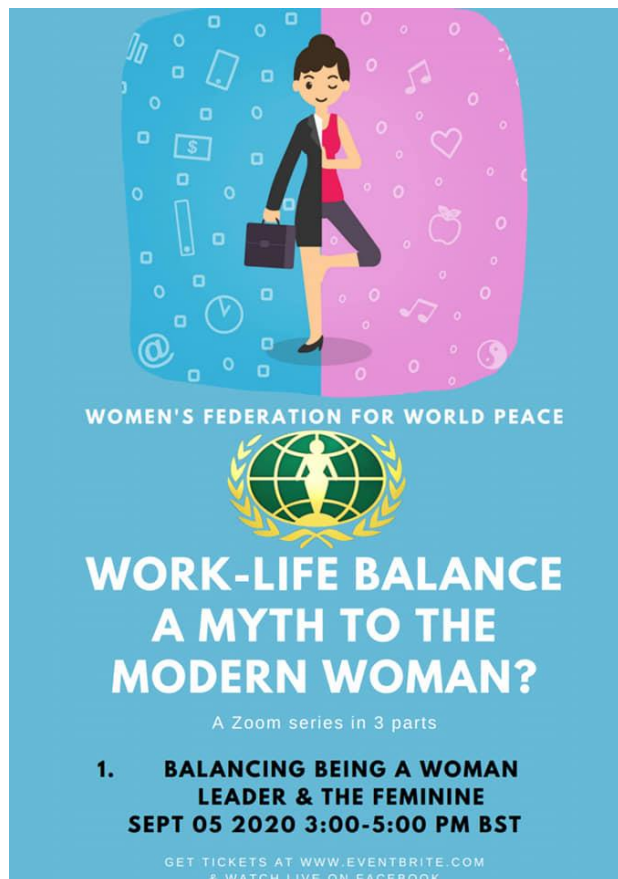


WFWP Europe's webinar: Work-Life Balance: A Myth to the Modern Woman?

Cassandra Humble

September 5, 2020



The Women's Federation for World Peace was proud to hold its first segment of the "Work-Life Balance: A Myth to the Modern Woman?" Zoom series on 5th September 2020.

Segment #1 titled "Balancing Being a Woman Leader and the Feminine," featured four acclaimed women who spoke on the theme of balancing being a woman leader and the feminine. Our speakers - Bella Malekian, Ariane Sofia Vera-Fluixá, Cassandra Humble, and Madi Sharma – represented a diverse group of ages, ethnicities and experiences, and facilitated a rich discussion on the importance of feminine leadership as well as their views on work-life balance.

Each speaker gave a brief overview of what these themes meant to them as well as their experiences of female leadership and work-life balance. Bella spoke about her struggle to start her award-winning Malmö Dance Academy, of which she is the artistic director and CEO, at the age of fifteen, despite her immigrant background.

Ariane shared her experience as an activist for gender equality, women empowerment,

entrepreneurship, and environmental sustainability, through interactions with the coffee-growing community in Chiapas in southern Mexico.

Cassandra shared her insights of gendered leadership in policy and UK politics as well as the perceived expectations and realities of work-life balance in 2020.

Lastly, Madi spoke about the notion of 'Victim to Changemaker,' whereby her personal experience has taken her from a victim of domestic violence and single parent through to Entrepreneur and inspirational speaker. She spoke about the importance of continuing to grow the next generation of female leadership and the significance of women continuing to make their voices heard.

This first series was moderated by Lynnda Houston, who is the founder of Inner Wellness Woman and is currently serving as Vice President WFWP Sweden. Key themes raised during the QandA session included whether work-life balance is a myth, how people think about feminism in 2020 and the influence and importance of female leadership in the workplace. Madi played devil's advocate by suggesting that work-life balance is a myth which is unachievable, arguing instead that women should recognise the limitations of time and commitment and work within these restrictions. The concept of '24 hours in a day' and fluidity of time management between work and play was discussed and the general consensus was that these are areas where it is challenging to set boundaries and be disciplined in compartmentalising

different aspects of life.



Speaker:
MADI SHARMA
founder and award-winning
Entrepreneur behind the Madi Group

Speaker:
CASSANDRA HUMBLE
Communicator, Policy
Advisor & Singer

Speaker:
ARIANE SOFIA VERA FLUIXA
Singer-songwriter, Author,
Founder & Activist

Speaker:
BELLA MALEKIAN
Dancer, Award-winning CEO of
Malmö Dansakademi

Moderator:
LYNDA HOUSTON
Founder of Inner Wellness Woman &
Vice President WFWP Sweden

Another theme was the role of feminism in 2020 and how this theory might be explained to someone who had never heard of it before. Our speakers gave a broad range of responses including detailing the history of the feminist movement and the academic development of the theory over the 21st century, as well as hypothetically asking them to 'walk a day in a woman's shoes' before finally outlining gendered statistics including pay, leadership roles and the challenges presented by the duality of motherhood and career woman.

This first segment of the "Work-Life Balance: A Myth to the Modern Woman?" Zoom series was well received. It was recorded live on Zoom and Facebook live stream where it reached 2,700 people and had 1.324K views within a day. The second instalment, titled "Balancing Motherhood and Womanhood," takes place on 19th September 2020 with five distinguished speakers and will be

moderated by WFWP UK President, Mitty Tohma.

Reported by Cassandra Humble