

PREMILA JINA



Rise and Radiate .

*Leadership Development
for Women of Colour*

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*From silenced to
seen, heard, valued
& respected*



Premila Jina
| Inclusive Leadership Expert

Build the practical skills, strategic visibility and leadership toolkit to own your voice, influence decisions and advance with confidence over a focused 12-month journey.

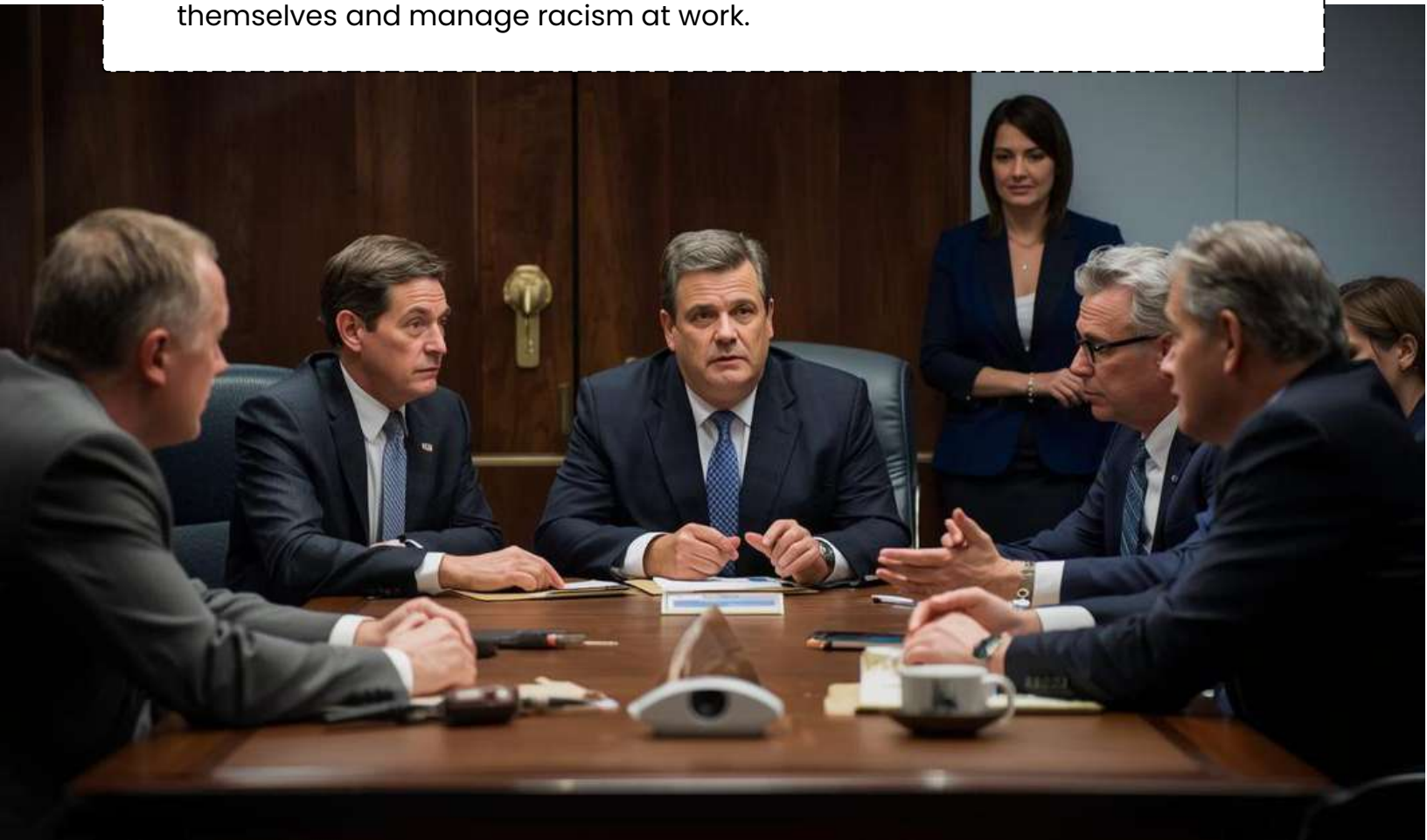
Women of colour are not held back by a lack of talent, ambition or work ethic—they are held back by systems, cultures and everyday behaviours that were never designed with them in mind. Rise & Radiate exists because women of colour deserve leadership spaces where their experiences are named, their stories are believed, and their growth is actively championed—not questioned, minimised or managed.



Feel your voice rise—clear, proud and unapologetic—as you break the silence, share your story and lead with authenticity in every room you enter.

Across workplaces and communities, women of colour are:

- Walking into rooms as the only woman, and the only woman of colour, and feeling isolated, lonely and unsupported.
- Experiencing discrimination because of skin colour, appearance, accent or how they dress.
- Encountering barriers that white women and men of colour around them do not seem to face.
- Missing out on promotions, leadership roles and professional development despite strong performance.
- Enduring microaggressions: being mistaken for another brown colleague, treated as a “diversity hire”, or having their merit questioned.
- Being excluded, gaslit or mocked through sneaky remarks and “jokes”, then told they are overreacting or “too sensitive”.
- Watching “fair” processes and systems consistently favour one group and keep others out.
- Seeing others receive mentors, sponsors and prime opportunities while their own requests for support are deprioritised or ignored.
- Carrying chronic stress and burnout from constantly having to prove themselves and manage racism at work.



Beneath these visible problems sit deep, often unspoken fears

- Fear that speaking up about discrimination will lead to retaliation, isolation or career damage.
- Fear that complaints will not be believed, taken seriously or lead to any meaningful change.
- Fear of being judged, labelled “difficult,” “emotional” or “the problem” if you name racism or bias.
- Fear that no matter how hard you work, you will always be seen as less capable than white peers.
- Fear of confirming negative stereotypes, leading to constant self-monitoring of appearance, tone and behaviour.
- Fear that asking for help, rest or support will be seen as weakness and used against you.
- Fear of never being able to show up as your full, authentic self without paying a professional or personal price



“Never forget the immense power you possess... We need each of you, just as you are. Your voices are essential in advocating for change.” **Michelle Obama**

The painful challenge

The truth is, for far too long many of us have been taught to think, **“fix me — I am the problem,”** when the **real work is “fix it” — fix the systemic and structural barriers that keep women of colour invisible, underestimated, and overworked.** We carry shame that tells us it’s safer to stay quiet, stay strong, and not ask for help—because being vulnerable can feel risky, and support can feel conditional. And when we consider speaking up, the **fear of retaliation whispers**, “If you say something, you’ll make it worse,” so we swallow our truth and keep performing.



But the pain doesn’t stop outside us—it can spill into our own communities too: the **sisterhood paradox, where scarcity and survival can turn us against each other**, and we end up fighting not only the system, but also tension within our own circles. So many of us then **chase validation by working harder to make leaders look good**, hoping we’ll finally be recognised—until one day we realise we’ve lost ourselves: “Who am I, what do I want?” because we’ve become everything to everyone.

You are not alone

KEY STATISTICS – Women of Colour across Australia had their say

- **2 in 3 Women of Colour have experienced discrimination** in the workplace (68.4%), this is almost a 10% increase from 2021 (59.6%)
- **Only 3 in 10 Women of Colour felt that if they did report discrimination**, serious and appropriate action would be taken (29.7%); the vast majority felt any action would be superficial or no action would be taken or that they would face retaliation for doing so.
- **Engagement ≠ retention, revealing structural issues** persist in organisations
- **2 in 3 of Women of Colour actively navigate multiple identities at work** (64.8%), with 1 in 3 reporting feeling exhausted and fatigued (33%.2%)
- **The majority of Women of Colour have caring roles** (54.4%) highlighting the need for flexible work and supportive policies
- **Almost 3 in 4 (72%) of Women of Colour feel underpaid**, with the vast majority asked to do unpaid work (80%) and expected to do more work than others at a similar level (88%). Meanwhile, their contributions are consistently undervalued.
- **6 in 7 Women of Colour are feel that they are not included in the decision-making process (85%)**, 4 in 5 are not listened to (81%), 5 in 7 are not given opportunities (70%), 1 in 2 don't feel valued for their lived experiences and skills (55%).

DATA is POWER

Challenge Area

Percentage of Women of Colour

Experienced workplace discrimination	68.4%
Racism as type of discrimination	93.8%
Exclusion from social events	28%
Gaslighting	41%
Felt underpaid	72%
Expected to do more work	88%
Excluded from decision-making	85%
High/very high psychological impact	51%



WinCA Workplace Report 2024 – Women of Colour Australia
#1,004 Women of Colour

<https://www.cpsu.vic.org.au/woc/files/for-woc-research-report.pdf>

#230 Women of Colour



The VOICE Power Pathway:

A step-by-step path to reclaim power, presence and impact.

To systematically build the internal confidence and external visibility required to transition from being overlooked to being a highly influential and respected leader who drives impact without compromising her identity.

The VOICE Power Pathway Model

	ACTIVITY	FOCUS	CONFIDENCE Internal	VISIBILITY External
5	Respected	Empowerment & Excellence	100%	100%
4	Valued	Community & Courage	70%	50%
3	Heard	Influence & Impact	40%	10%
2	Seen	Ownership & Authenticity	5%	0%
1	Silenced	Visibility & Values	-15%	-20%



EXPLAIN EACH LEVEL IN THE VALUE MODEL

Level 1: Silenced (Visibility & Values)

From feeling invisible and unsure of your place to gaining clarity on your unique identity and core values.

Level 2: Seen (Ownership & Authenticity)

From hiding your true self to owning your narrative, building unshakeable self-worth, and showing up authentically.

Level 3: Heard (Influence & Impact)

From being spoken over to developing a confident voice that commands attention and influences outcomes in every room.

Level 4: Valued (Community & Courage)

From navigating challenges alone to building powerful alliances and having the courage to advocate for yourself and others.

Level 5: Respected (Empowerment & Excellence)

From seeking validation to becoming an empowered leader who sustains excellence, lifts others as she climbs, and creates lasting change.

THE SOLUTION

The VOICE Framework™

The VOICE Framework™ is the solution: a five-step, lived-experience system that moves women of colour from being silenced to being seen, heard, valued and respected. Each level builds on the last—growing inner confidence and outer visibility—so your leadership becomes both authentic and deeply impactful.



“Never forget the immense power you possess... We need each of you, just as you are. Your voices are essential in advocating for change.” **Michelle Obama**

EXPLAIN EACH PART AND INTERSECTIONS

V – Visibility & Values

- **Clarify and honour who you are** by mapping your intersectional identity, lived experiences and core values, so you know exactly what you stand for.
- **Break patterns of invisibility** by building an authentic presence and personal brand that ensures you are genuinely seen and recognised in the spaces that matter.

O – Ownership & Authenticity

- **Shift from self-doubt to self-trust** by owning your story, challenging internalised silence and fully claiming your achievements and strengths.
- **Intentionally strengthen your confidence** through guided practice, affirmations and strengths-based work so your inner belief matches your outer contribution.

I – Influence & Impact

- **Develop a confident voice** by learning assertive communication, public speaking and boundary-setting skills that allow you to express your needs clearly.
- **Refine your leadership communication** through safe practice and feedback so your words land with influence and shape decisions in every room you enter.

C – Community & Courage

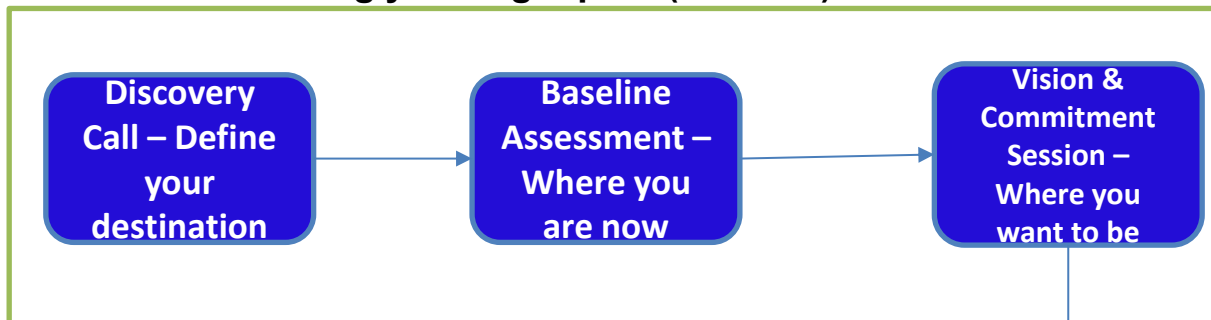
- **Navigate bias and microaggressions with courage** while building supportive networks that have your back, not just your business card.
- **Deepen connection and resilience through peer** mentoring, networking and accountability partnerships so you are no longer climbing the mountain alone.

E – Empowerment & Excellence

- **Sustain your leadership growth** by strengthening vision, advocacy, allyship and self-care, turning short-term wins into long-term impact.
- **Design your next chapter** through leadership assessments, resilience planning and future visioning so your influence continues to expand and you lift others as you rise

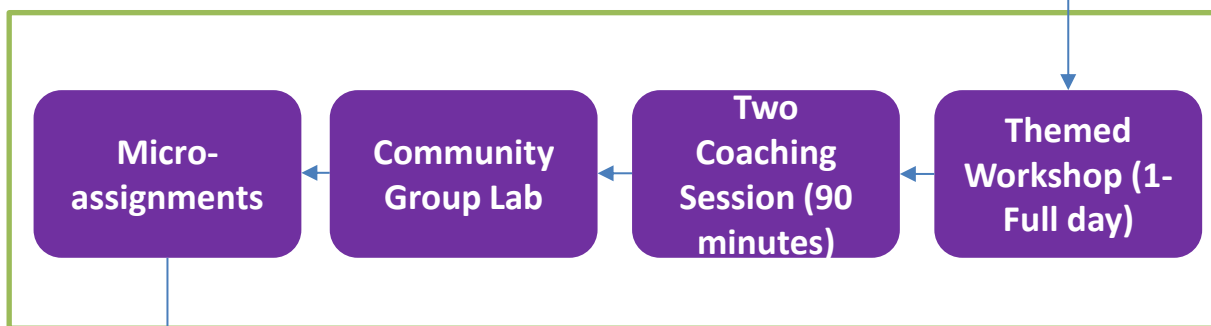
HOW THE PROGRAM WORKS?

1. Take-off: Setting your flight path (Month 1)



2. During the flight: 3-month growth cycles (Months 1-12):

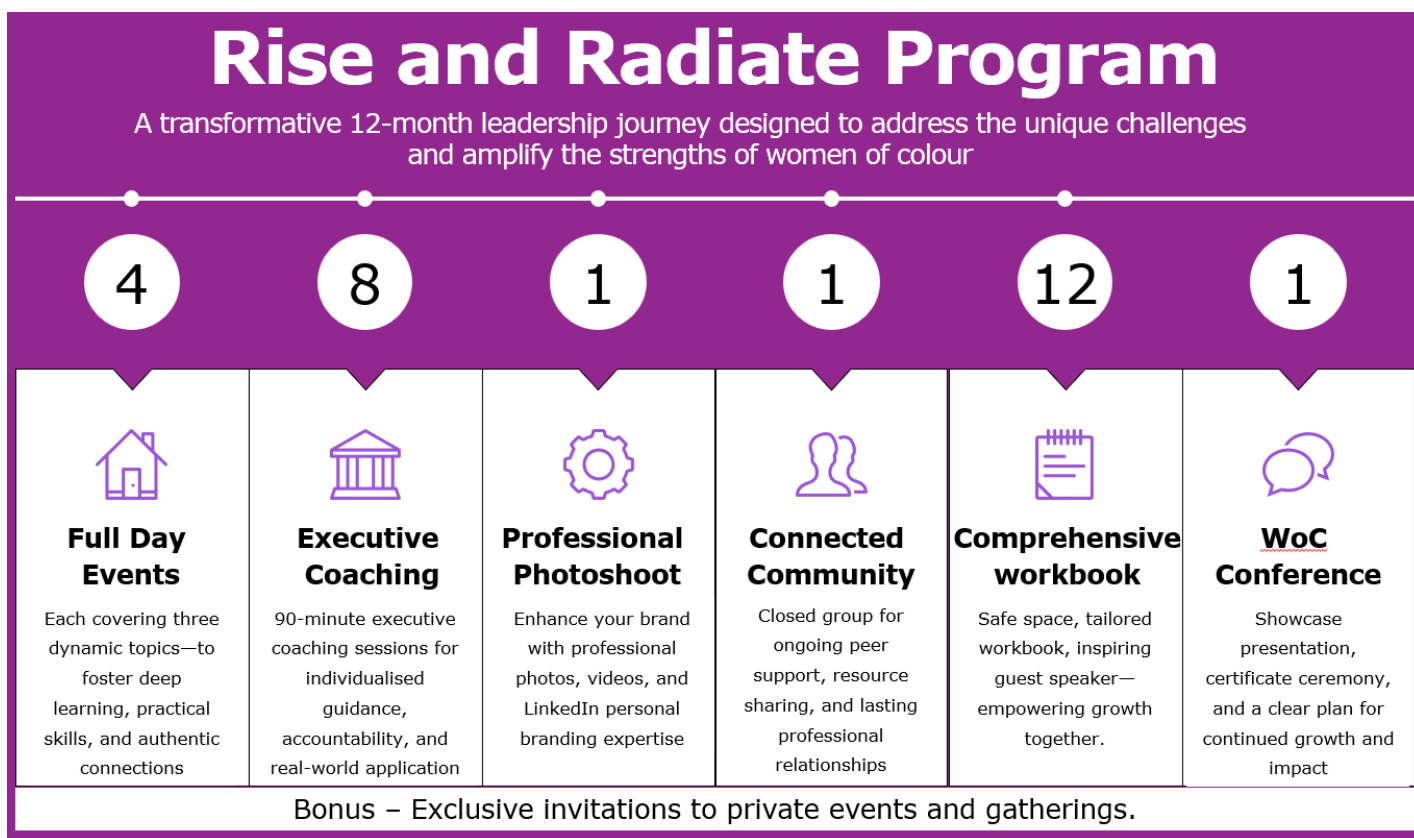
Repeat this rhythm every quarter with a different theme of VOICE Framework:



3. Landing: Showcasing your new altitude (Month 12)



PROGRAM INCLUSIONS:



- **4 Full Day Events:** Immersive workshops covering three dynamic topics each, designed to build practical leadership skills, confidence and authentic connections with other women of colour.
- **8 Executive Coaching Sessions:** Ninety minute one to one executive coaching for tailored guidance, accountability and real world application of the VOICE Framework to your career and life.
- **1 Professional Photoshoot:** A curated personal branding experience with professional photos, videos and LinkedIn branding support so your external presence reflects your leadership.
- **1 Connected Community:** A closed, psychologically safe peer group for ongoing support, resource sharing, networking and accountability throughout the 12 months and beyond.
- **12-Month Comprehensive Workbook:** A tailored workbook with tools, reflections and exercises that scaffold your learning across all five VOICE levels and capture your growth.
- **1 Women of Colour Conference:** A capstone experience where you showcase your leadership, receive certification, and leave with a clear plan for continued growth and impact.
- **Bonus: Exclusive Events & Gatherings:** Invitations to private events, conversations and networking opportunities that extend your community and visibility as you rise and radiate

THE FOLLOWING OPTIONS ALLOW YOU TO CHOOSE THE AMOUNT OF SUPPORT YOU NEED:

Choose the level of support that matches how boldly you want to rise. Rise and Ready runs in two powerful cohorts each year, so you grow alongside a community of women in tech who are moving at the same pace as you.

	Silver – Strong foundations	Gold – Foundations plus Reach	Platinum – Full System Shift
Structured 12-month pathway	For women who want the full core experience: clarity, skills and momentum	For women who want everything in Silver plus collective momentum and a signature result in their organisation	For women who want the highest level of support, visibility and long-term clarity.
Diagnostic and analysis (valued at \$1,000)	✓	✓	✓
Four deep-dive workshops (valued at \$4,000)	✓	✓	✓
Leadership playbooks and toolkits (valued at \$1,000)	✓	✓	✓
Copy of The Leader Unwritten (valued at \$45)	✓	✓	✓
Eight one-to-one leadership coaching sessions (valued at \$8,000)	✓	✓	✓
Capstone Project – Rise and Radiate conference (valued at \$2,500)	✓	✓	✓
Final diagnostic, assessment and recommendations (valued at \$1,500)		✓	✓
Invitation to a private online community for ongoing support and networking (valued at \$3,500)		✓	✓
Next-12-months roadmap: an individual leadership impact plan (valued at \$4,500)			✓
Total Value	Valued at \$16,545	Valued at \$20,045	Valued at \$24,545
Investment (excluding GST)	\$4,000	\$4,500	\$5,865

TESTIMONIALS



Listening to Premila's inspiring journey, her challenges, quiet resilience, and the power of vulnerability, was deeply moving. Her words resonated with me, reminding me that leadership isn't about perfection or conforming; it's about becoming whole and having the courage to be your authentic self.

At the heart of it all, Premila's words echoed:

***"Until the lion learns to write,
every story will glorify the hunter."***

Through Rise and Radiate, I've discovered not just a community but a mirror, women who inspire me that leadership with empathy and authenticity is achievable and incredibly powerful.



Testimonial from Prudence Jofirisi

Testimonial

Your story and the way you tell it is so affirming. As I'm reading out, I'm seeing myself and you and your sister. And why we've had different experiences, our feelings have been so similar on certain things. there's never been a book written like this for people like us and it's so empowering for us to be the main characters for once.

And for our daughters to see us tell our stories as main characters.

Your story is about connection and that is what today is too so when you're up the front, remember that's exactly what you're doing- connecting your story with our hearts and minds.



TESTIMONIAL

**I WENT TO THE LAUNCH OF
"THE LEADER UNWRITTEN"
BY PREMILA JINA LAST
WEEK, AND I FELT SUCH
A SENSE OF RELIEF.**

Relief that we're finally having the conversation about what it means to lead as a woman of colour and to spend years playing small to survive, trying to fit into spaces that weren't built for you, and then finding the courage to lead as your authentic self.

To be respected for who you are,
not for how well you fit the mould.

-Tanya Spink



**I'm currently doing the
Rise and Radiate course
myself, and I just want to
say how powerful it's
been to be in a room
that was made for me.**

***I've never experienced
that before...
never heard a room
full of women of
colour speak openly
about the same
challenges
I've faced.***

***It's been affirming,
energising,
& deeply moving.***

**FEEDBACK
FROM TANYA**



RISE AND RADIATE PROGRAM

2025

ABOUT YOU

Premila Jina is a visionary CEO, Chair, board director, and award-winning digital transformation leader who has spent over two decades turning complex challenges into human-centred, commercial results across industries including resources, finance, government, and Not-For-profits.

Premila brings the rare combination of deep technical expertise, **lived experience as a woman in global boardrooms**, and a proven record of leading large-scale transformation that actually sticks. She has **navigated continents, cultures, and corporate hierarchies**, giving her a grounded understanding of what it really takes for underrepresented leaders to rise without shrinking themselves.

What makes Premila unique is the way she blends digital innovation with empathy, centring people and lived experience in every transformation she leads. She is known for being both **fiercely strategic and deeply human, using storytelling, culture work, and inclusion** as levers for performance, not as “nice-to-have” add-ons.

Premila’s career has been built at the **intersection of global finance, technology and transformation**. She began in London in innovation and tech within investment banking, then expanded her work across France, wider Europe, Scandinavian countries and the United States, giving her a **deep understanding of complex, multinational organisations**. A decade ago she relocated to Perth, where she has delivered major change across finance, mining, oil and gas, utilities, government and not-for-profit sectors, as technology has moved from back office to core business enabler. Today, Premila advises and leads work across Western Australia’s technology and innovation ecosystem and global enterprises, and, as **President of WAITTA and Board Director at Curtin University’s Project Management School**, she partners with industry, academia and community to spotlight and accelerate tech talent and innovation at scale.



ABOUT YOU

Key achievements

Premila has **led complex business and digital transformations and built high-performing teams that deliver real commercial and cultural impact for FTSE, NYSE and ASX-listed organisations**. She has been **recognised with a Digital Innovation Award** and as a **finalist in the AmCham Awards for the Digital Economy**, as well as receiving multiple Women-InTechnology WiTWA honours for her leadership in technology. As the founder of Strategic Transformation Advisory and the creator of programs such as Rise & Radiate, she is an influential advisor shaping the next generation of product, project and technology leaders.

Publications

Premila is the **author of The Leader Unwritten**, a memoir-meets-workbook that traces her journey from a farmer's daughter in India to CEO and invites readers to rewrite their own leadership story with honesty and courage. Through this work, she offers practical reflection tools for leaders who have felt unseen, underestimated, or out of place in traditional leadership narratives.

Media

She is a sought-after **speaker on Inclusive Leadership**, having presented at the Women in Leadership Public Sector conferences and the **Women in Leadership Summit, partnered by UN Women**. She frequently appears on **podcasts and at tech conferences**, sharing **insights on leadership, culture, innovation, technology and DEI**. Premila is regularly featured and profiled through WiTWA, WAITTA and other media, highlighting her **role as a disruptor, truth teller and advocate for women, youth, neurodiverse and First Nations innovators in tech**.

“When you undervalue what you do, the world will undervalue who you are.” **Oprah Winfrey**