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## The Rise of the Feminine

### The Rise of the Feminine Archives Available

**August 22nd 2016: In an Age of Soft Power, Technology  
Helps Women Shape The Future**

This week, on The Rise of the Feminine, soft power is at the centre of the conversation with the first guest, soft power expert and consultant, Indra Adnan. She gives her take on the subject and her thoughts on the purpose it serves in today's world. In the Country Report, Gina talks with the founder of the WIN Conference, Kristin Engvig. She gives insight into the female experience in Norway. Norway is not only listed in the Top 12 of the soft power lead table, it's also made great strides in female leadership and gender equality. This makes Norway a great source of inspiration and inform

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### Featured Guests

Guest Image

#### Indra Adnan

Indra Adnan is Director of the Soft Power Network and Associate of Compass think tank in the UK. For over twenty years, Indra has been writing and consulting in the international arena of soft power, conflict transformation and the 'new' transformational politics. She is a seasoned public speaker, practicing psychotherapist and coach, working in both the public and private sphere advising on personal, local and global agency with clients in Brazil, Finland, India, Mexico and the UK. Indra co-authored New Times with Neal Lawson, writes for The Guardian and Huffington Post and her e-book Soft Power Agenda is available on [indraadnan.com](#)

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Guest Image

#### Kristin Engvig

Kristin is founder of the WIN Conference in Norway. As a pioneer and a thought leader, she has dedicated the past 22 years to women's leadership and organizational change, working on inspiring others to create a world where business and society flourish and all people thrive. With a background as a decision maker in global companies, a consultant and a social artist, Kristin transformed her vision of 'bringing a more feminine, global and sustainable vision into work, communities and life' into an annual conference inspiring women worldwide.

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Guest Image

#### Dr. Phyllis SantaMaria

Dr. Phyllis SantaMaria has worked in education, enterprise, and at the BBC. Since 2000, she has worked in microfinance and renewable energy. She worked as a UK national coordinator, for the BBC Domesday's Project, the world's first interactive multimedia community project. She was also national coordinator for the UN Year of Microcredit, winning UN and World Bank awards, as part of her involvement in financial inclusion in the UK, India, Africa and China. Today Phyllis works on London-based renewable and clean technology projects with a community focus.

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