



## Women in Leadership

26 & 27 Sep, 2021

📍 online

**Certificate issued by  
Cranfield School of Management**

# Building leadership skills in women who aspire to reach the top

**For experienced women professionals, managers and directors  
who want to accelerate their careers.**

We are committed to helping organisations develop leaders from the widest possible pool of talent. Cranfield has a long history of both research in and executive development for women's leadership.

Our expertise enables participants to identify their career development steps and leadership profile, based on their personal aspirations. Women face a number of disadvantages in trying to reach senior executive positions. That is why we have developed a leadership programme specifically for women who are ambitious. Our aim is to help you identify your ambitions and how to achieve them.

**Partners**

# About the Programme

**Women as Leaders is directed by Cranfield leadership experts who have worked with women's leadership development since the early days of this field.**

They also work with a range of Cranfield's other leadership programmes and are deeply immersed in our clients' leadership challenges and current thinking. They will bring this knowledge to the programme. Our facilitator will work with participants to develop leadership presence. This helps others to perceive you as authoritative and place their confidence in your leadership capability.

During the programme we will use short inputs to offer practical models and frameworks, space for reflection, small group work and plenary discussions. The confidential setting away from day-to-day distractions enables you to develop strategies which you can use immediately following the programme and for the future.

It will provide you with the knowledge and attitudes to overcome the barriers and help you to develop winning strategies that will increase your promotional opportunities. The programme integrates leading-edge research with participants' personal experiences to provide practical learning about leadership and how to navigate your organisation to achieve your goals.

## Who is the programme for?

Experienced women managers and professionals from both public and private sectors who are striving to reach top leadership positions and are poised to do so.

## What your organisation will gain

Your organisation will gain an employee who is:

- ① able to articulate her unique contributions as a leader and act on these.
- ① more effective in dealing with the cross-organisational currents in play at a strategic level
- ① committed to a plan of action to advance her career

## Investment

Fees ..... **SAR 5,975**  
Group 5+ Discount 10%

### INCLUSIVE OF:

- ① Program Registration Fee
- ① All Program Related Certificates
- ① Program Materials

### EXCLUSIVE OF:

- ① 15% VAT

## What you will gain from this program

- ④ A clearer understanding of the challenges facing women leaders when taking up senior positions.
- ④ An opportunity to reflect on and develop your leadership practice, to ensure it is tailored to your organisation context, your values and your life context.
- ④ Learn about the latest thinking in leadership and get feedback on your leadership style
- ④ Identify personal development needs and gain clarity about which organisational practices need to change for women to advance.
- ④ Help on how to navigate an organizational culture where gender can be a challenge
- ④ Explore ways of thinking and behaving that will sustain you as you continue your leadership journey
- ④ Work with a group of women leaders experiencing similar challenges, as you engage in group discussions and practical exercises to address your challenges
- ④ Access to an elite network of female professionals attending your programme to work with in the future

## Programme Details

**During the programme you will have the opportunity to mix with other women leaders and develop your strategic leadership skills.**

- ④ Doing leadership differently as a woman; the new leadership landscape.
- ④ Your aspirations and values as a leader.
- ④ Navigating in a male dominated organisation.
- ④ Political skills and networking in organisations.
- ④ Increasing personal presence.
- ④ Identifying personal career aspirations and success factors.
- ④ Creating and maintaining resilience and well-being as a female leader.

### Day one

- ④ The journey so far- sharing leadership stories
- ④ The leadership challenges facing participants at work
- ④ Shaping the future for women leaders in KSA

### Day two

- ④ Personal leadership preferences
- ④ Developing your leadership brand
- ④ Practicing new approaches



# The Programme Faculty

## Dr Alison Seddon

Associate & Executive Coach,  
Cranfield School of Management, UK

She is an expert in designing and facilitating experiential learning interventions, with over twenty five years experience delivering leadership programmes across multiple sectors, including construction, academia, media, finance, engineering and government. Alison has worked with groups and individuals at all levels in business, including board level, C-Suite and senior management. She has extensive experience in Europe and the Middle East, including most recently PepsiCo, Bupa Arabia, Generali, Supreme Committee for Legacy and Development, HP, Allianz and SCB.

With a background in acting, theatre and storytelling, Alison has developed an innovative and creative approach, combining research, expertise, leadership theory, active learning and technology to facilitate the discovery and development of leadership identity and practice.

Her lively, informed and challenging approach connects learners with their existing skills, values and knowledge whilst giving them the confidence and appetite to implement new approaches in a safe, creative and engaging context.

Alison has a particular interest in working with women in senior leadership roles. She enjoys the richness of intercultural exchange and understands the significance of cultural context when facilitating leadership development.

