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CREATIVE

# Women *Leading* Change

A commitment to  
women's leadership



## Women's leadership is the foundation upon which Creative Associates International stands today.

From the vision and drive of four women entrepreneurs in 1977 to our enduring commitment to empower women across the globe to build positive change, women's leadership is the pulse that runs through Creative and has remained a core value of the company since its beginning.



## A legacy and a promise



From left: Cheryl Jones, Mimi Tse, Diane Dodge and Charito Kruvant. Kruvant was a pioneer in bilingual education who went on to serve as President and CEO of Creative until 2014 and now serves as Chair of the Board.

### ***A powerful foundation***

In 1977 in a Washington, D.C. basement, four women with diverse cultural backgrounds who were passionate about educational excellence, equal opportunity and self-sufficiency founded the enterprise that would become Creative Associates International.

The four women entrepreneurs collaborated first on education programs in the U.S. and then globally, over time expanding into international education, governance, economic development and peacebuilding.

Their mission, which has stood the test of time, was clear: to empower communities and individuals in need to realize the positive change they seek. But the way forward was not as smooth. They were women entrepreneurs at a time when federal contracting was dominated by men, when the United States' Equal Rights Amendment was only five years old, and when

women were struggling globally to have their voices heard, to exercise their rights, and to make their mark.

Nonetheless, they persisted. There was a mission and a vision to pursue despite the barriers. Their dedication and entrepreneurial spirit helped to build Creative's reputation for innovation, initiative and flexibility.

Today, Charito Kruvant serves as Chair of the Board of a company that has since grown from four women to nearly 1,000 experienced professionals, including many talented, intelligent and dedicated women leaders. Members of her family have followed her lead to support the company's mission in key positions.

Across more than 25 countries, Creative works to ensure that women and girls have equal access, control, participation and protection to men and boys, a promise from the past and an investment in the future.



*"Alone, I tried to do something for myself and others. Together, we can change the world into a better place for all."*

– Charito Kruvant, Founder and Board Chair



# Developing strong women to lead

Since our founding more than 40 years ago, Creative has been committed to empowering women, especially women who are called to lead and inspire others.

With a nod to the past and in recognition of the persistent need to develop women leaders both now and for the future, the Creative Women’s Leadership Program is a unique professional development initiative for mid- and senior-level women at Creative seeking to refine and harness their leadership, managerial, and business potential. Designed to enhance Creative’s competitive advantage, the 10-month program enables women leaders to pursue specific organizational goals and increase their leadership roles within the international development community.

The customizable curriculum focuses on developing the Executive Core Qualifications identified by the U.S. Office of Personnel Management, namely: Leading Change, Leading People, Results-Driven, Business Acumen, and Building Coalitions.

Rooted in Authentic Leadership, the program provides a unique balance of lectures from experts, collaborative activities and application, peer coaching and mentorship opportunities for junior staff. Participants develop “leadership frameworks” based on various assess-

ments, including the Gallup StrengthsFinder and a 360-degree Leadership Assessment, to increase awareness of their own strengths and apply course topics to their work at Creative.

This intensive leadership methodology is called The Creative Way of Women’s Leadership and encompasses key lessons from founder Charito Krivant’s successes and challenges as one of development’s most influential women and successful entrepreneurs. Building on Creative’s commitment to women’s empowerment, the program ensures a legacy of sustained and visionary women’s leadership for both Creative and for the field of international development.



*“I’m inspired by the Creative Women’s Leadership Program. It empowers not only through knowledge and skill-building, but by connecting an extraordinary cohort of women and empowering us with a collective voice.”*

– Eileen St. George,  
Vice President, Education Division





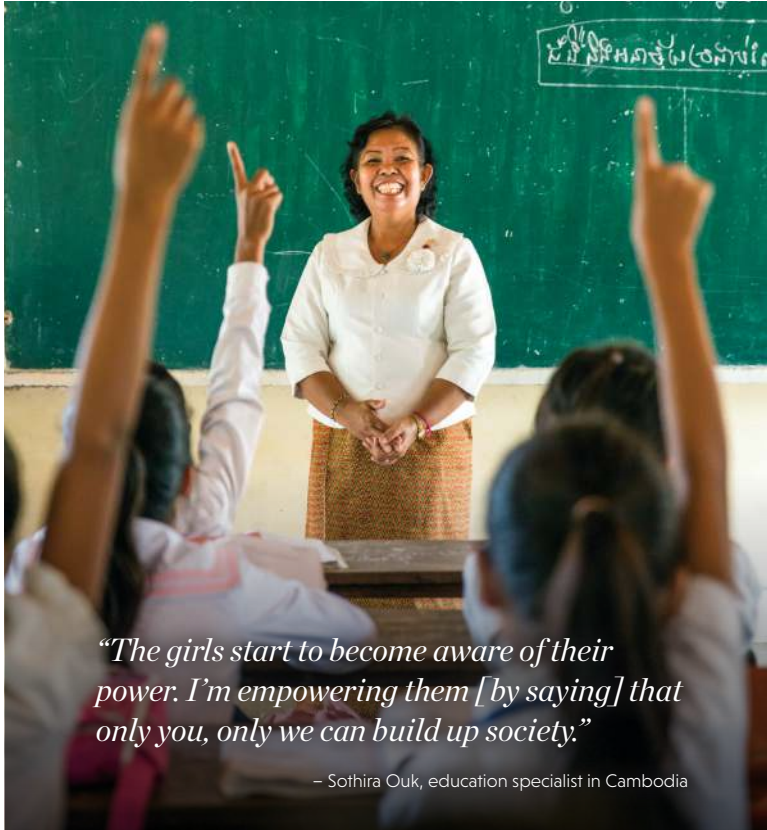


## Inspirational leadership

Creative is inspired and motivated by the leadership of its female staff, partners and beneficiaries. In fact, through the *In Her Hands* Inspirational Women's Award, Creative honored 14 inspirational women from across the globe for their contributions to positive change in their communities, including some of the women below.

*“My goal has been the counternarrative for people to see everyday life, and they normally don't get that from the media... Telling other people's stories can help you heal.”*

-Fati Abubakkar,  
photojournalist in Northeast Nigeria



*“The girls start to become aware of their power. I'm empowering them [by saying] that only you, only we can build up society.”*

- Sothira Ouk, education specialist in Cambodia



*“I want to be one of the ones who was standing and transforming Honduras through hope, motivation and working hard with the younger generations.”*

- Miriam Canales, former staff of  
Alianza Joven Honduras-USAID



In memoriam of  
Renuka Pillay, long-  
time Creative staff and  
dedicated educator  
who supported the  
empowerment of  
women and girls around  
the world.



*“Changing people's mindset is really difficult. It is hard, but I would say that once you are able to prove that you are sincerely doing your efforts and you really want to bring this change, then ultimately the spaces will open up for you.”*

- Sarwat Jahan, former Creative staff in Pakistan

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