



L E A D E R S H I P P R O G R A M



Strategies for Leadership

empowering
women
executives

what Corporations and governments worldwide are increasingly concerned about the under-representation of women in executive management and leadership roles. Some have attempted to address the issue by introducing positive discrimination policies. At the same time, the business benefits of “Diversity and Inclusion” are becoming more and more well-established. As of October 2011, 3.5% of Fortune 1,000 companies had a female CEO.¹

IMD’s Strategies for Leadership (SL) program helps companies to address this imbalance by equipping female executives for greater success in current assignments and preparing them to successfully climb the corporate ladder.

¹ <http://www.catalyst.org/publication/322/women-ceos-of-the-fortune-1000>

The program specifically focuses on improving skills that have emerged from research as being more in need of development among women than men:

- » Communicating vision and strategy
- » Networking and social media
- » Managing career transitions
- » Assertiveness, self-confidence and managing upwards
- » Visibility
- » Influencing others

SL is a transformational learning experience. Through personal reflection, self-assessment, discussions, experiential learning and executive coaching, you will increase your self-awareness and skills – and develop the ability to lead more effectively and authentically.

Strategies for Leadership will help you to:

- » Improve performance and lead more effectively
- » Prepare to take on top-level management roles and board positions
- » Build a network of colleagues to serve as mentors and role models



“Strategies for Leadership has proved to be one of the most valuable training experiences of my career so far!”

Susan Dingilian | Vice Chair of the Board, North America | Commerzbank Inc | United States



who SL is for senior and upper middle level female executives in business, government and the not-for-profit sector. Participants generally have a minimum of 10 years’ work experience and come from a wide range of industries, functional backgrounds and geographic regions.

At IMD, we have seen that women become passionate and empowered learners in this unique setting. By drawing on the experience of peers and building powerful international networks across organizations, participants also become strong mentors and role models for each other.

“Strategies for Leadership is a truly eye-opening experience. The program uses some very innovative techniques I had never explored before.”

Lamis Al Hashimy | Head of Investment Relations | Dubai Holding LLC | Dubai



Faculty

Ginka Toegel

German

Leadership

PhD Leipzig University and
London Business School

Program Director

“Strategies for Leadership helps women take the lead. A common misperception prevails that women need to be like men in order to be successful. During SL, we will provide you with insights on how to lead effectively by being yourself.”

Ginka Toegel

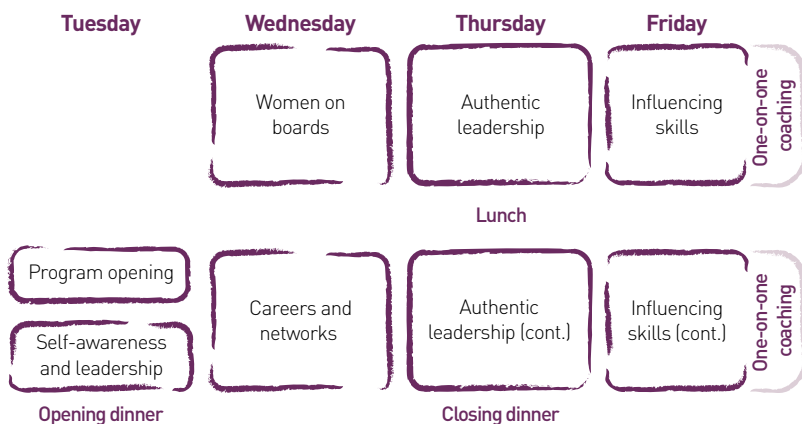


how Learning is carried out through a multitude of methods ranging from cutting-edge case studies and experiential learning to Faculty and guest speaker presentations. You also work extensively with coaches in one-on-one and group sessions.

Prior to the program, you are asked to reflect on your professional journey so far by writing a personal narrative.

After the program, you attend two personal coaching sessions to help consolidate the program’s key learnings.

Program structure



NOTE: Schedule is subject to change.

“For many, the SL program is a career defining moment. A week of time when you get the chance to reflect on your own leadership style – challenge that and allow the emergence of a leadership that is both congruent with who you are and incredibly powerful. That space for reflection, challenge and magic continues through the annual SL alumni event, which builds on the SL program and the wealth of knowledge and experience of the alumni, all women in leadership roles.”

Dr. Feena May

Head of Learning and Development
International Committee of the
Red Cross, Switzerland

Visit www.imd.org/sl for the full list of Faculty teaching on the program.



where On the shores of Lake Geneva in Lausanne, Switzerland, 40 minutes by road or rail from Geneva International Airport.

when	SL 1	May 15–18	2012*
	SL 2	October 2–5	2012*
	SL 1	May 21–24	2013*
	SL 2	October 15–18	2013*

Duration: 4 days with additional pre- and post-program support included.

If you wish to take advantage of additional coaching sessions on top of the standard post-program offer, this can be arranged (fees apply).

Fee 2012: CHF 10,000 (*excludes accommodation*)

*IMD reserves the right to modify the program dates and fee at any time.



Discover IMD

IMD is a world pioneer in executive education. More than a business school, we collaborate with individuals, teams and organizations to resolve real business issues, build capabilities and prepare for the future. We do so through a unique Real World, Real Learning approach, which stems from our ongoing partnerships with leading international companies. Delivered from our campus on the shores of Lake Geneva in Switzerland and key locations worldwide, our top-ranking programs and services combine practical experience, thought leadership and a global mindset. Come join our open and inspiring learning environment to challenge your perspectives, expand your horizons – and unlock your full potential.

IMD is ranked first in executive education outside the US and second worldwide (*Financial Times*, 2008–2011). IMD's MBA is ranked number one worldwide (*Forbes*, 2011) and number one outside the US (*The Economist*, 2011).

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Applications

Return a completed application package to the Information and Registration Office at the address below. To provisionally reserve a place, send us a completed tentative reservation form. This carries no obligation and is not a substitute for the formal application package. All forms can be found online at: www.imd.org/sl.

Further information

For more details (including videos featuring the program), visit www.imd.org/sl or contact a Program Advisor at +41 21 618 07 00.

Alumni benefits

As a former participant in an IMD program, you gain membership to our Alumni Network, with more than 75,000 members worldwide, and have access to a number of alumni benefits. Find out more at: www.imd.org/networks/alumni.

Chemin de Bellerive 23, P.O. Box 915,
CH-1001 Lausanne - Switzerland
Central tel: +41 21 618 01 11
Central fax: +41 21 618 07 07
info@imd.org www.imd.org

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