

# The Image and Office Management and Etiquette Expected for the First Lady

**A Presentation given by the First Lady of Lagos  
State – Her Excellency, Dr (Mrs.) Claudiana  
Ibijoke Sanwo-Olu at the Governors’ Spouses  
Summit**

**17th -19th May 2023**



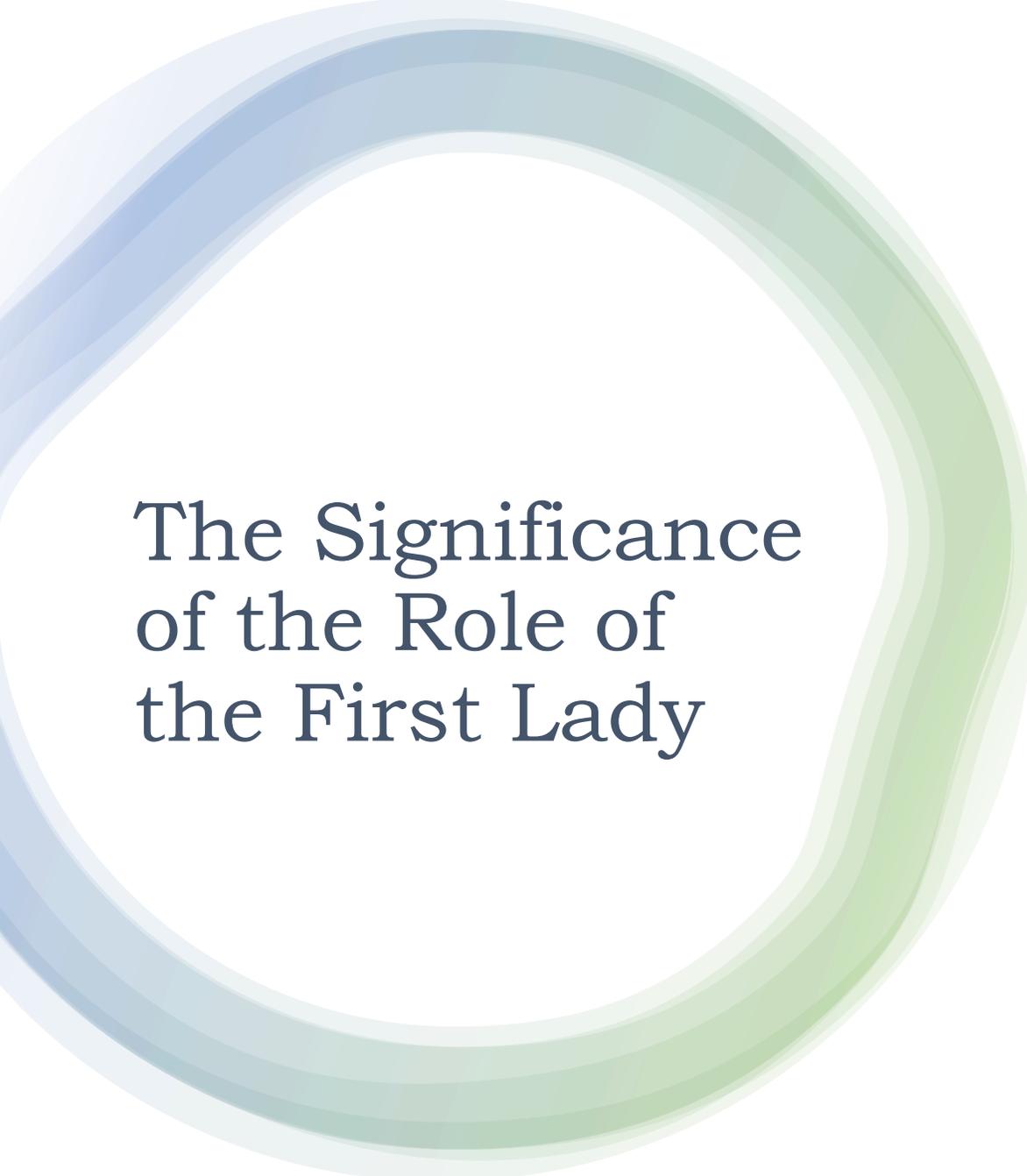
# Welcome and Introduction

Welcome

Protocol

Light Banter

Interactive (asking everyone to introduce themselves and one unique thing about themselves)



# The Significance of the Role of the First Lady

Although the First Lady's role has never been codified or officially defined, she figures prominently in the political and social life of a State or Country. Representative of her husband on official and ceremonial occasions both at home and abroad, the first lady is closely watched for some hint of her husband's thinking and for a clue to his future actions.

Although unelected, her prominence provides her a platform from which to influence behavior and opinion, and popular first ladies have served as models for how women should speak and conduct themselves. Some first ladies have used their influence to affect legislation on important matters such as temperance reform, housing improvement, and women's rights.

The role of First Lady of any state or country is one of the most visible public positions. From the moment votes are counted, and often during campaigning in the preceding months, the spouse of a newly elected governor or president is thrust into the spotlight, where she remains for the duration of his term.

# The Significance of the Role of the First Lady (2)

Throughout history, we've witnessed the breadth and depth of scrutiny withstood by the women who have so far held the position. From her mannerisms to her physical attributes, to the way she chooses to dress, the first lady is thoroughly examined by the public, the media and those surrounding her on the political stage. And this is even before people begin assessing the work she is expected to carry out.

Many a first lady has felt the warm glow of public adoration, only to have it quickly flicker out when it is decided that she does not fit the image created for her. Image, in this case, is not just about clothing and looks, but also a more nuanced notion of the impression she's thought to give off. It's an air around her that is made of both physical and personal traits. And several first ladies have fallen victim to aspects of their image that have been both celebrated and weaponized, depending on the onlooking crowd.



# Embrace your Role as First Lady

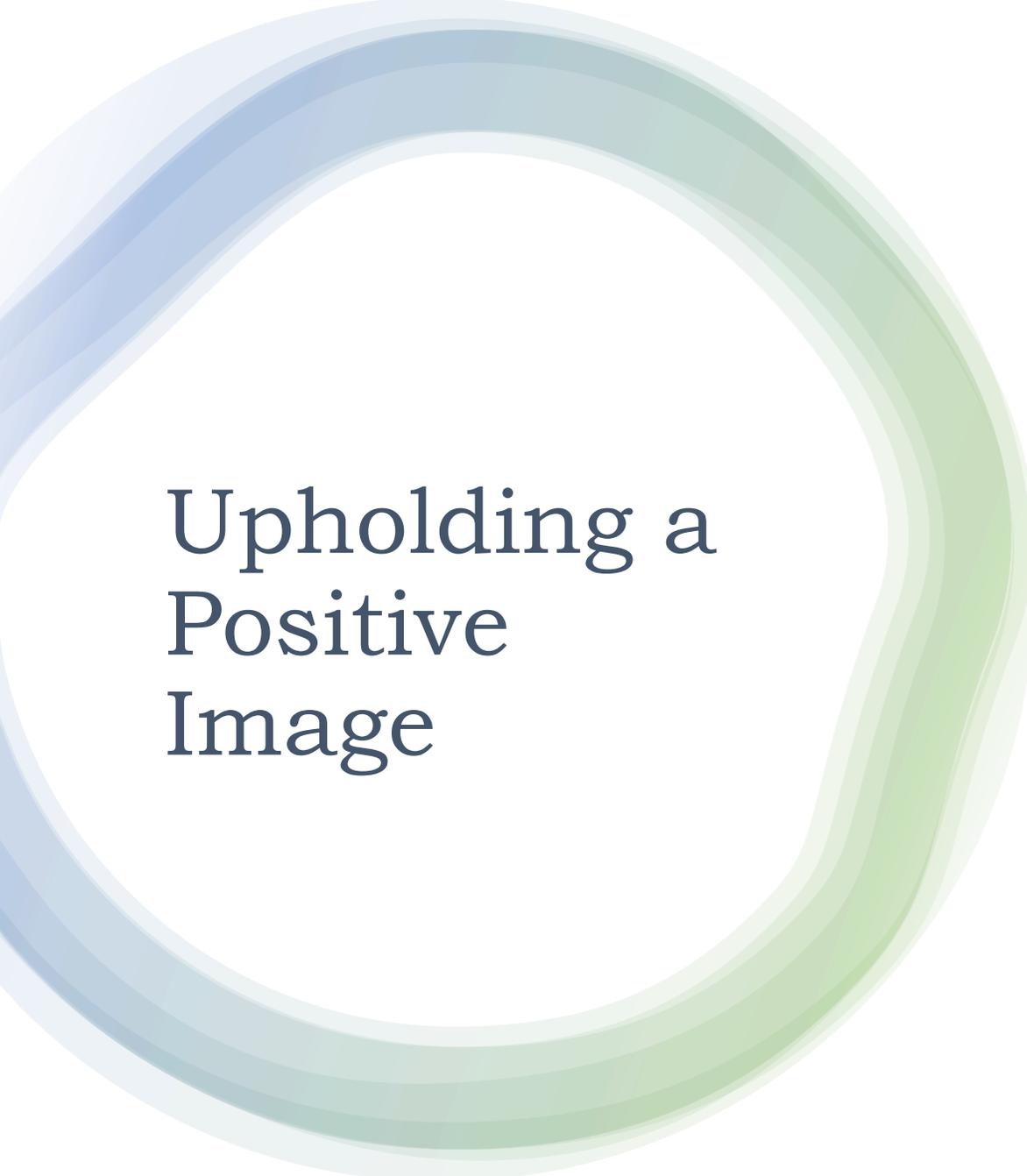
Understanding the importance and impact of the First Lady's Role.

Demonstrating the commitment, dedication and a genuine desire to make a positive difference.

Embrace the role with humility and use the platform to advocate for causes that uplift and empower others.

Embrace your role as an advocate and ambassador to promote ideals that are germane to the lives and livelihoods of millions of people.

Understand the power and influence you possess to drive positive change in the society.



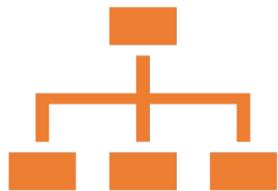
# Upholding a Positive Image

The power of a positive image and its impact on public perception: The image you project as First Lady significantly impacts public perception. It is essential to maintain a positive and respectable image both in your personal and public life.

Dressing professionally, elegantly and appropriately for various occasions.

Conducting oneself with dignity, grace and modesty, remembering that your actions reflect not only upon yourself, but also your spouse and the office you hold.

# Establishing an Efficient Office



Creating a well organized and effective administrative structure.

Defining roles and responsibilities within the Office.

Surrounding oneself with a competent and dedicated team that shares your vision and can assist in implementing your projects and programs.

# Defining Focus Areas

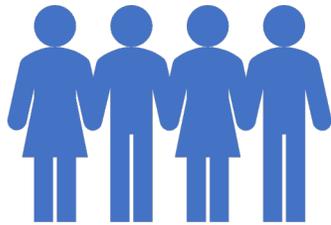


Identifying key areas of interest and focus for your tenure.

Aligning your initiatives with the needs of society.

Prioritizing and channeling efforts for maximum impact.

# Engaging with the Public

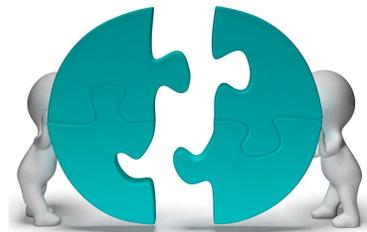


Being accessible and approachable to the people you serve.

Attending community events and listening to concerns.

Raising awareness, advocating for change and mobilizing resources.

# Collaborations and Partnerships



The importance of collaborations in achieving sustainable change.

Building partnerships with government agencies, NGOs and International Bodies

Leveraging resources, expertise and influence for greater impact.



# Social and Official Engagements

As the First Lady, you will be invited to numerous social and official engagements.

Endeavour to maintain a busy but balanced schedule by prioritizing events that align with your vision and initiatives.

# Practicing Good Etiquette



Demonstrating respect, humility and empathy in all interactions.

Practicing active listening and effective communication.

Treating others with kindness, courtesy and professionalism.

# Power of Diplomacy



You are deemed to be representing your state, and to some extent your country, on the national and international stage when you engage with the public, whether home or abroad.

Utilize this power of diplomacy to strengthen diplomatic relations, promote cultural exchanges and enhance the image of your state and to a large extent, the country.

Engage in charitable and humanitarian efforts that transcend borders, fostering goodwill and cooperation amongst states and countries.

# Preserving Privacy and Family Life



Establishing boundaries to protect personal privacy and family life.

Balancing public and private life for overall well-being.

Maintaining a sense of normalcy and personal space.

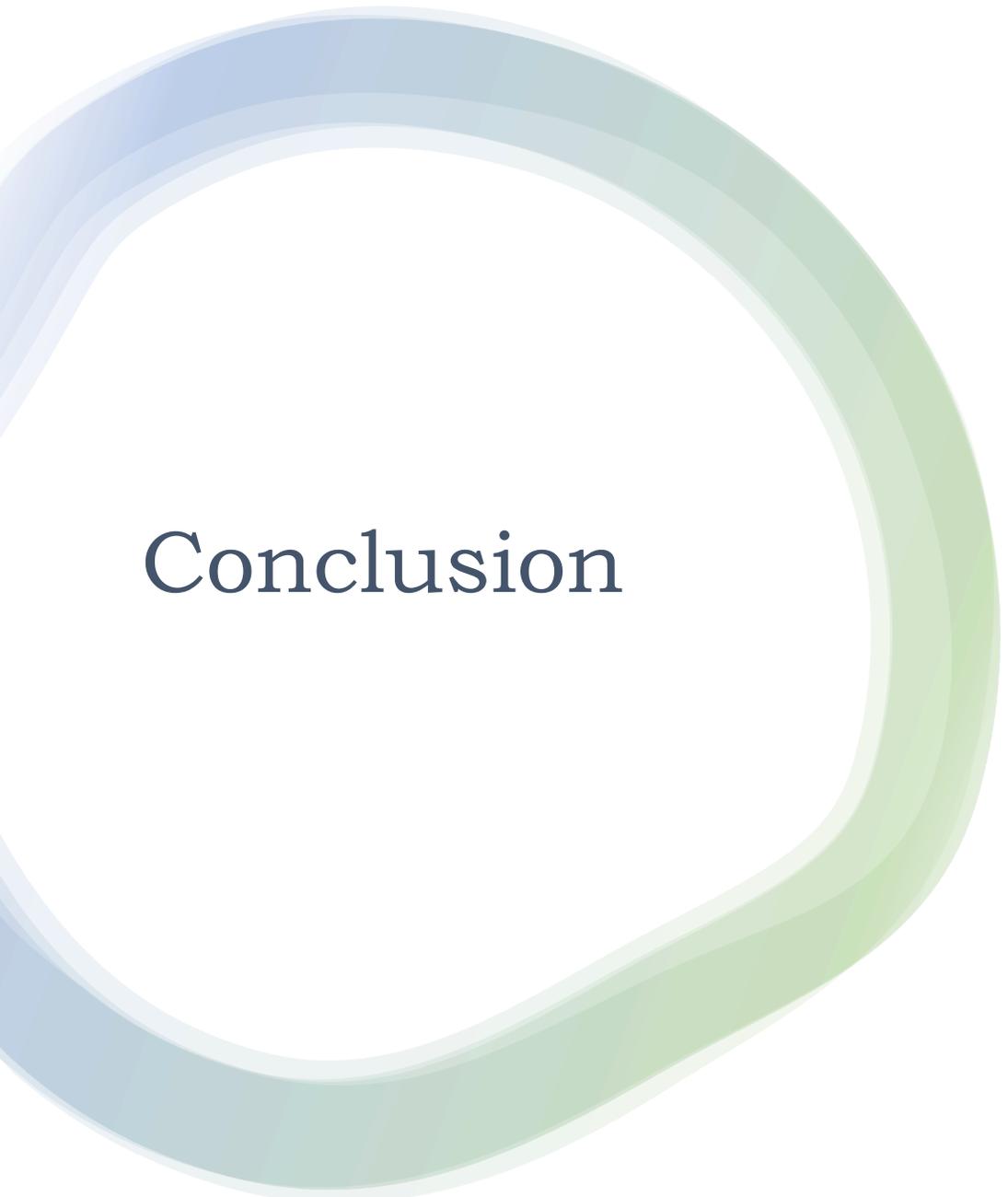
# Self Care and Well-being



Remember to prioritize self care and well-being.

The demands of the role can be overwhelming and taking care of yourself is essential for sustained effectiveness.

Establish boundaries, find time for relaxation and nurture your physical and mental health, because by caring for yourself, you can continue to serve and inspire others.



# Conclusion

- Recap of key points discussed
- Acknowledging the responsibility and potential impact of the role
- Encouragement to embrace the journey and make a difference.



Q&A

- Floor open to questions!



Thank You

- Thank you for the opportunity to share insights.