

How to change the perceptions of women in promotional posts

PRESENTED BY: Adéle van der Merwe

DATE: 15 Augustus 2023



SAOU

DIE VERANDERING IN ONDERWYS
THE CHANGE IN EDUCATION

Adéle van der Merwe

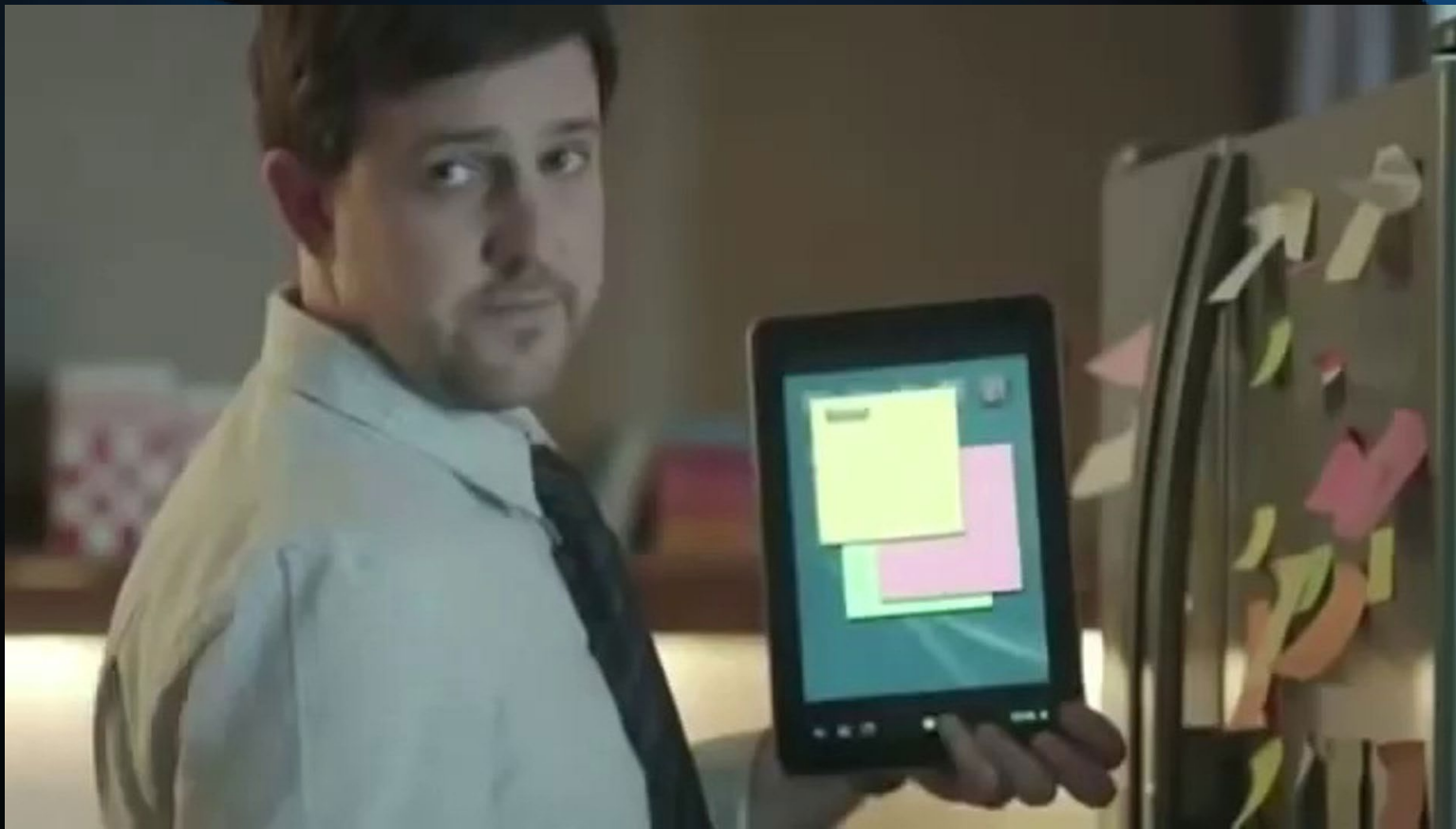
Background



Hoërskool Drie Riviere

- ✓ Medium size school
- ✓ Multi cultural school
- ✓ Parallel medium school Afr & Eng





SAOU



We may encounter many defeats, but we may not be defeated.

The logo for SAOOU, featuring the letters S, A, O, U in blue and the letter O in yellow. The letters are bold and sans-serif. The background of the slide features a dark blue horizontal band with a white geometric pattern of triangles and polygons on the right side, and a white background at the bottom.

A photograph of Michelle Obama smiling and giving a thumbs up. She is wearing a white top and large earrings. The background is slightly blurred, showing what appears to be a stage or event setting. A semi-transparent circular overlay is positioned on the left side of the image, containing text.

**There's power in
allowing yourself to
be known and
heard, in owning
your unique story, in
using your authentic
voice.**

- Michelle Obama

Be Authentic

The logo for SAOUI, featuring the letters S, A, O, U in a bold, sans-serif font. The 'A' and 'O' are yellow, while the 'S' and 'U' are blue. The letters are slightly shadowed, giving them a 3D appearance.

SAOUI

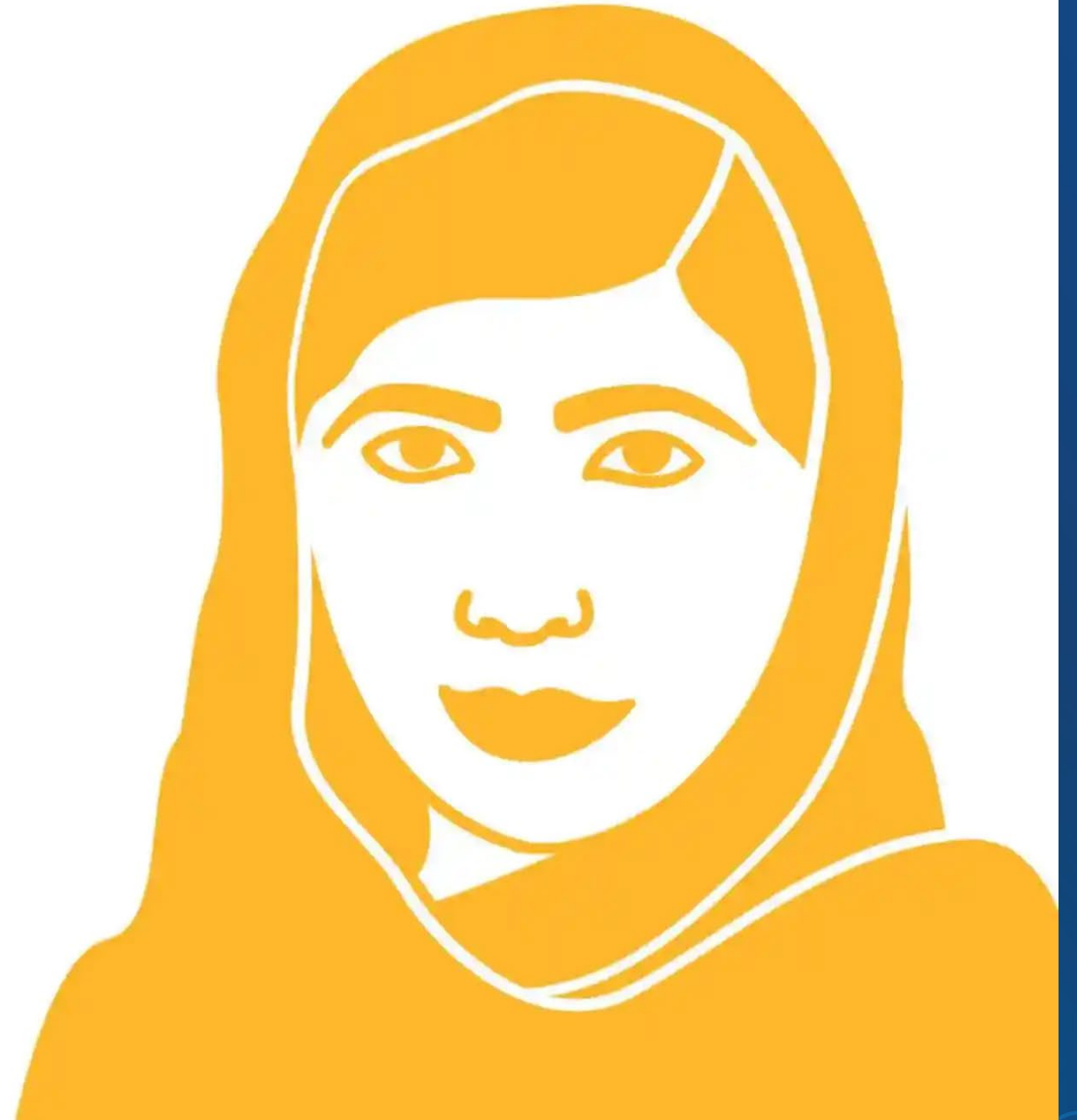
- ✓ People appreciate authenticity
- ✓ You don't need to know everything
- ✓ Every mother is a natural leader – use your instinct

“

There's a
MOMENT
where you have to
choose whether to be
silent or stand up.

Malala Yousafzai

*Pakastani activist for
female education*



NATIONAL BESTSELLER

"Riveting....It is difficult to imagine a chronicle of a war more moving,
apart from perhaps the diary of Anne Frank." *WASHINGTON POST*

WITH A NEW PREFACE BY THE AUTHOR

WINNER
of the
NOBEL PEACE
PRIZE

I Am Malala

THE GIRL WHO STOOD UP FOR EDUCATION
AND WAS SHOT BY THE TALIBAN

MALALA YOUSAFZAI

with CHRISTINA LAMB

SAOU



Being silent vs being strong

- ✓ Do not keep quiet when something is wrong
- ✓ 50% is not good enough
- ✓ Be honest - even if it bites back
- ✓ Challenge the status quo
- ✓ Risk management
- ✓ Good communication



SAOOU

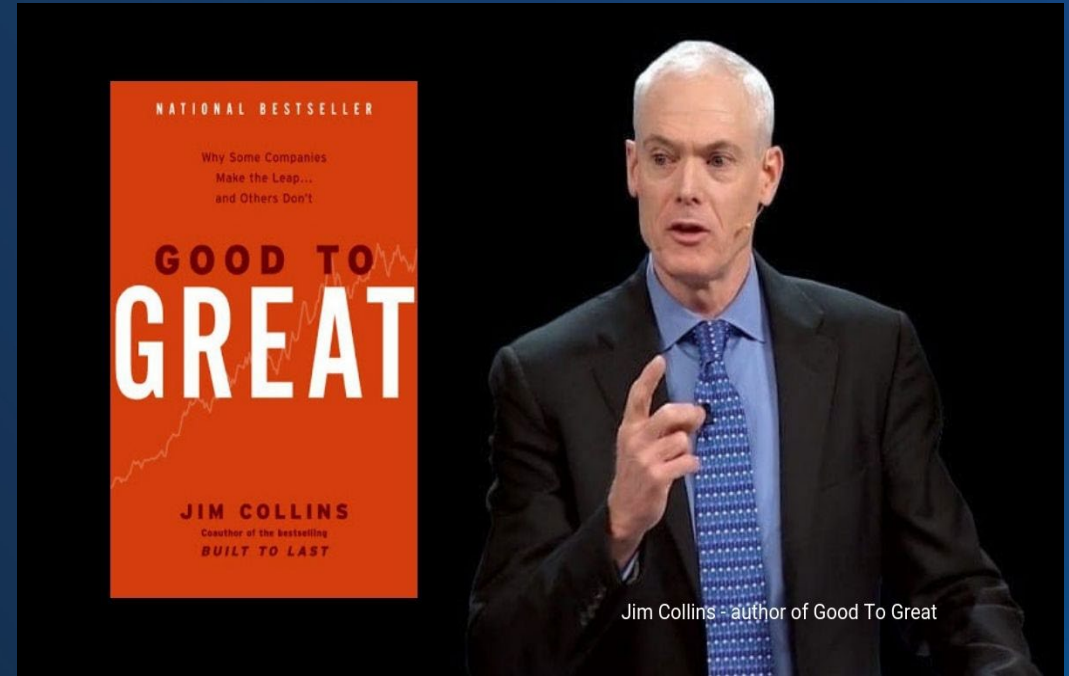
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"If your actions create a legacy that inspires others to dream more, learn more, do more and become more, then, you are an excellent leader."

Dolly Parton

Human resource management

- ✓ Inspire and assist the staff to reach their potential
- ✓ Be creative
- ✓ Do not accept the limits of the system
- ✓ Stay focused on the positives
- ✓ Be good to yourself



SAOU

You are purposeful

Ephesians 2:10

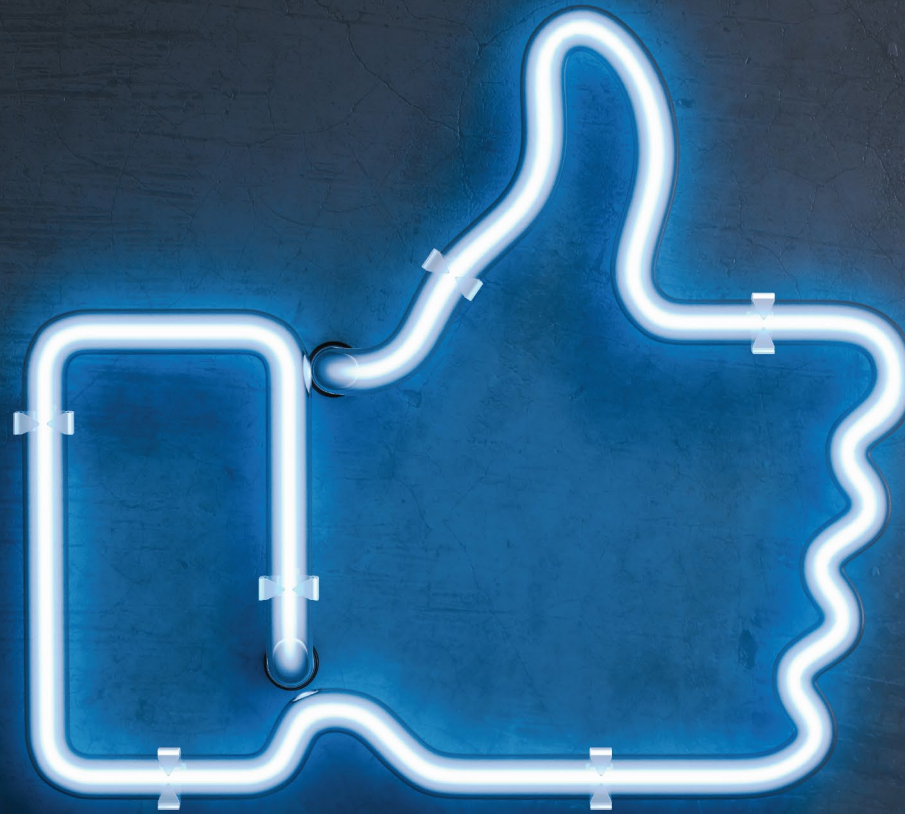
For we are God's handiwork, created in Christ Jesus to do works, which God prepared in advance for us to do.





SAOU

SAOU



012 023 1333



saou@saou.co.za



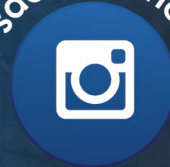
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SAOU National



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SAOU YouTube

