



WIL POWER Network Club

Network Development Guide



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Introduction and Background

The WIL POWER Project

The EU logistics sector including transport, spedition activities, and management of the supply chains, is one of the largest and most developed in the world: fast-growing and constantly adapting to new technologies and global business practices. In recent years, the spotlight has been shone on gender diversity across all sectors of our economy, especially the relative lack of women in senior positions in the scientific and technical sectors. Yet in this aspect, the logistics industry is consistently falling behind. The sector is believed to only have 10% of women working at the board level, and female participation across the industry currently runs at less than 25%.

For these reasons, the objective of Wil Power Project is clear: to develop innovative vocational education and training that will assist women working in transport and logistics to progress to leadership roles within their companies and organizations.

Why a WIL POWER Network Club Approach?

We recognise the need for focused support that is currently lacking for these underrepresented women. In the Transport & Logistics field, women require more practical guidance, support and insight into advancement. Our aim to provide a collaborative network that will allow communication and support for those who need it most.

Supportive collaborative environments allow women to build the confidence they need in order to succeed & to deliver on their leadership potential, they need the opportunity to implement what was learned in IO1 over time and with ongoing feedback from peers.

What is a WIL POWER Network Club?

Vision

WIL POWER Network Club is a Women in Transport and Logistics Network Club that:

- Cultivates a supportive, safe environment whereby women can gain confidence in climbing the career ladder,
- Provides peer to peer mentoring and support, women can use this network to gain a deeper understanding of the issues they may face and insights into how to overcome them.

Objective

The objective of the WIL POWER Network Club is to support women in the transport and logistics sector to add value to their companies and put themselves forward for leadership and management positions through:

- Recruiting participants - women currently working within the Transport and Logistics sector
- Enabling participants to share information, knowledge and skills as part of a collaborative learning process to further the female leadership agenda
- Creating a safe, collaborative environment where women can thrive, growing in confidence & enthusiasm

- Guiding the women to agree on actions suitable for implementation of peer-to-peer mentoring leadership
- Gaining the commitment of these women that they will utilise the WIL POWER resources and help to spread the word on the project

Strategies (How)

By contrast, strategies suggest paths take and how to progress on the road to success. Strategies help us determine how to realise the vision and objectives. A good strategy will take into account existing barriers and resources (people, money, power, materials etc) and should always be formed in advance of taking action rather than deciding how to do something after we have done it.

A strategy is less specific than an action plan (which tells the who-what-when); instead, it tries to broadly answer the question, “How do we get there from here?” The Alliance should work to develop a medium to long-term strategy if they are to work effectively and have a lasting effect.

In the example of WIL POWER project:

- ✓ Each club organizer will set up an industry-specific peer-to-peer support network of 15-20+ women in transport and logistics, based on the principles of women-in-business networks and mentoring programmes, which have been proven to be highly effective in boosting the skills and confidence of potential leaders.
- ✓ Each club organizer will recruit 15-20+ women per partner to join our Professional Women in Logistics Network, they will reach out to a range of these women with varied experience to ensure the authenticity of the Network.

Why a Network Development Guide

This Network Development Guide aims to give insights into how Women in Logistics Network Club are formed, structured, and sustained. We illustrate some of the approaches from the WIL POWER project partnerships’ experience in building successful female empowerment networks, together with experienced partners of the WIL POWER project have in the transport and logistics industry, that are making a real impact in their regions.

The Network Development Guide explains why engaging with various public and private stakeholders from the start can lead to a much more sustainable model.

It is important to state that there is no one correct way to develop the potential of Women in Logistics Network Club. This Guide aims to provide advice on best practice backed by our practical experience and knowledge.

Section 2

The Steps of our Network Development Guide



Step 1

Finding your Champions

- who needs to be involved?



Who needs to be involved?

We believe the starting point for the creation of **Women in Transport and Logistics Network Clubs** is to think about who should be involved and why. Consider:

- Who are the female professionals that could benefit from the Women in Logistics and Transport Network Clubs?
- Who can influence and make decisions about the development of women in transport and logistics career development?
- Who is involved in training staff in transport and logistics?
- Who is involved in supporting the transport and logistics sector?
- Who has influence in human resources processes in the transport and logistics sector?
- What are the key transport and logistics companies and actors in the area?
- Who is involved in regulating transport and logistics?

Ideally, the following women in the logistics and transport industry should be involved:

1. women working on logistics and transport jobs,
2. women working on logistics and transport jobs outside of industry and
3. women in the logistics and transport industry working on non- logistics and transport jobs

The Network Clubs should strive to welcome women with diverse skill sets and backgrounds. The members should share a passion for work in the transport and Logistics sector and generally be of a very proactive disposition. Typically, each Network Club will be made up of 15 to 20 women.

The Network Club will aim towards peer to peer support, but also influencing VET organizations and HEIs in their region, towards a better position of women in this industry. This is why the Network Clubs can welcome female representatives of relevant VET and HEI bodies.

MOTIVATION EXAMPLE: As part of IO2 of the WIL POWER PROJECT partners will recruit 20 women per partner to join our Women in Logistics and Transport Network Club, they will reach out to a range of these women with varied experience to ensure the authenticity of the Network

Apart from the compelling strategic rationale for getting involved in a Women in Logistics and Transport Network Club, forming a Network Club in this field for women to join, is a powerful way to provide advocacy and support to the women in this sector. If we can get both women in management positions of influence in this sector involved, as well as women looking to progress their careers, this can make an impact, raise the Network Club's profile and encourage buy-in from others.

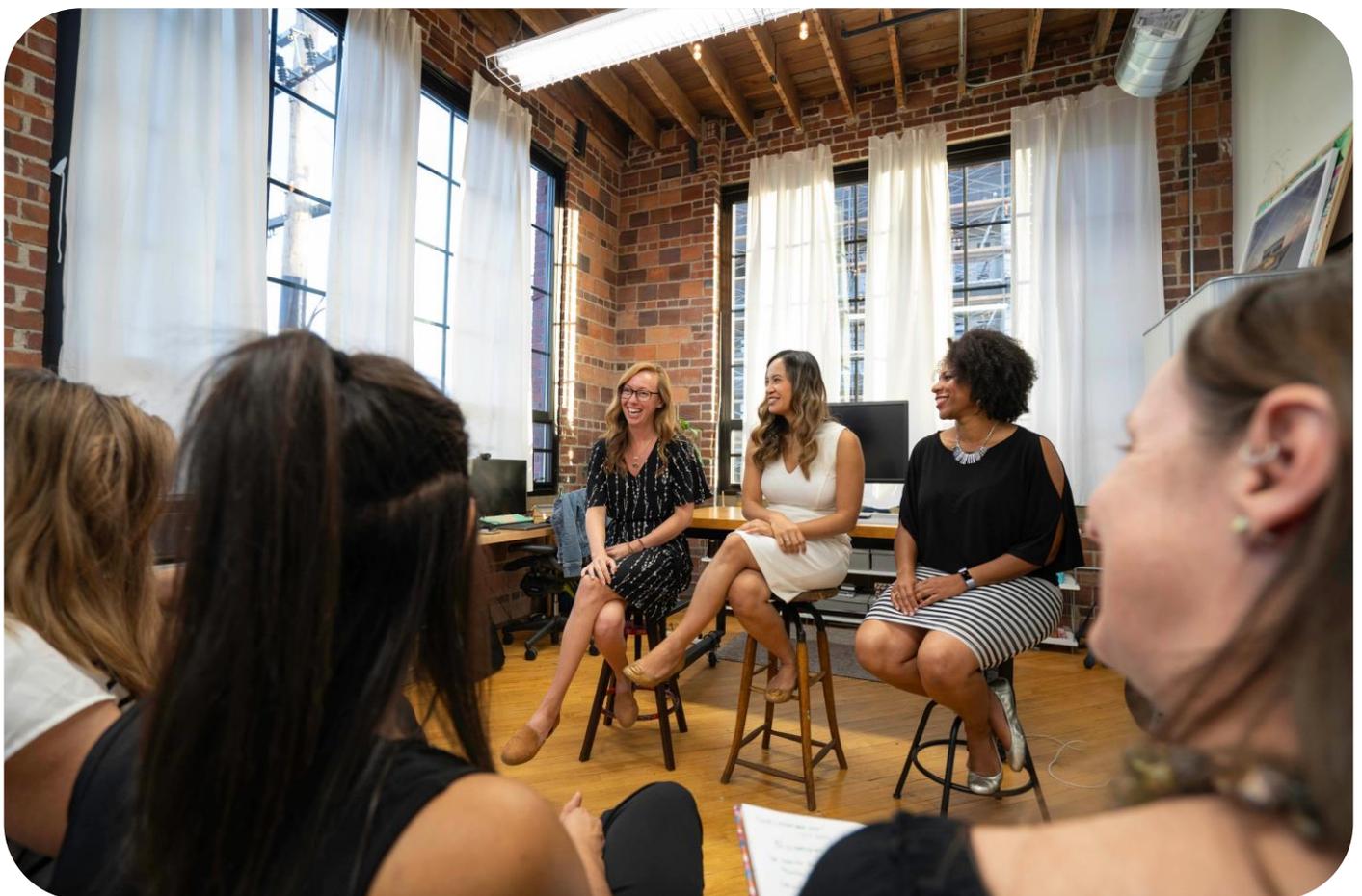
EXERCISE – Who needs to be involved and the importance of involvement?

Which are the most important groups of women to reach?

	1 Not relevant at all	2 Relevant but not important	3 Neutral	4 Moderately important	5 Extremely important
HR managers that might be interested in developing the careers of their women employees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Women who currently work in junior/operational management positions in transport companies or 3PLs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Women who currently work in junior / operational management positions in manufacturing, retail or consulting companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Members of Professional Associations, Chambers of Engineers or Trade associations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Regional or National policymakers responsible to develop labour regulations and vocational training guidelines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff of the EC Directorates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
University staff potentially interested in deploying the WIL Power training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vocational training providers potentially interested in deploying the WIL Power training	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Additional Group 1, women working in the sector not holding any management positions yet</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Additional Group 2, Transport & Logistic companies</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other factors to consider as part of the members' identification process

- What is their level of power/influence? Will they likely be a mentor or a learner?
- What relationships/links exist between the members? Do they work in the same organization?
- What are the main needs and expectation members have?
- What motivation does the member have?
- What type of organisation is each member a part of?
- What is their perceived and aimed level of success?



How to get stakeholders involved?

As each region and country has a different dynamic, different approaches are used to get stakeholders involved.

This is what needs to be considered and highlighted:

- 1) What is in it for them? How will these women benefit from their time commitment to a Women in Logistics and Transport Network Club?
- 2) Be very clear about what is expected from them. At the very least, their commitment to attend 2 group meetings over a project period should be required, share information, knowledge and skills as part of a collaborative learning process to further the female leadership agenda and utilise the WIL POWER resources and help to spread the word on the project. The number of group meetings should be carefully planned, as it depends on the form of facilitation, and we must remember that doing too many meetings might have negative effects, as well as doing too few.

Methodologies that work

Start with one-to-one meetings - using personal contacts

Firstly, make personal contact by telephone or by email to ask for a meeting or a coffee explain the project, why they should be involved and ask for their support in coming to an introductory meeting. Using the personal connection to elicit their involvement is very effective. This is also a useful opportunity to ask stakeholders how they feel about establishing a Women in Logistics Network Club.

Follow up this meeting in writing and invite them to a group Women in Logistics and Transport Network Club meeting.

Researching the stakeholders is a gamechanger

Make sure to get the correct person with their title and issue a formal letter of invitation – sent by post. Personalise this letter to ensure that they are clear as to why they are being invited to attend and how they can benefit from their involvement. If they are not available, ask them to refer the invitation to a colleague. Include a well-worded description of the project highlighting the regional impact that Women in Logistics and Transport Network Club can have. A letter call to action is to invite them to an Introductory Meeting of the Women in Logistics and Transport Network Club.

Top Tip: *Being patient is the key! Getting all the key targets involved from the very start is rare: the advice is to persist and continuing to engage with and inviting the key targets, sharing the progress being made and asking again for their support to the Network Club.*





Step 2

How to get stakeholders involved?

Important to Gain Commitment

Pledge Card

We recommend using the Pledge Card to widely disseminate/invite members to the Network Club. A pledge card is a card on which one expresses willingness to contribute to a certain goal, project or initiative. Once the person is invited to sign the pledge card and signs it, this rather symbolic act strengthens the relationship with the Club. Not only does this build awareness about the project, but it also elicits a 'pledge' to support the overall objectives of the project – this has a very powerful effect.



Individual/Company/Organisation Pledge

I want to take actions to help change towards gender equality within the transport and logistics sector

Your name: _____

Email address: _____

Company/Organisation: _____

Co-funded by the Erasmus+ Programme of the European Union 

Find out more: www.womeninlogistics.info

Branding and voice

The branding and the voice of the Club and entire communication should reflect ideas, motives, values and voices of the initiative and the target group.

Branding

In the WIL POWER project, the branding represents the progress of leadership for women in logistics.

The symbol of an arrow facing from the acronym WIL to the word POWER evokes the sentiment of the unstoppable flow expected in near future, in which women take the lead role in the industry of logistics and transport.

The logo plays on the association of the acronym WIL with the word WILL.

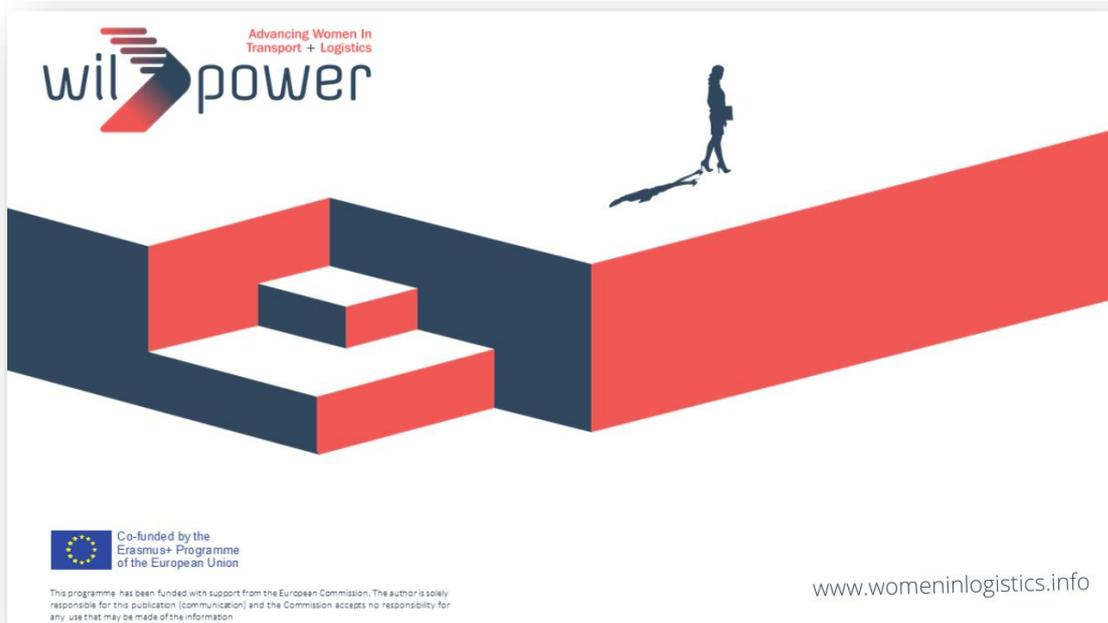
The colours reflect a strong woman in the solid blue, making a statement that this industry and this colour are not reserved for men only. The shades of pink are announcing the vibrant, relevant and necessary presence of women and predict the importance of women's views, knowledge and input in this industry.



For any online meetings, it is advisable to use the backdrop to enhance the brand. To find out more about using virtual

backgrounds at online meetings click [HERE](#).

Online meetings backdrop (background)



Voice

Informal learning through friendly guidance and support from peers and mentors. Contact will be one on one and consist of a structured interview and/or an invite to take part in a Network. We will harness real-time social interaction between women and make the most of the digital communications tools that today's professionals have at our fingertips.

The tone of voice can be different for different brands, occasions, purposes, it is in essence:

- ✓ The way we speak/the brand speaks
- ✓ The voice stays the same, the tone changes depending on the listener.

These are some of the differences:

- ✓ **FORMAL VS CASUAL**
- ✓ **SERIOUS VS FUNNY**
- ✓ **RESPECTFUL VS IRREVERENT**
- ✓ **ENTHUSIASTIC VS MATTER OF FACT**

We recommend leaning towards the casual side of the spectrum, using an enthusiastic voice, but also implementing factual communication.

Adopting habits to celebrate members who reached their aims is advisable. This could be done at the meetings, through communication channels or at one-on-one sessions.



Warm and encouraging communication principles should be set as a rule for the membership, and moderators/administrators of the Network Clubs should gently stay vigilant at fostering this voice of communication.

The external role of communications should be carefully planned as well. The role of external communications is to ensure that the work of the Network Club is visible, to organise support and indeed attract resources and commitment.

Firstly, a communications strategy should be developed – which should be linked to the Network Club’s overall strategic plan and actions therein. Sufficient resources – both time and financial resources – need to be dedicated to communications. Designating a communications/press officer can facilitate this and help those outside the Network Club know where to turn for information. Nurturing good contacts with local media and having an active presence on social media channels is crucial. The Network Club’s successes should be presented regularly to policymakers.

Motivation boost

The message behind the words is the voice of the heart.

– Rumi -

Step 3

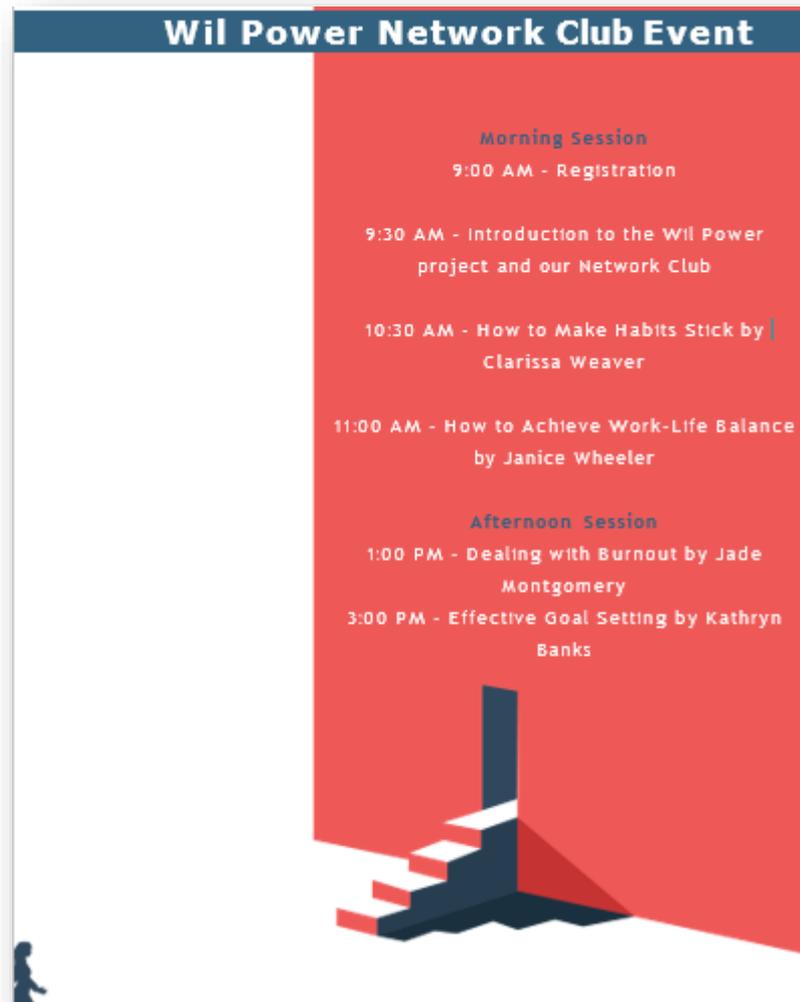
Get started



Host an exceptional first Meeting!

There is an expression used in Ireland – ‘a good start is half the battle’! Given this is a Network Club empowering women in logistics, with emphasis on mutual support as much at relevant trends in the industry, it is appropriate to include both motivational topics, female-oriented topics along with the facts and news from the industry.

Here is an example of a first introductory event agenda, with its orientation to explain the project and to set a career progression tone:



For templates of agenda and meeting minutes, please go to the Resources section of this document.

Perhaps host the meeting in an interesting location? Or, if done online, include interesting speakers and relevant discussions. While the first meeting may be informal in its tone, progress must be achieved as follows:

- Explain the geographical scope of the club’s members. It might not be limited to one region or one country, since the members might be interested in membership from different locations. Do explain that. This might be the advantage and the attractive side to the Club.
- Who else should be involved? The Network Club members can use their networks to identify and gain buy-in from other relevant stakeholders.
- Agree on the communication channels for the Network Club – this would include setting up a project Dropbox or other file sharing system, agreeing on what can be done on a LinkedIn group and what communication is suitable for

emails or WhatsApp for example.

- Agree on initial roles within the Network Club and appoint a Chairperson and Secretary, or less formal roles such as Administrators and PR persons.

After we plan the meeting, it's important to be sure the invitations are sent on time, as well as friendly reminders at least a week before the event, plus a day before the event. Also, it's crucial to be careful, not to overwhelm the members.

All the necessary details about the meeting should be there:

- ✓ place or means of delivering and attending the meeting (note the differences between the online and offline meetings)
- ✓ time and date (beware of the different time zones)
- ✓ duration
- ✓ agenda
- ✓ any necessary preparation
- ✓ aim and purpose
- ✓ what's in it for them.

Do not forget - Capture the event! Take photos, records, make the minutes, collect the files. Be sure to approach everything in line with the GDPR policies (see the Resources section). Make sure to get a creative photograph of this first meeting and develop a press release to send to the local press. Make specific mention of the stakeholder organisations involved in the Network Club.

Do not forget the Action Plan

Planning does not have to be a tiresome task. It can be as simple as putting a few simple steps on the paper. However, the difference between planning and not planning is evident in the actions we take. Will our actions make sense? Will they be aligned with our aims? Will they get us where we want to be, and how easy or how hard is that path going to turn out? Not leaving these answers to a case, grab the sheet of paper and start planning, simply, but effectively! And remember action planning brings efficiency, diminishes risks and improves the chances of achieving the goals.

This is a very simple 3-stage Action Planning approach:

1. Define the need/problem/challenge – therefore the research phase is so important – see stage 5.
2. Develop a solution
3. Implement it

Sounds too simple? We are advocates that in multi-actor projects, simplicity is the key to success! Each step is broken into several tasks. We should keep in mind that not all tasks apply to every situation and some may be applied differently depending on the circumstances and we should be discerning in the way we follow the sequence.

Now that we understand the need/challenge, for the Network Club, some of the steps can be pre-prepared, or we can include the members in some or all of the steps. We can do this via meetings, emails, polls, or other ways of communication. The tasks to focus on are defining WHAT we want to do, and then committing to HOW will we do it. The tasks that should be followed are:

1 Prepare an outline

In the first instance, we will benefit from preparing an outline of the Network Club outlining the priority actions and identifying WHO is involved in the solution. Once we are convinced that the planned approach is feasible and that we know who should be involved, then we can proceed to write out a detailed plan.

2 Formulate the desired outcome (the goal)

What do we want to achieve? Based on the defined need, list possible solutions; a set of actions that will lead to the outcome. We should compare those solutions in consideration of the goals, strategic constraints, perceived difficulty of implementation, and any other criteria relevant to the situation. Then we select the one that we prefer and keep the others for contingency plans.

3 Outline the plan (WHAT)

List the main steps in the plan and agree on the appropriate sequencing for these steps, what comes first, second, and so on.

4 Identify potential barriers and enablers

Identifying the possible obstacles that we will encounter in the execution of those steps. Identifying what events, persons, organizations or laws may help us in the implementation of the plan.

5 Identify and engage stakeholders (WHO)

Identify key stakeholders and their role in the implementation of the plan. Identify the needs and interests of these players. Do we have their support? What do we need to do to get their support? For some stakeholders, we need to communicate (for example, the media), whereas with others we will need to negotiate.

6 Detail the Plan (HOW)

This would detail the planned activities for each individual step in the outline. We would recommend to:

- Break up the sequence of steps into as much detail as necessary.
- Determine the resources needed for each action.
- Define the timing and any preconditions for each action.
- Estimate timing for each activity. Identify critical deadlines.
- Who does what?

7 Step Back and Review

Do we need to prepare a contingency plan (WHAT IF)?

Top tip: read this blog for ideas and templates on Action Planning: <https://creately.com/blog/diagrams/how-to-write-an-action-plan/>

Fostering peer to peer support

Peer support is when people use their own experiences to help each other. There are different types of peer support, but they all aim to:

- Bring together people with shared experiences to support each other
- Provide a space where we feel accepted and understood
- Treat everyone's experiences as being equally important
- Involve both giving and receiving support.

Through shared understanding, respect, and mutual empowerment, peers can help each other in the career progression, through the exchange of knowledge, advice, moral support and motivation. Peer support roles may also extend to the following:

- Providing services and/or training
- Supervising other peer workers
- Developing resources
- Administering programs or agencies
- Educating the public and policymakers

Reflection questions for peer-to-peer support

Before asking volunteers in the Network Club to become peers, or assigning roles, teams and one to one relationships, it is advisory to go through these reflection questions in order to better facilitate the peer to peer support.

- ✓ Who is giving and receiving peer support?
- ✓ What are our shared experiences?
- ✓ Do people who join have more than one kind of experience in common? Which experiences?
- ✓ What are the challenges, if any, of focusing on our shared experiences in peer support?
- ✓ Are there people who might not find this peer support helpful? Are there people who might not be able to contribute appropriately?
- ✓ If there are people who don't fit the peer support criteria at the current time, how would we tell them this, and how might we help them look for relevant support?
- ✓ Are there any practical or cultural barriers to people joining?

After all of these are considered, organizing peer to peer support can commence. It can be initiated at the first Network Club meeting even, or there can be a call to members for expression of interest. Members can exchange contacts, define topics and report briefly on their activities. The presence of the Network Club management is possible but mandatory, however, members should be encouraged to share the information that the peer to peer has been happening and collecting satisfaction feedback can be done anonymously if necessary.

Topics to consider

Network Clubs will be a jumping-off point for many women who are keen to climb the ladder within the transport and logistics sector. Providing a safe space to discuss fears and roadblocks and to receive support in the form of discussion, debate and real-life examples of success. Therefore, we hope to produce energised, confident women leaders. In order to do so, here are the suggestions of some topics that can be covered and discussed at various Network Club activities:

- Fears and roadblocks and to receive support in the form of discussion, debate and real-life examples of success
- Benefits of female guidance and management
- Share information, knowledge and skills
- How to Achieve Work-Life Balance
- Effective Goal Setting
- News and update from the transport and logistics industry
- Resources: courses, toolkits available for women in transport and logistics
- Management and Leadership
- Encouraging creativity and managing change
- Communicating career progress ambitions
- Innovating in Transport and Logistics



Step 4

Internal communication tools and platforms

Overview of internal communication tools and platforms

Internal communication refers to a group of processes or tools that are responsible for effective information flow and collaboration among participants within an organization or a network.

Open and transparent communication is a great way to make sure the members understand the Network Club's vision and that everyone is aligned with the **Network Clubs's values**.

Before we start communicating, we may want to consider the way we're sharing the messages with the members.

Important questions are:

- Do we have a good understanding of the members' needs?
- Are we segmenting the internal audiences?
- Are we using the right communication channels for internal communication?
- Do we take into account the channels the employees feel the most comfortable with?
- Do we make sure that each of the members received the information they need at the right time?
- What about the content, it is engaging?
- Do we ask the members for feedback?

The nature of Women in Logistics Network Clubs, suggests that this is a professional network, that also needs to motivate and inspire while providing practical information and facilitating peer to peer mentoring and any meetings and events that can be organized. For this purpose, we suggest (but do not limit) the use of these types of internal communication tools/platforms for best results:

LinkedIn (page for visibility and the dedicated group focused more on internal communication and informing)

- For more information on how to use LinkedIn for Network Clubs please see the below heading: Using LinkedIn for Network Clubs

Instant messaging channels such as WhatsApp for staying in touch with the members and for quick information sharing

- For more information on how to use WhatsApp please read this article: <https://www.goodhousekeeping.com/uk/consumer-advice/technology/a562093/whatsapp-tips/>

Collaboration tools such as Google Docs

- For more information on how to use Google Docs for collaboration please read this article <https://www.mojomedialabs.com/blog/your-guide-to-collaborative-document-editing-with-google-docs>

File sharing tool such as Google Drive

- For more information on how to use Google Drive for collaboration please read this article <https://cloud.google.com/blog/products/drive/5-ways-your-team-can-start-collaborating-with-google-drive>

Email such as Gmail

- Best practices for group communication in Gmail: <https://support.google.com/a/users/answer/9942025?hl=en>
- Email as a form of e-communication: <https://intl.siyavula.com/read/cat/grade-10-cat/internet-communication/12-internet-communication?id=ch12.2>

Using LinkedIn for Network Clubs

LinkedIn Page vs LinkedIn Group

A LinkedIn Page, similar to a Facebook Page, is like a profile but for a company or brand, or organisation. An organization can post news, updates, videos, articles and pictures, which ‘Followers’ of the page will then see in their own LinkedIn feeds. This is more of an external communication tool, and can be used efficiently to promote the LinkedIn group, which is an internal communication and information tool for the Network Club members. We recommend focusing strongly on the LinkedIn group, for facilitating the functioning of the Network Club, and using the LinkedIn Page as the promotion tool, useful for recruiting new members as well.

Practically, that would mean that we would post regularly on both LinkedIn Page and LinkedIn group, but the group would be interactive, host more insights from the inside of the club, host polls, internal communication via comments, boost activity. The Page would host more static posts, aimed at being shared by the external stakeholders.

Groups are a place individual LinkedIn members come together to discuss areas of common interest. People have to be part of a Group to post and participate in the discussion, and Groups can range from very wide topics to niche areas of interest.

Groups can also have different privacy settings. Most are searchable, so we can discover and request to join relevant Groups, but some can be private and not visible in search.

Managing a successful LinkedIn presence

As one of the most important B2B social media platforms, LinkedIn can help us attract more eyes to the project. We utilise its potential by creating the LinkedIn page. Through consistent posting and audience engagement, we can build a centralised community on the world’s largest professional network and encourage members of the Network Club to participate in spreading the word.

Here are some tips and tricks for the posts:

- Share timely and relevant content.
- Grab attention with an image or video.
- Keep the text short. If we write a longer post, use more paragraph breaks or bullet points to make it more readable.
- Call out key stats, points and quotes.
- Include a clear and simple call-to-action (CTA).
- Name the audience we’re trying to reach (i.e. “calling all creatives” or “are you a working parent?”).
- Tag people and pages mentioned.
- Lead with a question to prompt responses.
- Create LinkedIn polls for feedback and engagement.
- Include two to three relevant hashtags in a natural way.
- Write strong headlines for articles.
- Check the comments and turn them into posts.
- Pick a section from a longer post and adjust it into a new one.
- Think about the messages we receive; they can be great sources of inspiration.
- Don’t include links in the post. Add them in the comments instead.

Ideally the photos will be Club’s own, presenting the brand values and story. However, as we suggested before for

Instagram and Facebook, we can also use free stock images from e.g.:

- ✓ <https://unsplash.com>
- ✓ <https://www.pexels.com>
- ✓ <https://pixabay.com>
- ✓ <https://www.freepik.com>.

As a LinkedIn page, we cannot send requests for connections to other users, but the peers can. They should search for people who work in the target audience industries and send requests for connection to them. We suggest they send notes (messages) along with those connection requests and make sure they mention the brand. After the connection is made, they should send a follow-up message, and ask for their new connection to follow the page.

Engagement

Take Advantage of Hashtags

As on every other social media platform, hashtags on LinkedIn help people find topics and content of interest. LinkedIn users can search for hashtags, follow them, and click on hashtag links to find similar posts. Using hashtags in the LinkedIn posts will give them a higher chance of being discovered by LinkedIn members who follow or search for the hashtag we've used, and it will help us appear in trending conversations. So, target each LinkedIn Page update to the most relevant audience by creating a customised feed featuring hashtags.

The LinkedIn page will also have its own community hashtags. These are three hashtags of the choice which we can use to find others' posts that used these hashtags. This way we can join the topical conversation and comment on those posts as the company page, which is usually not supported by LinkedIn.

Comment on LinkedIn Posts as The Page

The more we comment on the Company Page, the more engagement we create. If we're commenting on a post that we have found, which has a similar topic to the recent content, feel free to comment something like:

"Thank you so much, this was an interesting read. On that note, we'd love to hear the opinion on our recent post. Find it here: [link to the post]. Thank you. Best, Wil Power Network Club"

This has proven to be especially useful with polls. So, we can comment on others' polls and invite them to vote on the club's own one.

Just like we do, everyone else on LinkedIn wants their posts to have as much engagement as possible, so the comments are always welcome. This way we can share the content not only with the person who posted the piece we're commenting on, but also with all of those who also commented on the post.

The peers/members as the LinkedIn allies

The peers/members will be the strongest allies in growing the LinkedIn Page. We previously mentioned sending connection requests and messages with invites to follow the page. They can also help increase the reach by liking every new post, commenting on and sharing interesting new content. Any kind of engagement they make will gain us exposure to their network. When everyone is involved on the platform, it creates a phenomenal extended network that creates a larger company presence and builds industry awareness.

In the LinkedIn Group, the members can share bits of the content as well. These groups provide a place for professionals in the same industry or with similar interests to share content, find answers, post and view jobs, make business contacts, and establish themselves as industry experts.

Pick a topic that the members care about for the LinkedIn Group

“A Group, however, should be focused around a topic that has a natural connection to the brand and less on directly promoting the brand or company. People should join the group because they are interested in the topic, not your company. Over time, the audience will create a natural connection with the topic and your brand, through an earned connection, which is much more valuable.”

— Charlie Lowe at Social@Ogilvy

Having a topic that the members care about will not only attract them to be part of the LinkedIn Group. It will also help keep the conversations in the group focused and make it easier for us and the team to manage the group.

Here are some questions to help us decide on the group topic:

- What are the goals for the community?
- What conversations would be useful to the members?
- What are some questions that the members often ask us?
- What are the common topics that the Network Club is related to?

Delegating the posting task

By delegating social media tasks to the staff, we can enhance the use of social media as a marketing medium, and free up more time for other actions. For social media to be effective, consistent, regular engagement with the target group is necessary. This requires creating a schedule of marketing tasks that must be performed without fail. Certain activities, such as updating the social media channels, are best done each morning. Longer updates like blog posts/LinkedIn articles and e-mail newsletters should be prepared and posted once every week or two, or even monthly.

A social media calendar, with a delegating plan, can help us do just that.

One of the most important lessons any type of leader anywhere has to learn is that while the world doesn’t give us the license to do as we please, it also doesn’t mean that we have to do everything on our own. A leader cannot accomplish anything by herself/himself and a leader can only do so much, without a strong team behind her/him.

We recommend we adapt this form to the needs, to delegate social media posting, but other tasks as well.

<i>Task Delegation Analysis Worksheet</i>						
<i>Once you have determined the tasks to delegate, use this form to help you plan each delegation and select the appropriate person for the job.</i>						
Task to Delegate	Expected Results	Established Standards	Deadline	Skills Needed	Possible Volunteer	Training Needed

Step 5

Wil Power Network Club Sustainability Planning



Sustainability considerations

While the Network Club catalyzes change and capacity building in the transport and logistics sector, it is important that the Network Club thinks about and plans for sustainability from its inception as opposed to when the project is nearing completion. Stakeholders need to consider what is necessary to support the continuation of the Network Club and how new commitments can be elicited. Sustainability planning considerations include:

- ✓ Building upon and enhancing established activities can be a firm basis for added value progress
- ✓ Work to create a strong Network (stable, goal-focused and strong engagement through all members). Gain endorsement, support and/or commitment from the top of the organisations involved. Initiate achievable projects that are aligned with the priorities and also help other organizations fulfil their mission.
- ✓ Sustainability is enhanced when the Network Club engages in public relations from the outset to keep the activities/issues highly visible.
- ✓ Obtain enough resources to generate an initial success and then try to secure more long-term funding for new projects that are based on a demonstrated need in the creative community. Harness cross-sector support as opposed to a single funder approach
- ✓ Build the capacity of the transport and logistics sector to enable advocates and changemakers
- ✓ Where possible maintain continuity in Network Clubs members
- ✓ Include policy change and Integrate the work effort within existing systems
- ✓ Build alliances with other groups that have a similar mission
- ✓ Have a separate group/committee focused on sustainability so that others can focus on the Alliance's desired outcomes. Explore alternative approaches for sustainability, be flexible

Using marketing to grow the network club

Given the idea of promoting women in transport and logistics deserves edgy high impact marketing, it would be remiss of the Women in Logistics and Transport Network Club not to adopt a comparable style. Social media needs to be at the heart of communications and the Network Club should consistently share content and initiate and contribute to conversations to ensure that the work of the Network Club is highly visible to its target audience. A Women in Logistics and Transport Network Club is best served by focusing on the efficiency and simplicity of their communication methods. Other marketing actions to be adopted as appropriate include:

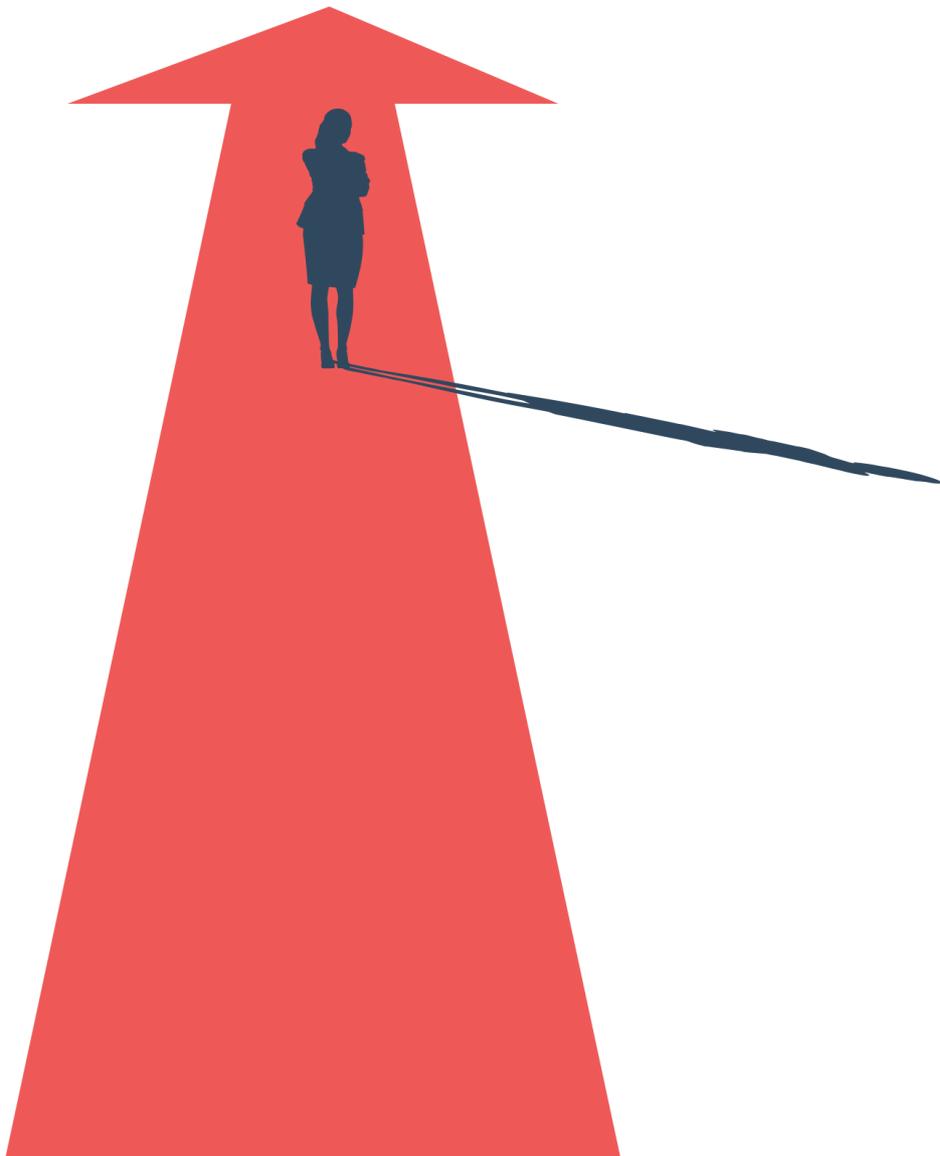
Word of mouth and project advocates - News stories in print and broadcast media - Video stories in digital marketing channels - Press releases and press conferences - Posters, brochures, and fliers - Outreach and presentations - Special events

Marketing plans need to respond to the following basic questions:

- ✓ Why do we want to communicate? (What's the purpose?)
- ✓ To whom do we want to communicate it? (Who's the audience?)
- ✓ What do we want to communicate? (What's the message?)
- ✓ How do we want to communicate it? (What communication channels will we use?)
- ✓ Whom should we contact and what should we do to use those channels? (How will we distribute the message?)

The answers to these questions constitute the marketing action plan - what we need to do to allow marketing and communications to be ongoing activities. They are like doing the laundry – they are never finished!

Resources



Agenda sample

Name of Project
Team Meeting

Date: Feb 22, 2024 **Time:** 3:00 pm **Location:** Room 42

Meeting Goals / Purposes / Objectives

- A. Goal A
- B. Goal B
- C. Goal C

Prewrite - please prepare with the following:

- A. Assignment A
- B. Assignment B
- C. Assignment C

Time	Topic / Discussion Item	Facilitator
3:00 pm 5 min	Informational Items / Recognition / News	
3:05 pm 5 min	Action Item 1	
3:10 pm 5 min	Action Item 2	
3:15 pm 15 min	Discussion Item 1	
3:30 pm 10 min	Discussion Item 2	
3:40 pm 10 min	Next Steps	
3:50 pm 5 min	Review of New Action Items/Needed Resources	
3:55 pm 5 min	Next Meeting Purpose and Agenda Items	

Minutes sample

WOMEN IN LOGISTICS AND TRANSPORT NETWORK CLUB

MEETING MINUTES

DETAILS

DAY MONTH YEAR | TIME | PLACE/ONLINE | CONTACT NUMBER

ATTENDEES

Number of members or names

AGENDA

THE LAST MEETING FOLLOW UP

-
-
-

NEW BUSINESS

-
-

DISCUSSION

-
-

ACTION NEEDED

-
-

NEXT MEETING'S AGENDA

-

GDPR form sample

To be signed by Network Club member

XYZ Network Club is the controller of your personal data. You may contact XYZ Network Club by phone NUMBER _____ and email at: _____.

Your personal data will be used for the following purposes (check all that apply):

- marketing purposes for XYZ Network Club - promoting women in logistics and transport;
- communicating XYZ Network Club activities and accomplishments;
- building capacities of the XYZ Network Club;
- recruiting new members for XYZ Network Club;
- Other [include a detailed description of the use of personal data].

The categories of personal data you are being asked to consent to the XYZ Network Club collection and use are _____.

The XYZ Network Club intends to share your personal data with: [identify all XYZ Network Club units and third parties that will receive personal data].

Your personal data will be stored in XYZ Network Club records. Under the EUGDPR, you have the right to request access to, rectify, erase and restrict the processing of your personal data. You also have the right to revoke this consent to use your personal data. If you feel the XYZ Network Club has violated the EUGDPR, you have the right to file a complaint with the appropriate EU supervisory authority.

Please [sign/electronically sign/check box below], date and return by [email/submit] the below:

I consent to XYZ Network Club using my personal data for the purposes described in this notice and understand that I can withdraw my consent at any time.

gives consent does not give consent

Name of Individual providing Consent: _____

Address of Individual providing Consent: _____

Signature: _____

Date of Signature: _____

Commitment form

To be signed electronically or printed and signed.

Individual/Company/Organisation Pledge

I want to take actions to help change towards gender equality within the transport and logistics sector

Your name: _____

Email address: _____

Company/Organisation: _____



Attendee satisfaction survey

To access the full survey as a ready to use Google Form click here <https://forms.gle/QawKBGAKjK7WHzBt9>

Survey excerpt:

Event/meeting feedback

Thank you for participating in our event. We hope you had as much fun attending as we did organizing it.

We want to hear your feedback so we can keep improving our logistics and content. Please fill this quick survey and let us know your thoughts (your answers will be anonymous).

***Required**

How satisfied were you with the event? *

	1	2	3	4	5	
Not very	<input type="radio"/>	Very much				

How relevant and helpful do you think it was for your job? *

	1	2	3	4	5	
Not very	<input type="radio"/>	Very much				

Network Club meeting/event report

After each meeting, event, please prepare a report.

CONTENTS of the report

- *INTRODUCTION*
- *PREPARATIONS AND PROMOTION OF THE NETWORK CLUB MEETING*
- *AGENDA*
- *OVERALL PROFILE OF THE PARTICIPANTS*
- *MINUTES*
- *THE RESULTS OF EVALUATION AND FEEDBACK SURVEY*
- *PHOTOGRAPHS/SCREENSHOTS FROM THE MEETING*
- *THE PRESENTATIONS USED IN THE MEETING*
- *NEWS AND POSTS PUBLISHED ABOUT THE MEETING*

Find out more at

www.womeninlogistics.info

