



WOMEN LEADERS IN REAL ESTATE

2016-2020 Strategic Plan

## **INTRODUCTION**

As a part of ULI organization in Turkey, an Advisory Board of Woman Leaders in Real Estate has been established in 2016, with contributions of leading directresses in real estate industry for the purpose of determination of complications and needs of women working in real estate industry and development of concrete and feasible solution suggestions. The Advisory Board will revise and affirm its strategy on an annual basis and establish a work plan for the upcoming year.

## **MISSION AND OBJECTIVES**

The mission of Woman Leaders in Real Estate is to increase the number of women employees and women leaders in the real estate industry and to enhance their efficiency and presence.

“Woman Leadership in Real Estate” refers to women leading for themselves, their professional life, their colleagues and companies maintaining a work/life balance.

## **2020 VISION**

The 2020 vision of ULI Woman Leaders in Real Estate is to comprehend the needs of women employees in the industry and to create a platform of collaboration to address such needs. Women Leaders aspire for a future state in which visibility and representation of women in the industry is raised via various platforms. To achieve this vision, the following objectives and action steps are determined:

1. Analysis of status and needs of women employees in all fields of real estate industry

### Action:

- A survey is planned to be conducted in 2016. After analysis and reporting of survey results, if and when required, meetings will be organized with women working in selected companies.

2. Motivating the presence of women and supporting the increase of the number of woman leaders in the real estate industry.

### Action:

#### **Information and Awareness**

- Use of social media tools and channels;
- Publishing and distributing reports about panels and other relevant activities;
- Conducting video, interview and promotional activities by using mass media and communication means in order to enhance women career and visibility in the industry.

#### **Communication**

- Connecting to the public administration (Ministry of Labor and Social Security, Ministry of Family and Social Policies);
- Connecting to the private sector (Boards of Directors and Human Resources Departments of the industry leader companies);
- Connecting to the non-governmental organizations;
- Connecting to the national media;
- Connecting to other women's associations (WLI, Turkish Women International Network, Kagider [Women Entrepreneurs Association of Turkey], etc.);
- Connecting to the universities (career days, student clubs, etc.); and
- Reporting the experiences of sample firms through case studies to other firms in the real estate industry (Supporting sustainable career planning initiatives for women, and creating awareness for offering flexible working hours as well as half-time working alternatives to women, who come back to work after maternity leave, etc.).

### 3. Supporting the career development and enhancing presence and efficiency of women working in the real estate industry

#### Action:

#### **Education and Organization**

- Offering various trainings addressing the demand and needs;
- Organizing panels and conferences for enhancement of presence and efficiency of women in the industry;
- Communicating with organization committees so as to encourage representation of women in all platforms, particularly industry related conferences and panels; and
- Seeking out the possibility of free entrance of the selected woman leaders to the industrial conferences (ULI Paris, ULI Turkey, GYODER, AYD, etc.).

#### **Mentorship**

- Introducing a Mentorship Program wherein women leaders experienced in their own fields mentor women employees who are in need of such professional guidance.

#### **GOVERNANCE**

##### Advisory Board of ULI Women Leaders in Real Estate for 2016/2017:

1. Pınar Ersin Kollu
2. Ayşe Hasol Erkin
3. Neşecan Çekici
4. Didem Erendil
5. Buket Hayretci

6. Burçin Sezen
7. Şenay Azak-Matt
8. Ceyda Çarmıklı Kılıçaslan
9. Banu Vargı Tümay
10. Sevdâ Alkan
11. Melda Bayraktarođlu
12. Güniz Çelen
13. Fatma Çelenk
14. Ayla Heyfegil
15. Didem Muslu
16. Eser Özbay
17. Füsün Yılmaz Phillipson
18. Gülfem Tandođan
19. Elvan Otkar
20. Harika Uyanık
21. Duygu Merzifonluođlu
22. Sira Kazancıođlu

## MEETINGS

The Advisory Board meets on the second Friday of every month. Meeting agenda is sent to participants prior to the meeting.

## MEMBERSHIP

Members of the Advisory Board are required to participate in at least half of the meetings organized in a calendar year. New members may also be invited to the Board by unanimous vote of participants of an Advisory Board meeting.

## 2016/2017 WORK PLAN

TASK	DEADLINE
Creation of WL web page under ULI Turkey link	15.12.2016
Formation of a database for survey/ contacting potential sponsors	9.12.2016
Initial contacts with the companies in the database	16.12.2016
Sending out and follow-up of the surveys	Jan-Feb 2017
Analysis of the survey results and reporting	March 2017
Announcement of the report / Press Conference, Presentation and Panel	April 2017