WOMEN’S LEADERSHIP DEVELOPMENT PROGRAMME

Breaking The Glass Ceiling: Empowering And Developing Female Professionals To Become Future Leaders

Key Learning Outcomes:

1. Define your expectations and goals as a leader to navigate your career path for success
2. Identify the challenges that may be holding you back as a leader and prepare an action plan to overcome possible barriers
3. Understand various leadership styles you can adopt to bring the best out of people and adapt your style to specific situations
4. Recognise your preferred communication style and how your Emotional and Social Intelligence influence the way others respond to you
5. Respond assertively and confidently to challenging situations and achieve win-win results
6. Explore the fundamentals of effectively building a team to establish capabilities and develop talent

Led by Accredited Coach and Trainer
Anita Franov

8 – 10 May 2018*
The Address Hotel, Dubai Marina, Dubai, UAE

Offer

3 FOR 2

Save up to $1000 by booking early!

• Receive a FREE soft copy of the international bestseller Lean In: Women, Work, and the Will to Lead by Sheryl Sandberg (COO of Facebook, who became the first woman to serve on Facebook’s Board)
• Be inspired to take proactive steps in your career progression!

www.informa-mea.com/womens-leadership-development
MEET YOUR EXPERT COURSE DIRECTOR

Anita Franov
Managing Partner at Hivemind Creative Learning Solutions
Accredited Coach and Trainer
Anita Franov has resided in the Middle East for over 21 years, helping people realise their full potential and achieve results. She has worked with many ambitious women across the MENA region, who aspire towards closing the gap of unconscious or implied biases, prove their value and change the status quo.

As an accredited Coach and Master Practitioner of Neuro-Linguistic Programming (NLP) and an active member of the International Coaching Federation (ICF), Anita’s training programmes focus on adult learning strategies and preferred learning styles. Anita’s extensive experience working in the field of Leadership and Management has given her the opportunity to design creative training programmes based on the philosophy of brain-friendly learning. Whether conducting a one-to-one coaching session or facilitating training with a large group, Anita is able to present information and create simulations in ways that actively engage both the left and right brain. Additionally, rather than solely utilising conventional training methods Anita creates dynamic, blended learning experiences, which enable the learner to understand the practical application of new concepts and techniques in a fun and interactive way.

Anita’s hands on experience in a learning environment has helped her to understand and apply the right techniques, which support individual learning styles and cultural diversity. On a continual journey to develop creative methodologies that consist of providing the right tools for delegates to explore and recognise their ability, she aims to create training environments where the impossible becomes possible. Anita has assisted companies in strategic changes by designing and implementing training programmes that focus on organisational goals, objectives, and missions. As a facilitator, she has been described as energetic, inspiring and well-informed, delivering engaging and practical learning programmes.

Anita now manages her own consulting practice after previously holding senior Learning and Development positions in corporate training, aviation safety, and the retail industry. She now works closely with clients in oil and gas, healthcare, federal, state and local government, education, construction and financial institutions, as well as delivering keynote speeches.

Some of the best and most powerful leaders to admire are women, and those women hold a vital role as they represent women everywhere.

COURSE INFORMATION

WHO SHOULD ATTEND

This course is designed for established and emerging female professionals seeking to move forward in their career and to advance and excel in a leadership role in the future.

Additionally, the course is ideal if you would like to:
• Accelerate your goals as a woman in leadership
• Remove boundaries and increase your Social Intelligence
• Develop your skills as a coach and mentor to your team members
• Become a more visible, confident, and assertive leader within your organisation

COURSE OVERVIEW

Did you know only 6.4% of women are in a CEO seat at a Fortune 500 company?[1]

This incredibly small number indicates we still have a long way to go before we achieve gender equality on a global scale in the workplace.

Female professionals working in the Middle East often face additional challenges in comparison to those outside the region, including:
• Visible barriers (e.g. lack of role models)
• Hidden barriers (e.g. male professionals being unaware of the specific challenges their female colleagues face)
• Balancing the local and international cultural/social norms

However, the main challenge women in the Middle East face is being able to take charge of their careers and push forward at a time when gender bias is more widespread than most of us may want to admit.

Studies in the GCC have proven there is no shortage of highly talented female executives in the region, and yet the number of women in prominent or senior roles is still low. Women are often overlooked or underrated for their strengths and abilities in the workplace.

Progress and results are not achieved by accident. Women need to:
• Take accountability of their professional decisions to be able to influence others
• Confidently ask for what they want
• Proactively map their career path to success

This programme is specifically designed to empower you to do just that!

The course will equip businesswomen with the practical tools of an effective leader, whilst also raising awareness of the issues surrounding women in business and leadership. Through interactive case discussions and exercises to support the learning outcomes, you will learn how to increase your profile and influence as a businesswoman in the Middle East.


COURSE METHODOLOGY

The course content is delivered through a variety of different methods to support various learning styles and to ensure the learning outcomes are reinforced. Such methodologies include a blend of theory, exclusive case studies, exercises, discussions, and practical simulations.

Attend this course and receive a FREE soft copy of the international bestseller Lean In: Women, Work, and the Will to Lead by Sheryl Sandberg. Sandberg is currently the Chief Operating Officer of Facebook and became the first woman to serve on Facebook’s Board. Prior to this role, she was Vice President of Global Online Sales and Operations at Google. Her international bestseller on women, work and leadership will inspire you to take proactive steps in your career progression.
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Course Timings: Registration will be at 08:00 on Day One. The course will commence at 08:30 and finish at 16:30 each day. There will be breaks for refreshments at approximately 10:30 and 15:00. Lunch will be served at 12:15.

COURSE OUTLINE

DAY ONE

Women With Careers
- Your career wheel – defining your career values
- Create your career vision
- Career progression – focussing on your career goals
- Mapping out your career path – action plan for success

Practical Exercises

Female Professionals In The Middle East
- The visible and hidden biases and barriers
- Handling external pressures
- Balancing social pressures
- Achieving and maintaining a healthy work/life balance
- Identifying the right strategies to achieve balance in your life

Leaders To Admire
- The female leaders who inspire you
- The attributes of successful female leaders

Video: TEDx talk by Sheryl Sandberg

Understanding Leadership
- Overview of the different leadership styles
- Action Centred Leadership
- The Situational Leadership® Model
- Managing resources and priorities
- When to use the different styles

Self-Assessment Questionnaire

Management And Leadership
- Manager or leader – what is the difference?
- Multiplying your team’s talent
- Types of organisational culture
- Managing resources and priorities

Practical Exercise

DAY TWO

Self-Awareness And Leading Yourself
- Where do human behaviours and attitudes come from?
- The “thinking, feeling, doing” cycle
- Our two minds (Rational and Emotional) – and how to use our Wise Mind
- The emotional hijack
- Emotional stimulus and response

Practical Exercise

Communication Essentials
- Profiling communication styles
- Developing your “adaptitude” – your ability to adapt your communication style
- Effective questioning and listening skills to improve your communication
- Reading body language – the hidden message
- Emotional and Social Intelligence versus Human Intelligence
- Choices of behaviour – the positive and negative impacts
- Building rapport with stakeholders

Communication Styles Self-Assessment

Assertiveness Skills And Self-Confidence
- Building assertiveness skills and self-confidence to express your needs as a professional businesswoman
- Resolving conflict using the assertiveness formula
- Using an agreement frame
- The necessity of assertiveness to create a win-win solution
- The power of influence for businesswomen

Practical Exercise

Understanding Motivation
- Motivation in the workplace
- Frederick Herzberg's Two-Factor Theory
- Understanding your motivators
- Identifying your team members’ motivators
- Creating a motivational work environment

Practical Exercise

Building Trust In Teams
- Why is trust important in a team environment?
- The cycle of trust and performance in the workplace
- Interpersonal trust analysis

Interpersonal Trust Self-Assessment

DAY THREE

Coaching And Mentoring
- The definition of coaching and mentoring
- Developing individuals through coaching and mentoring techniques
- When to use, and when not to use, coaching and mentoring
- Applying the GROW model in coaching

Practical Exercise

Managing Change
- Recognising your own journey through change and how you have adapted to different situations
- Practical methods of delivering a change message
- Communicating a change message with your team
- Using a change model to help you move people through the various stages of change

Practical Exercise

Performance Management
- Setting clearly aligned goals
- Causes of poor performance
- Helping poor performers
- Recognising and communicating success, focussing on behaviour and results
- Co-operating with employees in order to increase productivity, morale, and motivation

Practical Exercise

Feedback Fundamentals
- Giving balanced feedback
- Using the “Describe Express Specify Consequences” (D.E.S.C.) feedback model to address underperformance
- Asking for feedback

Practical Exercise
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8 – 10 May 2018*
The Address Hotel, Dubai Marina, Dubai, UAE

<table>
<thead>
<tr>
<th>Course</th>
<th>Course Fee Before 27 February 2018</th>
<th>Course Fee Before 3 April 2018</th>
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<td>Women’s Leadership Development Programme</td>
<td>US$ 2,995</td>
<td>US$ 3,495</td>
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* Book and pay full fee for two colleagues and the third attends for FREE
  • Not applicable in conjunction with corporate discounts
  • Payment to be settled before start of the course to avail the offer
  • The 3 for 2 offer is valid on full price final fee registration only

Course fees include documentation, luncheon and refreshments. Delegates who attend all sessions will receive a Certificate of Attendance.

All registrations are subject to our terms and conditions which are available at www.informa-mea.com/terms. Please read them as they include important information. By submitting your registration you agree to be bound by the terms and conditions in full.

PAYMENTS
A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the event. Only those delegates whose fees have been paid in full will be admitted to the event.

AVOID VISA DELAYS – BOOK NOW
Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible. Visas for non-GCC nationals may take several weeks to process.

CANCELLATION
• If you are unable to attend, a replacement delegate will be welcomed in your place. If you cancel your registration 57 days or more before the event, you will receive a refund minus a 10% cancellation fee (plus VAT where applicable). Cancellation after 56 days before the event or if you fail to attend the event will be 100% payable. All cancellations must be sent by email to register-mea@informa.com marked for the attention of Customer Services Cancellation.
• All registrations are subject to acceptance by Informa Middle East which will be confirmed to you in writing
• Due to unforeseen circumstances, Informa reserves the right to cancel the course, change the programme, alter the venue, speaker or topics
• For full details, please visit www.informa-mea.com/terms-and-conditions-for-delegates