

1. EMPOWER WOMEN

What happened to the female universe in this egocentric society where everything changes at the speed of light? That innate attitude women possess in taking care of life with empathy, as those who are always ready to welcome, has weakened, leaving room for mechanisms of competition and distrust in each other. Today there is a lot of talk about the values women bring starting from her family, to the company she works in. The theme of female leadership is used almost as a synonym for innovation. But the first thing we women should develop is our awareness of how we really feed our female universe. On which bonds and values is it based? How do we really perceive and relate to each other? Are we authentic in supporting each other with loyalty? When a woman judges and attacks another woman, she actually destabilizes herself and the whole system in which she is inserted. In obsessively cultivating from childhood the desire to want to be attractive and seductive, thereby condemning ourselves to conform and adhere to often unattainable stereotypes, we have traded our female magnetism, which is the powerful elixir of life regardless of age, appearance, shape or colour. Magnetism and attractiveness are two totally different things. The first is a rough diamond which must be mined and worked with care; it belongs to our sex as a natural endowment and if we are unable to recognize it in other women, we deny ourselves the possibility of being able to recognize it to ourselves. Empower is a verb that defines the action of transmitting 3 qualities in one: strength, courage and trust. We stop judging, attacking or blaming other women for their mistakes that we believe we would never have made. Let us stop distancing ourselves from the suffering that others have experienced or are experiencing. At times, we express ourselves with a ferocity between us that would not be used with men. We should look at each other in more awareness, seeing reflected in every woman we meet a piece of us. If we really want to be protagonists of our era and lead the change, instead of wanting to scale power on the male model we start by observing our female universe and its profound dynamics, we may be surprised at the contribution we are able to make in the management of complexity and uncertainty. Let us start by taking responsibility for supporting a higher spirit of solidarity and cohesion amongst us.