

Gender

Delta Air Lines empowers female future leaders

By Diana Mensah



DELTA Air Lines, in partnership with Junior Achievement Africa, has held its maiden Regional Lead Camp, hosting 30 high-school girls from Ghana, Nigeria and South Africa. The aim is to empower them with

the leadership skills needed to become exemplary future leaders.

Dubbed "Inspire Inclusion for African Girls", it aimed to address the unique challenges faced by African girls, emphasising the importance of empowerment, representation and access to opportunities to mark this year's International Women's Day.

The boot camp sessions were designed to provide

comprehensive insights and skills essential for personal and professional growth.

Throughout the camp, the beneficiaries had the opportunity to be coached by female Delta volunteers and other accomplished women from various industries.

The lessons taught included personal branding, leadership, the power of conviction and self-confidence, emotional intelligence, careers in STEM and etiquette.

Call to action

The General Manager of Delta Air Lines, Eloina Baddoo, said the theme was a profound call to action aimed at fostering a more equitable and inclusive society, hence the need for institutions to design educational programmes that considered the differences and unique traits of individuals.

Recounting how she commenced her career as an intern at Delta to General Manager, she said her journey

signified the commitment of Delta Airlines to helping women progress in their careers and achieving their potential.

She said historically, the aviation industry did not have a good female representation. However, Delta has worked over the years to change that narrative.

The programme, Ms Baddoo said, would help women and young girls to progress their careers and achieve their potential in the future.

She, therefore, urged parents, guardians and people of influence to look out for those young girls by looking at their challenges to help them become high-achieving women by deepening their knowledge and skills to unlock their boundless potential.

Ms Baddoo urged young girls to take up online and in-person certification courses, adding: "We need to put in the work by learning not just formal education, but studying different things, including etiquette, presentation skills and the things that will help you succeed."

Networking and mentorship

The Director of Programmes, Anglican Diocese of Accra, Rev. Akua Ofori-Boateng, urged

young women to prioritise networking and mentorship in building their careers.

She explained that the right network system would enhance their capacities and make them competitive in their career and academic front.

Rev. Ofori-Boateng further urged them to take immediate action to venture into any space that would empower them and inspire the next generation of women.

She also encouraged young women to embrace continuous learning and admonished them to be assertive about their skills while building a strong and supportive network system.

The Regional Director of West Africa, Norfund, Naana Winful Fynn, also advised the young girls to have confidence in their contributions and to seek out mentors at all levels, saying, "Look out for people who will invest in your success and help you succeed."

She urged the young ones to step out of their comfort zone and make contributions even in uncomfortable situations.

"As we celebrate this day, it is an opportunity for women to remind ourselves of the fact that we deserve to be here and find ourselves as qualified as anybody else."



• Naana Winful Fynn (arrowed), Regional Director of West Africa at Norfund, with students at the Delta Air Lines Girls' LEAD Camp which marked International Women's Day 2024. Picture: CALEB VANDERPUYE