



Leadership & Mentorship p Journey

ALEXANDRA BĂLȘEANU

ALEXANDRA ELLY
NEMȚOIU

ANA MARIA IORGA

AGENDA



ABOUT US



MENTORSHIP
JOURNEY



LEADERSHIP
PROGRAM

ABOUT US - Alexandra Bălșeanu

Founder GO-AHEAD Association (2017 - present)

Owner GO-TECH Consulting (2016 – present)

Mother (2010 – present)

Background: Mathematics &IT, E-Business

Over 15 years experience: educational projects for children, students, teachers, structural funding consultancy and implementation, business consultancy, management, presales, project management, training and implementation services

Over 25m EUR non-reimbursable funds in the last 4 years

*Education is the
most powerful
weapon which you
can use to change
the world
(Nelson Mandela)*

ABOUT US - Elly Alexandra Nemțoiu

Owner ELLEVENTS Consulting (2015 – present)

Event planner & Social Media Strategist (2007 – present)

Background: Journalism, Communication, Digital

“Communication - the human connection - is the key to personal and career success.”

Paul J. Meyer

I believe there is always a great story to be told, so I aim to find the best tools in order to spread around wonderful stories about people and brands.

For the last 4 years I am a digital marketing consultant working together with great people at ELLEVENTS Consulting - marketing and event management agency that I proudly established in 2015.

Hai cu noi sa
facem BINE! ☐
@Ana Maria
Iorga

ABOUT ATELIERUL DE BINE



www.atelieruldebine.ro

”Atelierul de bine” is an NGO, established in 2015 with the main purpose to support the education of disadvantaged children in rural areas.

Ana-Maria Iorga, the President of the association, is taking care of **450 kids** and their families, providing them school supplies, food, clothes and hygiene products.

Every month she develops different workshops and activities, where she can offer them psychological counseling. During the summer some of the kids get the opportunity of going to camps. Ana is actually delivering happiness.

With the help of her friends, other great people and sponsors Ana has managed to keep those kids in schools and to improve their lives.

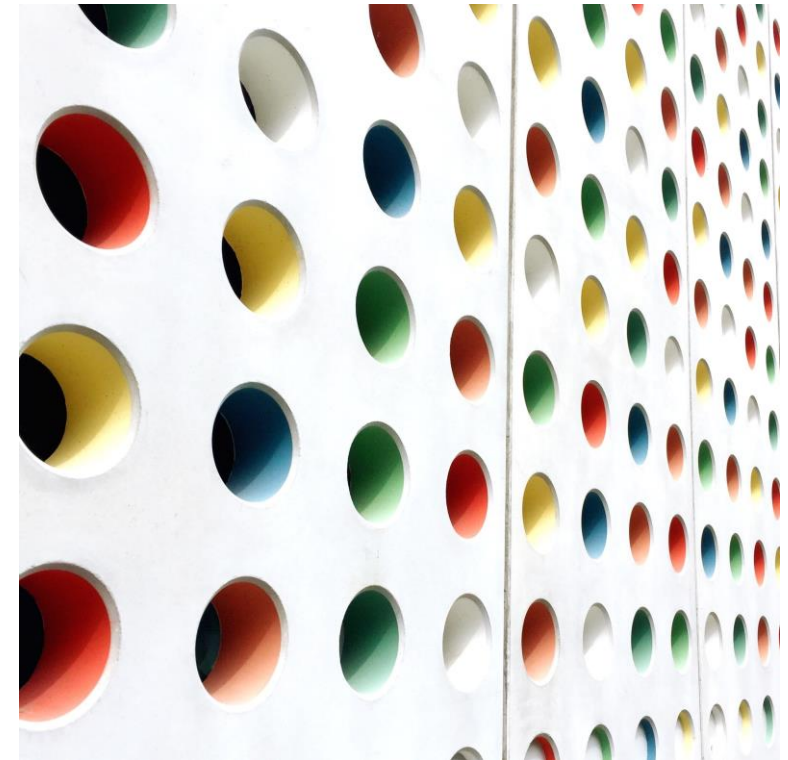
OBJECTIVES for ATELIERUL DE BINE

Objective 1 – Elaboration of the Association Calendar for 2021 (deadline – October 2020)

Objective 2 - Elaboration of the Association Budget and Cash-flow for 2021 (deadline – October 2020)

Objective 3.1 – Elaboration of the Association Profile and Presentation that will be sent to sponsors and partners

Objective 3.2 - Building of a CRM structure for Association contacts database



July – November – 12 meetings

RESULTS



- Business Plan for Atelierul de Bine (Association/Shop)
- 2021 Calendar
- 2021 Budget Estimation
- 2021 Cash Flow Estimation
- Contacts (Sponsors, Partners, Volunteers) Database

- Reorganized
- Mision, Vision, Scope, Objectives
- Presentation – Powerpoint for Sponsors (Association Profile)
- Presentation with Projects
- Ana's Personal Story

- Website Plan , Covers

TO - DO

- SHOP in Facebook
- Applying for European F

**WELL-DONE
ANA!!!**

INSIGHTS

- The results came with a lot of satisfaction and a lot of work 😊
- We believe that this experience gave us the opportunity to discover new things about ourselves both personally and professionally
- Ana seems to be more confident today about her input and work with "Atelierul de Bine"
- This journey is the start of a beautiful friendship
- We are feeling proud of our mentee!

Thank you BWFR for this amazing journey!