



Dear BPW Sisters around the world,

Today marks a truly historic moment for BPW International.

Today, **9 February**, we officially launch **BPW LISTENS – Your Voice Matters**, our first global listening survey — created to hear and honor the voices of BPW women in every region of the world.

This initiative is the result of months of collective work, dialogue, testing, and careful preparation.

We listened first.

We learned.

And we refined — because **we believe that listening is an act of respect, trust, and leadership.**

BPW LISTENS is much more than a survey.

It is an invitation.

An invitation to every BPW woman — regardless of age, experience, role, or length of membership — to share her reality, her perspective, and her hopes for the future.

No voice is too small.

No member should be left out.

From today and over the coming weeks, the survey is open to BPW members worldwide. During this time, I invite all of you — leaders, regional coordinators, ambassadors, focal points, committee chairs, and members — to **help ensure that this invitation reaches every BPW woman.**

All official information, including the survey link and guidance, is available on our website and social media channels. Please share these resources widely and speak about the survey in your clubs, meetings, and networks.

The results of BPW LISTENS will directly inform our future priorities, strategies, and actions — helping us build a BPW that is more inclusive, more responsive, and more aligned with our members' real needs.

Let us make this a global movement.

Let us ensure that every BPW woman knows: **her voice matters.**

Thank you for your commitment, your leadership, and your belief in the future we are building together.

Diana Barragán - President, BPW International