"Don't be afraid. Be focused.
Be determined. Be hopeful. Be empowered."

Michelle Obama

WOMEN IN LEADERSHIP

Development program for outstanding female leaders

DEVELOR

WOMEN IN LEADERSHIP

Women outperform men in many areas of leadership, according to a new study by McKinsey & Company. In some of the skills that are increasingly important in our current VUCA environment, women outperform men by a wide margin.

THEY ARE BETTER at providing emotional support to employees (19% of men vs. 31% of women) and at monitoring employee well-being (54% vs. 61%). They're also better at helping employees manage work-life challenges (24% vs. 29%) and taking steps to prevent or manage burnout (16% vs. 21%). Women also spend more time contributing to diversity, equality and inclusion efforts (7% of men vs. 11% of women).

THE SAME STUDY finds that women hold 48% of entry-level positions, but only 24% of C-suite seats. In fact, women lose out at all rungs of the hierarchy, but most of all at the opportunity to enter management.

" Despite the huge headwinds of prejudice, women can find their strength, express their voice and harness their talents. DEVELOR is committed to using its own resources to help women overcome prejudices and career barriers to become more successful.

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PROGRAM OVERVIEW

Personal Branding & Network Building	**Difficult Conversations**
Resilience	**Leadership Courage & Psychological Safety**

How is being a female leader different? What can they do better and what challenges do they face compared to their male colleagues?

OUR PROGRAM explores 4 important and up-to-date areas that can support female leaders to fulfill their leadership role, presence and effectiveness. The elements of the program reinforce each other, but can also be used separately in conjunction with any other general leadership training. The total length of the program is 4 days (2 days classroom and 4×0.5 day virtual course).

METHODOLOGY

In order to ensure maximum impact with optimal efficiency the program will be delivered in a blended learning format. Due to their content and nature, some courses require personal presence and will be delivered as classroom training, while others can be attended online. No matter if it is a classroom or online training, you can expect a high level of engagement and interactivity during the sessions.

In addition to the training programs, we support the implementation of the knowledge learned by short microlearning lessons using a modern, mobile application, called EdApp.

WHO IS THIS PROGRAM FOR?

- Women business leaders at all levels
- Talents preparing for a future leadership role

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PROGRAM DESCRIPTION

Self-awareness and leadership role definition as a female leader is of paramount importance. However, it is not enough to be self-aware, we also need to define how we present ourselves to the world. A **personal brand** is key for anyone who wants to be successful in their field. Female leaders also need to consciously build and continuously develop their personal brand.

Managing **difficult communication situations** by using our personal strengths contributes greatly to our self-assertion and acceptance. Empathy, understanding the partner's point of view and feelings, and responding appropriately can make women successful in situations where they are confronted with patronizing, negative approaches or even shaming. A strengths-based strategy can be a winning one if it is used consciously.

Courage has become a key competence for more and more organizations in recent years. Courage is a conscious assumption of risk and responsibility in different leadership situations. The constantly changing and unpredictable environment requires this risk-taking. It also means acknowledging our vulnerability and facing up to our fears.

Women face microaggressions in countless cases, and implicit bias permeates businesses. Women are often said to be too forceful or, conversely, too timid. They are regularly interrupted. When their ideas are taken over by others, women are often forced to bounce back. They accept feedback and improve. **Resilience** has allowed women who have made it to the C-suite to stay in the field.

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THE COURSES

1 PERSONAL BRANDING & NETWORK BUILDING

Who am I as a female leader? What are the benefits and challenges of female leadership? How do I present myself to the world through personal branding? How to use social media – especially LinkedIn – to build my brand and professional network?

By the end of the module, participants will be able to:
- Enhance their self- and leadership role awareness
- Understand the importance of personal branding
- Start to build their own personal brand by a practical process
- Learn how to use LinkedIn as a professional social media platform to support their company, themselves, and build a professional network

2 DIFFICULT CONVERSATIONS

How to communicate effectively and authentically in important situations, when I feel emotionally involved - vulnerable and unsure, or on the contrary, annoyed and angry? How to confront others or stand up for my interests constructively, when it matters?

By the end of the module, participants will be able to:
- Establish partner-like relations during their communication
- Represent their interests in a clear and assertive manner
- Practice the assertive behavior in critical conversations
- Become more successful in solving difficult situations in a win-win way

3 LEADERSHIP COURAGE & PSYCHOLOGICAL SAFETY

In today's ever-changing world leaders are not only expected to be competent, but have to face situations where they need to show courage as well. Female leaders are not exceptions either. How courageous are you? And your team members? Is it safe to express ideas and different opinions in your team?

By the end of the program, participants will be able to:
- Enhance their self-awareness related to fears and courage
- Identify the areas, where their leadership courage needs to be strengthened
- Assess the situation of their own team from the aspects of courage
- Understand the importance of psychological safety at work and learn techniques to build it

4 RESILIENCE

How can I process and resolve the next crisis situation more easily? Many people ask this question nowadays. The objective of this module is to improve our own mental and emotional endurance, thereby manage crisis situations, cope with everyday changes and conflict situations more easily and regain our balance as soon as possible in case of stressful situations.

By the end of the program, participants will be able to:
- Understand the notion and importance of resilience
- Familiarize with the 7 protective factors of resilience
- Recognize the absence of the components of resilience
- Apply different solution strategies in stressful situations

TOTAL LENGTH 2 days classroom course and 4×0.5 day virtual course

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THE PROGRAM

CLASSROOM COURSE
2 DAYS

Leadership Role & Personal Branding
- Self- and leadership role awareness
- Challenges & superpowers as female leaders
- Meaning and advantages of personal branding
- Process of creating your personal branding

MODULE 1

Conscious Use of Social Media
- Importance of social media in self-branding and marketing
- Make the most out of your LinkedIn account
- Setting your profile
- Liking, sharing, posting
- Building connections

MODULE 2

Effective Leadership Communication
- Communication as a tool in leadership
- Notion and background of assertiveness
- Basic and extended assertiveness model
- How to be assertive (powerful tools & techniques)

MODULE 3

Handling Difficult Conversations
- Standing up for your interest
- Giving feedback & receiving feedback
- Assertively saying „no"
- Telling and receiving bad news

MODULE 4

VIRTUAL COURSE 1
0.5 DAYS

Leadership Courage
- Interpretation of courage and especially leadership courage
- The 8 key areas of courage in leadership
- Managing fears
- How to strengthen your leadership courage

MODULE 5

VIRTUAL COURSE 2
0.5 DAYS

Psychological Safety
- Notion and importance of Psychological Safety
- Impact of Psychological Safety on performance
- The "intelligent failure"
- Build Psychological Safety in your team

MODULE 6

VIRTUAL COURSE 3
0.5 DAYS

The 7 Protective Factors of Resilience
- Self-assessment
- Crisis, trauma, conflict – how to bounce back to balance
- The concept and importance of resilience
- System of the 7 protective factors

MODULE 7

VIRTUAL COURSE 4
0.5 DAYS

Resilience Strategies
- Recognize the absence of factors
- Solution strategies
- Skills development exercises
- Individual action planning

MODULE 8

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