

# TAKE THE LEAD PROGRAM

*Empowering women across Pakistan to grow, lead, and transform their future*

## About PAGE

PAGE Foundation is a non-profit organization, initially registered under the **Trust Act of 1882** (Registration No. **1349**) in **June 2014**. Demonstrating its commitment to transparency and good governance, the Foundation received formal certification from the **Pakistan Centre for Philanthropy (PCP)** in **November 2020**.

In alignment with its evolving organizational goals and to strengthen its legal and operational framework, PAGE Foundation transitioned its legal status in **2024**. It is now officially registered with the **Securities and Exchange Commission of Pakistan (SECP)** under **Section 16 of the Companies Act, 2017 (XIX of 2017)**, bearing Registration No. **0277277**.

PAGE Foundation, having its geographic footprint across Pakistan, envisions Pakistan to be a place where every girl can aspire for a secure future and has sustained access to quality education through lobbying, innovative policies, and advocacy tools and techniques.

## About Mexoxo

Mexoxo is dedicated to democratizing education for women worldwide. We see great potential for collaboration with PAGE to introduce the Take The Lead program, developed with Ivy League eCornell University.

Locations: Mexico & Greece

## Take The Lead Program

"**Take The Lead**" is a globally recognized online learning program developed by **Mexoxo** in collaboration with **Ivy League eCornell University**. Designed for women aged 18+ with English proficiency and internet access. Covers leadership, digital marketing, entrepreneurship, time management, and career advancement through a five-course online curriculum. The program is designed to empower **10,000 women across Pakistan** by equipping them with key skills in **leadership, digital marketing, entrepreneurship, and career development**.

- **Age:** 18 above
- **Registration Period:** 2 weeks
- **Eligibility:** Women aged **18 years and above**
- **Program Duration:** 22 active hours. Have up to **4 weeks** to complete and receive certification after registration

- Registration Link: <https://www.mexoxo.com/page-take-the-lead>

### Strategic Partners & Roles

Partner	Core Contributions	Role
Mexoxo	Program creation & platform	Creator and global provider of the "Take The Lead" program in collaboration with eCornell.
PARCO Gunvor	Funding & visibility	Financial supporter enabling free access to 10,000 women in Pakistan.
PAGE Foundation	<i>Delivery Partner – Pakistan</i> Outreach & implementation	On-ground implementation partner responsible for outreach, facilitation, and reporting.
PMYP (Prime Minister's Youth Program)	<i>Strategic Partner – Pakistan</i> Strategic promotion through youth channels	Promotes the program through youth networks, universities, and digital platforms to ensure wide reach and inclusive participation.

### Course Modules

- Becoming a Powerful Leader
  - Fundamentals of Digital Marketing
  - Entrepreneurial Thinking
  - Career Assessment Skills
  - Managing Time and Priorities
- Becoming a Powerful Leader**
    - Understand leadership vs. management
    - Create strategies for leadership challenges
    - Master motivation techniques
    - Build career growth skills
  - Fundamentals of Digital Marketing**
    - Learn customer-centric marketing
    - Identify key digital marketing players
    - Conduct brand audits & develop unique brand voice
    - Craft creative marketing strategies
  - Entrepreneurial Thinking**
    - Develop an entrepreneurial mindset
    - Identify and scale new business opportunities
    - Manage risk and sustain success
  - Career Assessment Skills**
    - Create a career action plan
    - Strengthen networking skills
    - Develop a personal brand

- Enhance résumé & LinkedIn profile
- Prepare for business interviews
- 5. **Managing Time and Priorities**
  - Master time management skills
  - Conduct priority audits
  - Align tasks with skills for better productivity
  - Achieve work-life balance

### **Join the Movement!**

Let's collaborate to bring Take The Lead to women in Pakistan.

Together, we can create lasting impact through education and empowerment!!