**Women Empowerment Outline**

Phase 1 outline

Introduction

Democracy without women is incomplete. Ideally, when women were engaged in civil society and government leadership in Colombia, the United Nations successfully pushed for the adoption of the 30 percent quota for women candidates in national elections. This is evident that women can participate in political campaigns and election in multiple ways if the national and local elections offer them support. Specific measures have to be put in place to eradicate barriers present as a result of gender discrimination and other necessary measures to gender equality and empower women. Various challenges may hinder women from effective participation in presidential campaigns. These challenges hinder the achievement of sustained development, democracy, peace, and achievement of equality and inclusion in the decision-making process. These include a lack of knowledge, techniques, and tools to advice, change of attitudes and behaviors ideal for improving the political will and commitment of women to participate in presidential campaigns

1. Analyzing the situation
	1. Women face under-representation in parliament and other obstacles during political campaigns.
2. Analyzing the organization
	1. Women that adopt for presidential campaigns are often affected by conditions that they anticipate from candidacy
	2. Public perception and persisting gender roles have proved to be resistant features to feminist critique
	3. The external environment which entails competitors, opponents and supporter make women candidature encounter pitfalls
3. Establishing Goals and Objectives
	1. The goal is to ensure that women participate fully and equally, access opportunities for leadership at every level of economic, political, and public decision making
	2. Second, increase women's participation at the local level.
	3. Third, making structural changes to achieve equal opportunity with more women participating in political leadership positions
	4. The fourth goals are to introduce political finance reforms
4. Formulating Action and Response Strategies
	1. The actions include encouraging women to take political positions and actively involve themselves in presidential elections
	2. Higher learning institutions will have offer opportunities to women and center on politics and public life to prepare them for leadership responsibilities
5. Developing the Message Strategy
	1. Online social media has become popular and increase to be popular among the public.
	2. Besides, participation in community sports programs will reframe people’s mindset and foster leadership skills among women.