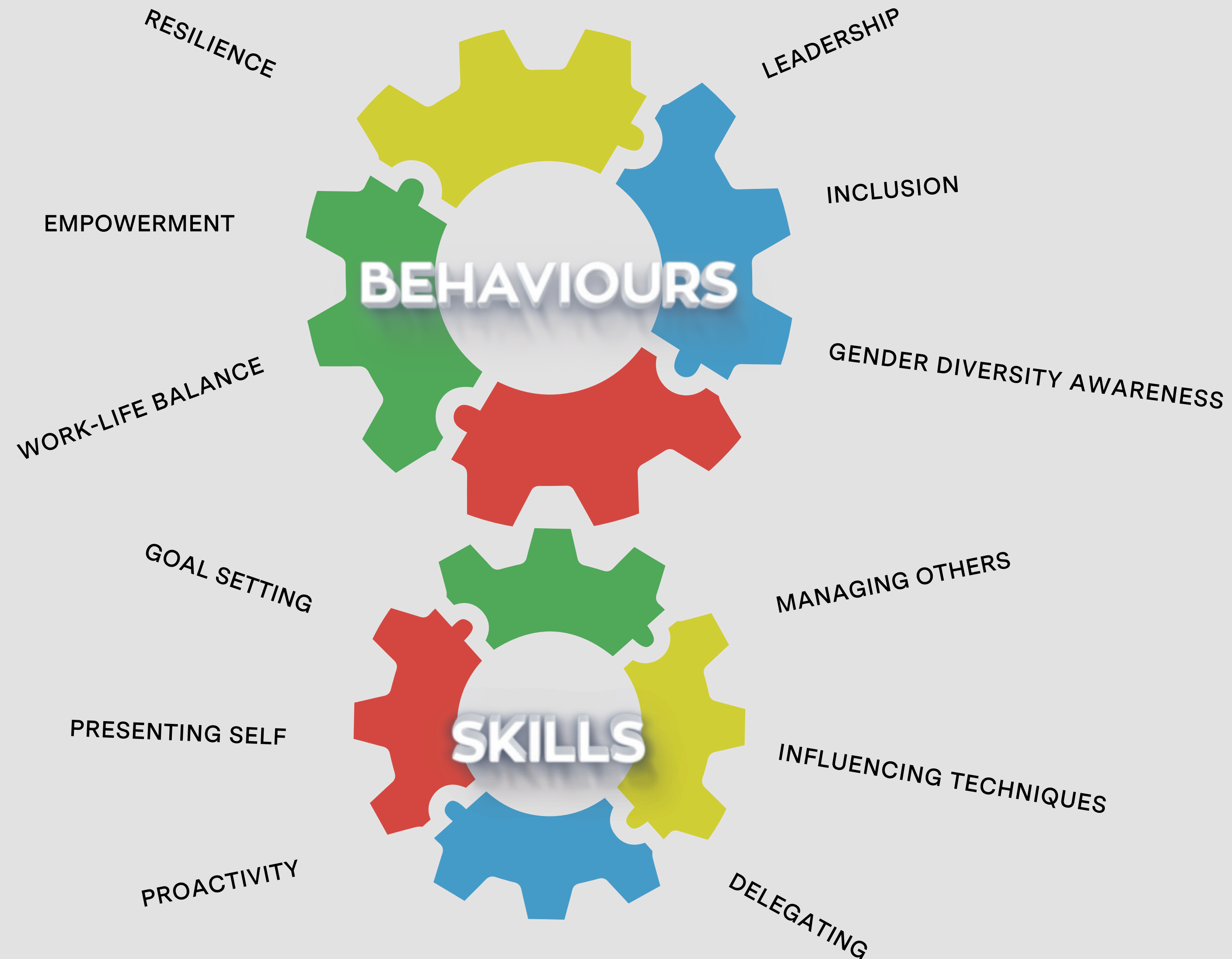


Behavioural Leadership. Humanised.

WOMEN
EMPOWERMENT

The Keywords



WHAT is WOMEN EMPOWERMENT?

Today's most successful enterprises are those that bring diverse perspectives and experiences to each new challenge. Along with being the right thing to do, diversity and inclusion offer a strategic advantage - especially at a leadership level - and economic growth is more robust and sustainable when women and men alike participate fully in the organisation. Meanwhile, companies that invest in women's employment gain an important competitive advantage.

Women empowerment seeks to stimulate the confidence in women by providing them with the opportunity to realise their maximum potential and supports them to seek the skills and behaviours to excel in organisations and in the society. A proper nurturing, polishing and sharpening of those skills and behaviours is only made possible through better awareness, training and a space to freely express oneself.

WHY is it important?

The dynamics of today's business environment has changed particularly because of women business leaders playing an important role in making the transition away from business as usual. Not only are they leading in managerial roles but also assuming personal responsibility for tackling issues concerning the organisation. For women to lead and take charge in taking such responsibility they must be capable of holding positions of power and influence in the business world. The modern society has started recognising the individual identity of women. Women who were the most dormant segment of the population have now become active participants in all walks of life. Till now, they were only a unit of the family organisation. Now, women are becoming not only a significant unit of the society but also influencing the course of social change in society.

Solution Description

HOW do we build a **WOMEN EMPOWERING** organisation?

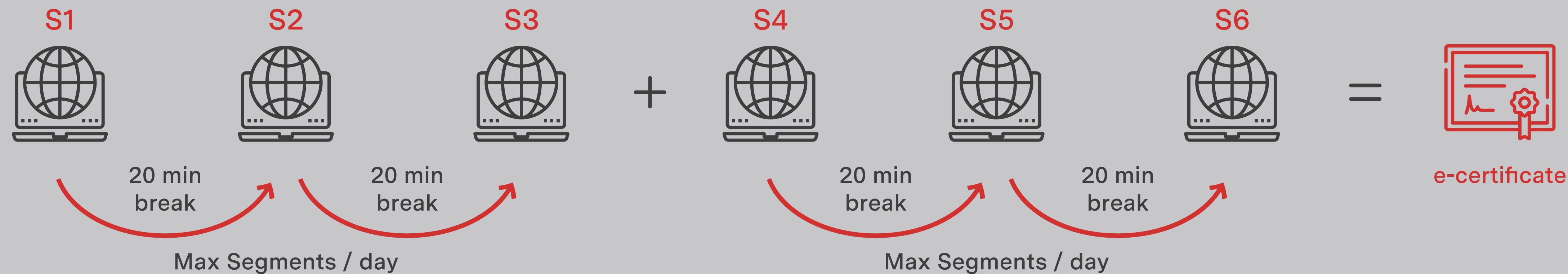
Women empowerment is often talked about, but it's high time that organisations and society, in general, should look at their initiatives again and focus on creating measurable impact for women to reach the top.

With the evolution of markets, the high educational and skills levels of women and their growing role in an organisation, women today hold a wealth of talent and resources that can be tapped by companies large and small. Organisations' can play a key role on creating greater awareness of this potential among their members by advising on how to adapt policies and practices at the company level for women's talent to be optimised and for women to participate in decision-making and in so improve business outcomes. Women, men, and organisations' can work together to improve women participation levels throughout the corporate hierarchy. As more and more women continue to enter the business world and experience the obstacles and elements that men do not face, solutions to these hurdles must be found.

Transformation is a journey that needs to be embraced by the entire organisation. As a consultancy firm, we aim to not only help organisations' empower women, but also positively impact the various communities touched by the organisation.

How We Do It?

Duration and Schedule - a total of 6-12 Interactive Digital Segments of 90 min each



Learning Process



Macro Learning Intervention Options

1:1 &/Or Group Coaching

Self Driven Intense Reading

Social Learning
(Digital Passports and
Learning Partner Agreements)

Digital Practicum-
Assignments – ALP's



Micro Learning Intervention Options

LMS – Mobile App. Access to
Micro Content

Videos – Audio Learning Shots

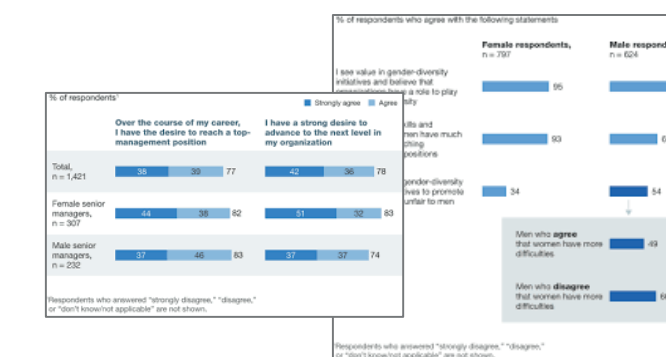
Gamification and A.I.
Based Learning

Articles, Tips, Do's / Don'ts
Digital Cards



Recommended Assessment

Gender Diversity Assessment



Module 1: Understanding Women Empowerment in an Organisational Context

What are the main challenges which females face in today's workplace?

How do these challenges impact your enthusiasm and engagement?

Why it's important to promote females in the work environment?

What does it take for women to experience success in the workplace?

How to promote yourself in the workplace as a female with leadership potential.

Module 2: Independence and Autonomy

Success begins with leading yourself and setting clear goals and priorities.

Aligning personal goals with organisational goals.

Demonstrating accountability to personal and team goals.

Taking initiatives – make the first step without waiting for others.

Creating strategies to overcome challenges that impact your effectiveness as a female in the workplace.



For Delegates

This programme is designed for females who are front-line delegates, professional staff, or supervisors. Throughout this programme, they will learn and practice how to demonstrate the positive behaviours required to be an impactful female in the workplace.

Participants will be equipped with the tools they need to increase their impact in the workplace and create a lasting personal and professional image. They will learn new ways to enhance performance and become more visible and assertive within the organisation. Participants will practice and develop the skills which will enable them to demonstrate the below behaviours:

- Understanding women empowerment and leadership in an organisational context.
- Setting a personal vision that supports the team/organisation vision.
- Setting clear goals and aligning them with team/organisational goals.
- Staying focused on your goals and priorities to promote yourself in a gender competitive work environment.
- Embracing gender diversity.

Module 3: Women Inclusion – Essence for an Empowered Workforce

Appreciating diversity among team members.

Understanding thinking preferences and the whole brain personality types.

Understanding different preferences and how they shape your behaviours

Understanding how the brain works and how emotions impact your performance.

Applying the whole brain way of communication to share your thoughts, and values considering others

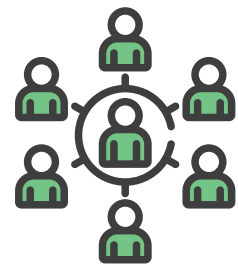
Module 4: Impact of Women on Organisational Performance

Being a positive contributor to the high performance of the team and the organisation overall.

Using lobbying and networking to increase your impact in the organisation.

Build a network of female peers from diverse backgrounds to support you as you progress.

Case studies from the industry.



For Managers

This programme broadly targets women in managerial roles or those aspiring to fill managerial roles in the future - regardless of their functional background or level (line, middle or senior managers).

It focuses on building leadership presence and impact and on enhancing networking, influence, communication and developing credibility. Although these competencies are independent of gender, this programme is exclusively for women as it allows the participants to reflect on unique challenges which women encounter in a work environment with mainly male counterparts.

Participants will practice and build the skills which will enable them to demonstrate the below behaviours:

- Understanding the organisational dynamics. Improving awareness and embracing diversity challenges to lead more effectively.
- Developing the cultural inclusive behaviours that should be demonstrated by successful managers.
- Adapting different influencing strategies to enhance work relationships.
- Increase your leadership impact by developing positive behaviours like being credible, confident, and balancing between personal, team and organisational goals.
- Developing your leadership identity.

Module 1: The Changing Business Environment & the Case for Women Empowerment

Key challenges that female managers face in organisations' today.

Challenges of female managers in a gender diverse corporate context.

Why we need to empower females in today's fast-paced business environment?

Responding to these challenges; what are the qualities and behaviours of successful leaders?

Module 2: Inclusion Behaviours, Knowing Self & Others

Introduction to thinking preferences and the whole brain personality type.

Being able to understand and value diversity among the team members.

Understanding diversity to positively influence others.

Nurture the relevant behaviours to deal with diversity and demonstrate the appreciation of individual differences in your teams.

Applying the thinking preferences for understanding and motivating others.

Module 3: Influence - Creating Effective Work Relationships

Influencing others positively - using influencing strategies.

Understanding different influencing styles/approaches.

Understanding how to adjust your influencing approach for maximum effectiveness.

Benefits and pitfalls of using the BUILD / DIRECT approach.

When to combine both approaches for best possible results?

Influencing by increasing credibility - credibility is about perception - how to assess your credibility?

Factors that influence credibility rating, and how to develop your credibility.

Module 4: Developing Leadership Identity

Different leadership styles & identifying your preferred leadership style.

Having a positive contribution to high performance by adapting your leadership style to suit team members' needs.

Creating female role models and mentors for your future-aspiring female leaders.

Module 1: The Changing Business Environment & the Case for Women Empowerment

The key challenges in today's business environment unique to women in leadership roles.

Developing strategies for dealing with these challenges.

Understanding the dynamics of today's workplace, business rules, and business behaviour.

Aligning your personal leadership purpose with the purpose of your organisation.

Module 2: Inclusion Behaviours for Women in Leadership

Embracing and leveraging on the diversity in the organisation.

Appreciating cognitive preferences & understanding the whole brain personality types.

Using thinking preferences as a leadership model to keep people engaged across the organisation.

Demonstrating authenticity while communicating vision and strategic objectives the whole brain way.

Module 3: Influence Others to Promote the Case for Women in Business

Understanding the political intelligence preference and how it impacts the way we interact with others.

Knowing other peoples' political intelligence preference and having the ability to adjust your own style to match others' preferences.

Influencing your stakeholders; Mapping and managing stakeholders using the power vs. interest model.

Navigating complex business relationships using different influencing strategies

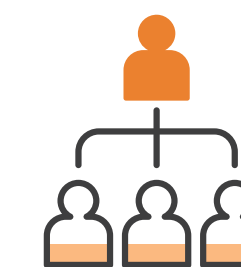
Influencing by increasing your personal credibility; Factors affecting credibility & how to assess your personal credibility.

Module 4: Impact of Women Leadership on the Overall Organisational Performance

Traits of successful and impactful leaders
-How top women succeed.

Assessing your personal strengths and development goals as a female leader.

Creating your personal action plan together with a top executive coach.



For Executives

This programme is designed for women with experience in upper-management, senior leadership, or executive roles. It is designed to equip women who are already proven leaders with the knowledge and skills needed to have greater impact and broader influence within their organisations.

This programme is suggested for women leaders in specific as it has been identified as one of the biggest challenges women face nowadays - being able to influence and play the political game while maintaining credibility and fairness. The above-mentioned skills have been identified as core for the success in leadership roles. This programme will provide leaders with a set of concepts and tools which will enable them to maximise organisational performance through empowering their workforce. They will practice skills to help them develop these behaviours in themselves and their organisation as follows:

- Understanding the key business challenges of female executives in our organisations' today. Advancing your leadership skills and enhancing your professional influence.
- Improving your critical thinking and decision-making abilities. Develop behaviors that align with & support personal leadership brands & the organisational direction.
- Navigate complex business relationships with better negotiations.
- Build & leverage strategic networks to engage authentically.

References

Women Empowerment



United Kingdom • France
Belgium • Cyprus
Saudi Arabia • United Arab Emirates



info@ttmassociates.com
www.ttmassociates.com

