conscious leadhers™

Audacious Inside-Out

An initiative by

CARMEN MURRAY communications

Mission, vision and strategy

01

Who are **we**

Conscious LeadHERS is a **Women in Leadership Movement** that now consists out of 6 000 change agents dedicated to *make the world a better place for all.*
We are hope activists, determined to drive **Human Empowerment, Responsibility and Sustainability.**

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Audacious Inside Out

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OUR COMPASS

Developing an army of critical thinkers to solve tomorrow's problems today by embedding practical thinking into daily decisions, leadership, and systems for real-time impact.

01 Our Mission

Our mission is to inspire Audacious Inside Out Leaders —from the boardroom to the living room—to build a fortified, hopeful future we all want.

02 Fundamental Belief

We believe through the development of leadership and critical thinking skills, we can build the world we want.

03 Our Role

To cultivate a confluence of transformational leaders across industries, organisations, and teams—fostering community-driven learning and immersive experiences in Personal Mastery, Business Mastery, and Leadership Mastery, while staying ahead in a rapidly evolving world.

04 Our values

Lead with heart. Stay relentlessly curious. Be fueled by difference. Think holistically. Bring out the greatness in ourselves and those we lead. Take bold action. Create conscious impact

OUR COMPASS

Developing an army of critical thinkers to solve tomorrow's problems today by embedding practical thinking into daily decisions, leadership, and systems for real-time impact.

05 Authentic Intelligence Framework

Our Framework identifies 7 core areas essential for developing human potential and consciousness. This framework allows leaders to leverage the duality of human and machine intelligence to navigate complexity with wisdom, agility, and ethical foresight

06 Sytems View

Instead of treating symptoms, Systems Thinking identifies root causes of challenges—allowing leaders to frame appropriate interventions that move entire ecosystems toward mutually desired outcomes.

07 Our Strategy

Grow Custom Programmes
Begin Open Programmes
Grow Corporate Membership
Achieve 1 Billion Hope Hours by 2030
Expand Global Foot Print

08 Enablers

Running of smooth operations.
High Energy, High Care
Digital learning, borderless connection and collaboration to build our Fortified Future.
Organic Leadership Growth Model that enables Community Learning, Cross Industry, cross discipline collaborations.

Our community

02

Our community

The Conscious LeadHERS community is a dynamic and ever-evolving network of over **6000** women of impact. What began as a social media campaign ignited **curiosity, collaboration, and a movement**—a space where women lead, think, teach, create, and educate.

For over **seven years**, our podcast has connected **thought leaders, disruptors, and changemakers** across **50+ countries**, offering a platform for stories that inspire action. As we celebrated our **1st Year of Conscious LeadHERS (Jan 2023 - Jan 2024)** of Conscious LeadHERS, our philosophy remained unchanged:
"Build the ark, and they will come."

And they have—whether an audience of one or two hundred, we show up with the same energy, commitment, and purpose. In just **one year, over 6,000 women** joined our movement and the participation is out of this world.

More than just a learning space, this is a hub for educators, storytellers, and innovators who uplift and inspire.

Each session leaves us energised, connected, and eager for what's next.

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Conscious Lead**HERS Community Learning**

Youth Collab

Wednesday Workshops

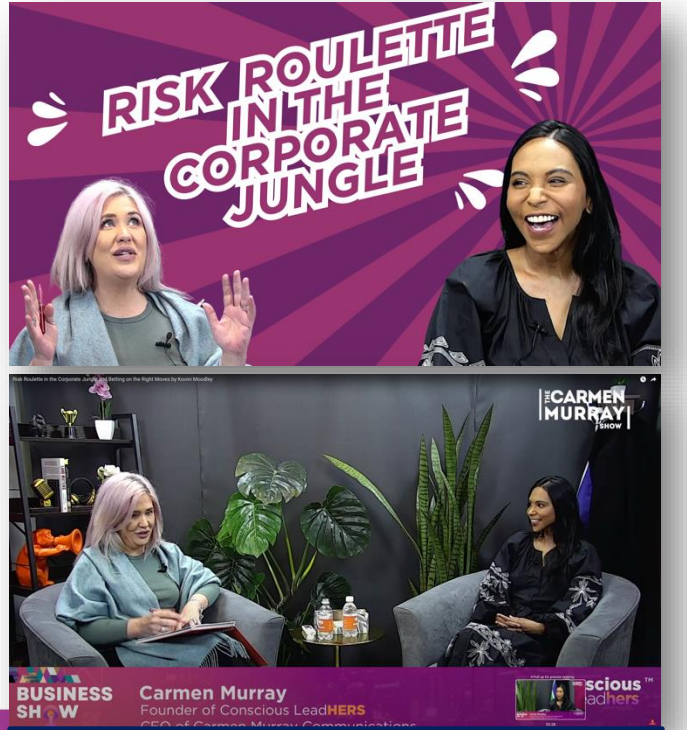
ESG Series

Guest Fireside Chats

Podcast and Magazine

Download Magazine

Conscious LeadHERS Podcast



Podcast _ YouTube Channel

podcast

highlights

Highlights

Boardroom Adventure

Our impact

03

This is the Impact in 2024

Conscious LeadHERS since its inception 29 January 2024 expanded rapidly.

Conscious LeadHERS directly links its impact to **SDG 4 (Quality Education)** by providing lifelong learning, and we are excited to contribute to more accessible and affordable education globally with our Conscious LeadHERS initiative.

5 000
(End of 2024)
Women in Leadership Network

15 740
(End of 2024)
Humans Impacted

834 220
Hours of Education Delivered
(Hope Hours)

49
Countries

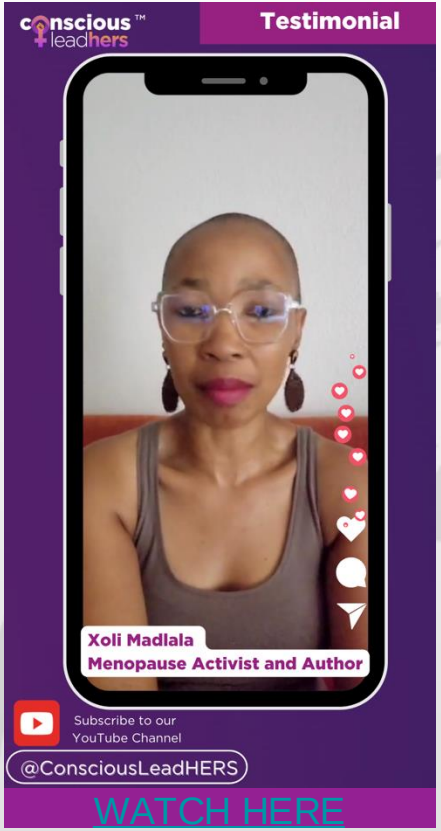
200
One on One Coaching
Women and Youth

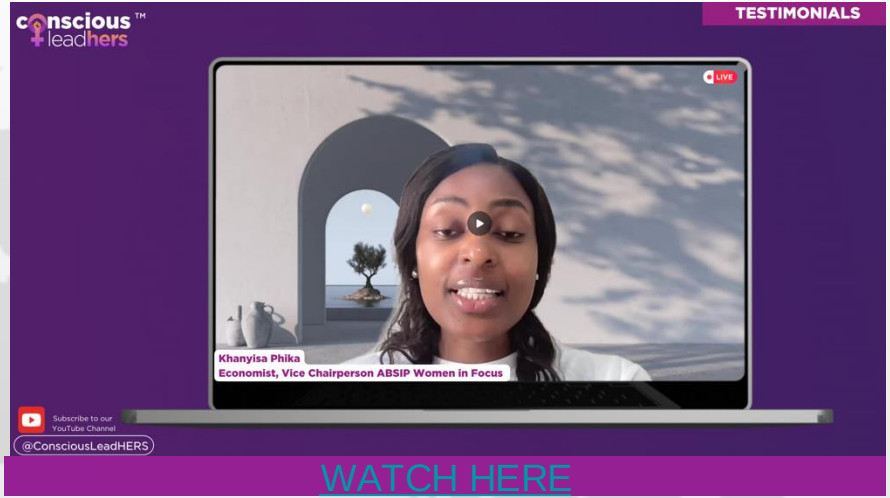
SUSTAINABILITY

SDG 4: Quality Education
SDG 5: Gender Equality
SDG 8: Decent Work and Economic Growth
sDG 10: Inequalities
SDG 12: Responsible Consumption
SDG 17: Partnerships

BBEEE Compliant

Testimonials





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What can you come to us for

04

What can you come to us for

Strategic Advisory

Comms

Podcast Partnership

Leadership Development

Events

Culture Transformation

Download CMC Brochure

About the founder

05

Experience as an Educator

Carmen Murray is a pioneering educator, thought leader, and strategist, dedicated to shaping the future of marketing, leadership, and digital transformation through education.

With a strong foundation in Customer Experience (CX), Technology, and Human-Centred Marketing, Carmen has played a pivotal role in bridging the gap between academia and industry, ensuring that education remains relevant in an ever-evolving digital economy.

Driving Educational Innovation

Founder of The Connected Marketer in Africa – An educational advisory dedicated to upskilling marketers in the age of AI, digital transformation, and customer experience.

Academic Contributions – Carmen co-authored **SETA-accredited courses** in Mobile Marketing for the **University of Johannesburg (UJ)** and has designed and facilitated educational marketing events at universities and business schools.

Research & Thought Leadership – She has conducted groundbreaking research reports for UJ's Marketing Department, presenting key insights to academics and industry leaders across universities.

Textbook Author – Co-authored her first academic textbook, Digital Marketing: A South African Perspective, written by South African authors for a local market and now distributed in universities.

Global Educator & Keynote Speaker – Carmen has delivered keynotes across 40 countries, including international business schools, and serves as a guest lecturer at both local and global universities.

Read Full Bio

Her industry contributions include MMA, IAB, DMA, MRMW, AMASA, and BOGDM, which includes GIBS, JBS, UJ, Henley Business School, AAA School of Advertising, and an array of local and international business schools. She lectures and co-authors educational books at the University of Johannesburg (UJ) and is an accredited local and international course creator.

Carmen has served on the following councils:

* IAB: Innovation Council
* IAB: Education and Transformation Committee
* Representative of the Professional Body for Digital Practitioners in South Africa
* Faculty Member for RebaOne Academy
* Juror for Financial Times Adfocus Awards, IAB, Advertising Association of South Africa
* Exclusive representative of The Connected Marketer™ in Africa.

thank you

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FREAKISHLY EFFECTIVE CONTENT

Please feel free to contact me if you have any questions.

Then let's talk.

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