

Transformation
2 July 2012



Transformation through *Métamorphose*

On May 11 & 12, my Ivorian partner, [Dorcas Lasme-Adou](#) and I held the non-profit event, "Métamorphose: Become the Woman I Want to Be" in Abidjan, Ivory Coast. Our goal was - and is - to empower women entrepreneurs to launch and develop their businesses.

See more photos of the event [here](#).

Métamorphose, the personal side

See more photos [here](#) and a video of the National Choir of Cote d'Ivoire (with which I happened to be traveling!) [here](#).

In the Press



Read the article on *Métamorphose* [here](#).

Leggere l'articolo [qui](#).

Our process of empowerment consists of assisting women in becoming cognizant of their capabilities, defining an actionable, pragmatic plan around professional objectives and all the while increasing self-confidence and knowledge. It doesn't stop there; empowerment also includes strengthening the emotional resilience and support mechanisms needed for women to continue pursuing their objectives as they encounter inevitable obstacles along the way.

Did it work?

Were we able to empower the more than 60 women present for the two-day workshop? The feedback confirms that we're on the right track. Asked to indicate one key word which reflected their state of mind at the end of the two days, the participants' responses showed increased confidence and awareness (sure of myself, aware, confident...), an empowered attitude (remotivated, enlightened, boosted...), an experience of renewal (reborn, regenerated, transformed...), as well as a proactive approach (go for it, dare, the time is now...)

Testimonials

We are thrilled to have received some quite positive spontaneous feedback.

"I confronted my fears, limits and barriers. I refused to mourn the life that I could have had and the woman I could have been. I refused to be unsatisfied. I finally tried, and I succeeded! I've undergone a metamorphosis..." Continue reading [here](#).

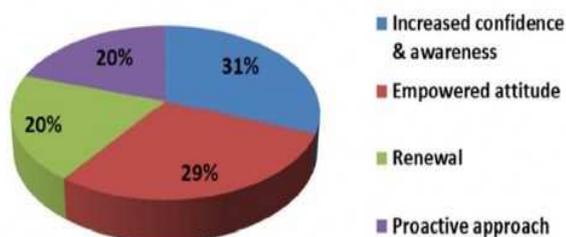
"You confirmed something that has been boiling in me for several years, all the while wondering if I was able to do it, how and where to start. Thank you, thank you very much Valerie. These two days helped me to take that important step, to explore new horizons, to take new paths..." Continue reading [here](#).

Self-Confidence Instructions

Wouldn't it be nice if the steps to becoming more self-confident were explained as simply as, say, the steps to making chocolate cheesecake? Well, my Métamorphose partner Dorcas and I think it should be. That is why we put together a short instruction manual, specifically for women, with instructions on how to increase your self-assurance. Read the condensed version [here](#).

Lire l'article en français dans [ProueSSes](#) (p. 9).

Impact on participants



Moving forward

We are continuing our efforts in empowering the entrepreneurial women of Ivory Coast and other French-speaking West African countries, with the further aim of achieving a positive and sustainable impact both economically and socially. We have organized follow-up meetings for Métamorphose participants - small, structured groups whose purpose is to support one another's advancement in reaching individual objectives. We will be monitoring their progress in order to best accompany these women to success. And naturally, we have "Métamorphose: Act 2" in the works.

As our first Métamorphose event was self-financed in virtually its entirety, we are currently in the process of establishing a non-profit organization to raise funds for our ongoing actions. Please help us help the women entrepreneurs of Africa. If you are interested in somehow participating or contributing, please contact me at metamorphose@valerieryder.com.

Enjoy the summer! Buona estate a tutti! Bon été à tous!

Valerie

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