
PWN LISBON

Leadership Course Program 2017

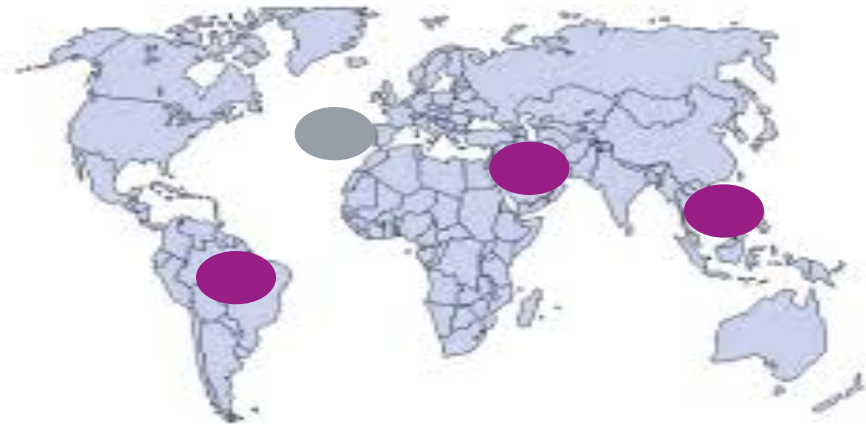


Focused leadership

Neurosciences in action



ABOUT PWN LISBON



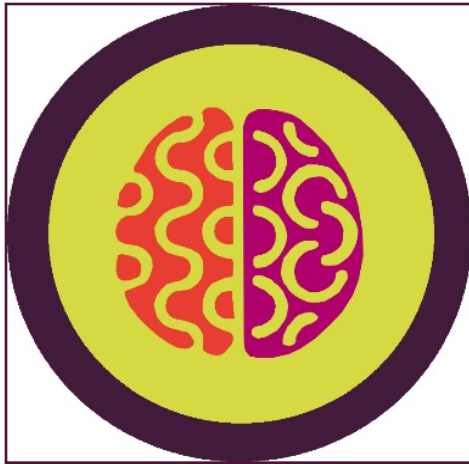
PWN Lisbon is part of a major association, PWN Global, a dynamic fast-growing networking and leadership development platform for professional women of all sectors and industries. With more than 3500 members and more than 90 nationalities, PWN Global is currently present in 25 cities and delivers more than 600 events per year.

PWN Lisbon has 300 members and 12 board members and organizes several dynamic initiatives along the year.

LEADERSHIP PROGRAM OBJECTIVES



Getting to know the leadership foundations while providing tools, developing skills and sharing successful stories for women who are potential leaders.



- ✓ Promote the cognitive competencies of a leader.
- ✓ Accelerate career management capability.
- ✓ Develop team management capabilities in internal and external environments, with diversity focus and at a global scale.
- ✓ Develop professional networking in several important national and international sectors and industries.

TARGET GROUP AND METHODOLOGY



TO WHOM:

- Professionals aiming to progress into management and leadership roles
- High potential professionals, identified by their companies to access to leadership roles
- Professionals going on a reflection about their own career



METHODOLOGY:

- Blended model of 44 in-class sessions plus 10 hours of individual assignments, including formal classes, cases' analysis and group discussions
- 6 month program

APPLICATION PROCESS AND COST



The application process lasts **2 month** and costs **€120¹⁾**:

1. APPLICATION CONDITIONS:

- Member of PWN Lisbon (compulsory)
- Minimum experience of 3 years in leadership roles (compulsory)

2. APPLICATION :

- Application form
- CV
- Online application

3. WELCOME SESSION:

- Get together moment to know all the group
- Welcome drink

I) Excludes outdoor values

PROGRAM STRUCTURE



The program lasts 6 months and involves six different activities:

1. Welcome Session:

- Get together moment
- Overture Conference

2. In-class sessions

- three modules - 44 hours sessions, from march to november (break between July 4 th till September 5th);
- one day per week, after work (6pm-8h30 pm)
- Modules:
 - Self-Focus: Change the way you make decisions
 - Focus on the 'Other' : Change the way you work
 - Focus on the World: The world seen as a new opportunity

3. Bootcamp: leadership in a context of survival – 3 days

4. Workshops & Outdoors

5. Leadership Day

6. International Conferences & networking dinner

7. Closing Event

PROGRAM IN-CLASS SESSIONS



MODULE 1 – SELF-FOCUS. CHANGE THE WAY YOU MAKE DECISIONS

Metacognitive competencies. How the brain works. Training

Competencies in a changing environment.

Emotional Intelligence competencies.

Leadership competencies in organizational environments. Developing a leader profile.

Genetics, Nourishment and high performance.

Developing your personal brand.



MODULE 2 – FOCUS ON THE OTHER. CHANGE THE WAY YOU WORK

The second leadership focus. Creating high performance teams.

Ethic Competencies and ethic on a relationship – managing with diversity.

Communication competencies (Career management, Networking management)

Personal competencies on team leadership. The leadership pipeline.



MODULE 3 – FOCUS ON THE WORLD. THE WORLD SEEN AS A NEW OPPORTUNITY.

Geopolitics and geostrategic analysis on the world of 2015. Perspectives and revision of the analysis paradigms. The development and impact on the business world. The new power architecture – politics and economics – in a global world.

Management models in a global scale. Successful practices.

A global world, intercultural markets and social responsibility politics. Analysis of the Portuguese strategic sectors. New opportunities. Education for Portugal 2020.

CONFIRMED INTERNACIONAL SPEAKERS



- ☐ Doutora Sofia Ferreira, Banco Mundial, Washington
- ☐ Dr^a Fanou Adjana SOUAG, Diretora de Comunicação na Organização Marroquina dos Direitos Humanos, Marrocos
- ☐ Professora Doutora Federiga Bindi, John Hopkins University
- ☐ Ana Ventura Miranda, Art Institut, Nova Iorque
- ☐ Miguel Poiares Maduro, Instituto Europeu de Florença

OUTDOOR & ACTIVITIES



BOOTCAMP – LEADERSHIP IN A CONTEXT OF SURVIVAL

Training of survival competencies in a context of adversity.
Training the focus. Resilience training.



LEADERSHIP DAY

During the leadership day, a competition between teams is held, and several challenges are set towards a final goal.



OUTDOOR

Networking activity developed in an outdoor format, during a weekend, and in a resort outside Lisbon

Program: welcome drink, lunch, trekking and geo-catching activity

OUTDOOR & ACTIVITIES



PRE-LAUNCHMENT EVENT

Healthier Leadership

Anti-Aging Strategy

3 speakers present their ideas / knowledge about a topic



WORKSHOPS AND CONFERENCES

2 Diversity Management Conferences – Enterprises of the XXI century

7 keynote speakers from 7 strategic industries, present their views and share examples about diversity management

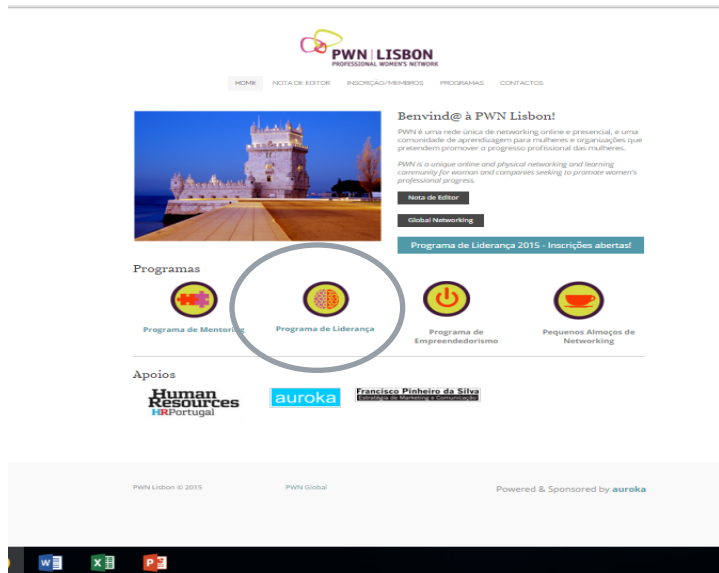
Debate

Q&A



COMMUNICATION (BEFORE)

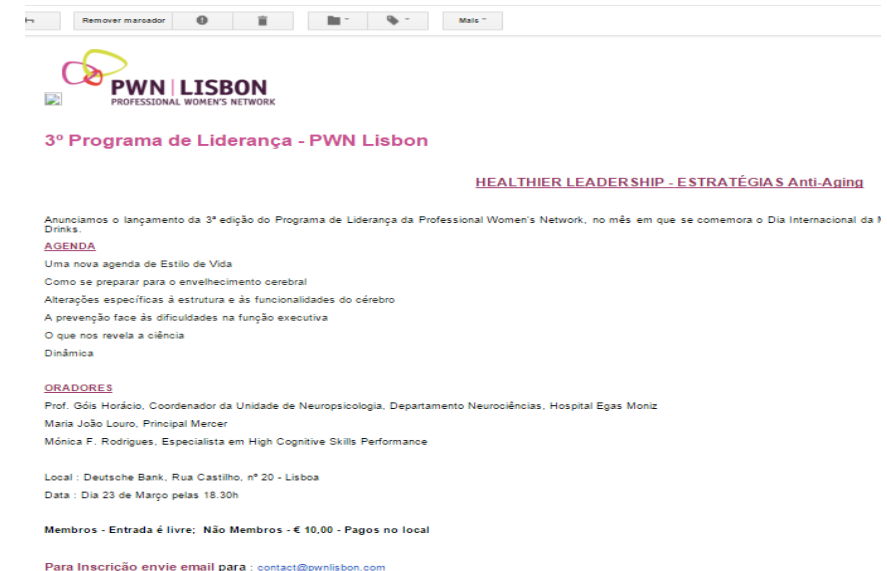
The Leadership program is broadcasted through several initiatives: email to the PWN Lisbon members, Mentoring Program Alumni and Corporate partners associations, and was promoted on PWN Lisbon's web site and Facebook profile as well.



Web site pwn-lisbon.com



Facebook PWN Lisbon



Email

INITIATIVE ON THE NEWS

DIVERSIDADE

BRIDGING THE WORLD

Mónica Rodrigues
YP Communications

Rita Felica
YP Marketing

SAMUELSON DIXIT!

Recentemente publicado, o relatório Mercer sobre "Gender Diversity – When Women Thrive" faz Samuelson esasperar de novo (sim, esse mesmo, o do Prémio Nobel).

Com efeito, e no ano em que comemoramos o 20.º aniversário da Conferência de Pequim (1995), a cruesa dos números fala por si e desmistifica crenças ingénuas sobre a igualdade de oportunidades de trabalho.

Emplacando, apesar de as mulheres constituírem 50% dos talentos no mercado de trabalho e apesar de frequentarem maioritariamente as universidades, apenas 25% participam na administração das empresas (10% no caso das empresas cotadas em bolsa).

Concluindo: Primeiro, o espírito do legislador tem-se ficado por uma tímida "política de pequenos passos". Segundo, e tal como Samuelson sugere, o virtuosismo de Baeza parece-nos ainda hoje uma metodologia focada no estudo do Bem-Estar Líquido Social, já que só é possível combater com o ciclo vicioso das desigualdades mediante "a adopção de medidas sociais vigorosas" (Samuelson dixit!).

CONNECT TO SUCCESS

Interviewing Kim Sawyer

Connect to Success é um Programa de Mentoring desenhado à medida para mulheres e a promover a igualdade de oportunidades no sector empresarial. Por iniciativa pessoal de Kim Sawyer, embaixadora dos Estados Unidos em Lisboa, o programa foi lançado em Setembro de 2014 e conta já com a parceria de quatro asessorias portuguesas. A PWN Lisbon colabora no processo e procura promover o programa junto das suas associadas. Consulte a entrevista realizada em <https://www.facebook.com/ConnecttoSuccessPortugal>

PROGRAMAS 2015

PROGRAMA DE MENTORING

A 1.ª edição do Programa de Mentoring terá início a 1.º de Março. Até 15 de Janeiro (17h) estão abertas as candidaturas individuais. Tem como objectivo a criação de parcerias e de experiências partilhadas com mentores seniores objectivo.

PROGRAMA DE LIDERANÇA

Tem início em Fevereiro o Programa de Liderança Neurocientífica em Acção. Procura-se estimular o acesso aos mais modernos conhecimentos e perspetivas do desenvolvimento das neurociências.

PROGRAMA DE EMPREENDEDORISMO

A 1.ª edição do Programa de Empreendedorismo é lançada em Fevereiro e tem parceria com a Fábrica de Startups. Tem como objectivo promover o estudo e a aplicação de metodologias a projectos existentes.

Sibel Yuncu
Presidente da PWN Istanbul

PWN ISTANBUL

QUAL É A AMBIDEX-TRIA PARA 2017?

Enquanto membro de direcção da PWN Istanbul, a nossa ambição é promover a cooperação com os partners corporativos de forma a desenvolver uma maior diversidade de projectos e fortalecer o espírito de "só por nós" e de suporte entre membros. E também reforçar a visibilidade da PWN Istanbul enquanto ONG com o objectivo de nos tornar mais relevantes e inovativas nos assuntos do negócio, no económico, na política e no social em geral.

66 // Human Resources Portugal // Janeiro 2015

[illegible]

OJE Digital (Nov 2015)



PWN | LISBON
PROFESSIONAL WOMEN'S NETWORK

Programa aprofunda impacto das neurociências na liderança

A PWN Lisbon, associação que promove o progresso profissional da mulher e faz da diversidade a sua bandeira, lançou, ontem, o seu terceiro ano consecutivo, o Programa de Liderança Neurociências em ação, inaugurando, assim, a Semana Internacional do Cérebro. O programa terá a duração de um ano e é composto por sete workshops e um curso de Liderança.



A comissã de programa: Nêta Câmara, Rita Polica e Mônica Rodrigues.

da "inteligente" e o impacto deste nas várias dimensões da vida humana e, em particular, na gestão pessoal do talento em contexto de trabalho.

As inscrições para o curso de Liderança decorrem, numa primeira fase, até 30 de abril. O curso é inaugurado em maio, iniciando-se as aulas em junho.

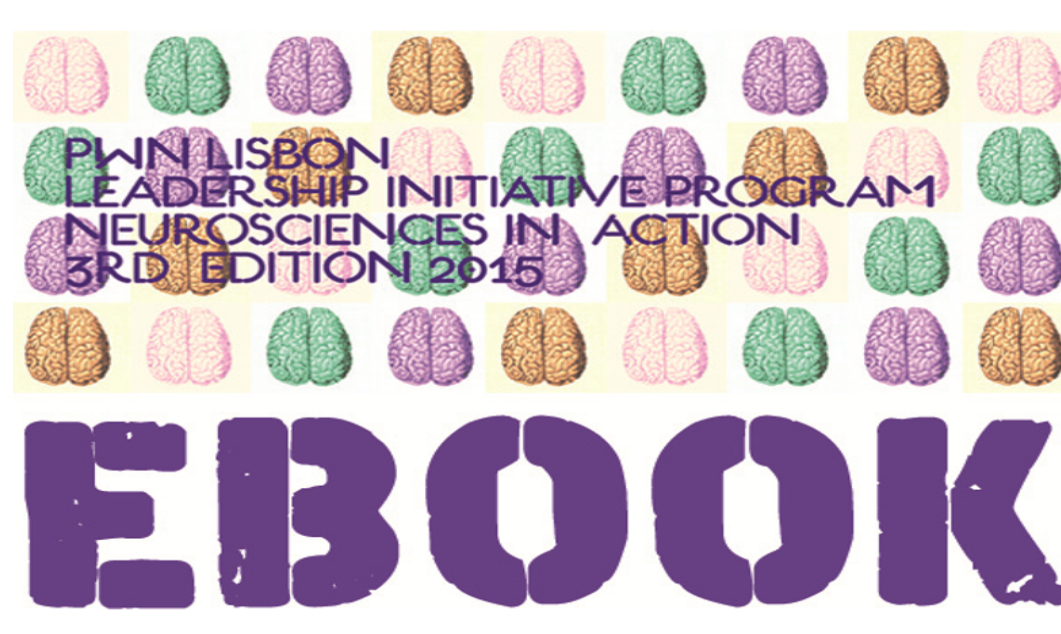
Oje Newspaper (March 2015)

Human Resources magazine (Jan 2015)

COMMUNICATION (AFTER)



The Leadership program is preparing a eBook and a flyer to be displayed on PWN Lisbon's web site, summarizing all the relevant information about the initiate, attendees, speakers, content, and including feedback from the Alumni.



PHOTOS



LEADERSHIP ADVISORY GROUP



Prof. Doutor Góis Horácio
PhD Neuropsychology



Nélia Câmara
Board Member Mercer



Mónica Rodrigues
Vice-President Leadership



Madalena Águas
Community Manager

Contacts:

Madalena Águas

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leadership@pwnlisbon.com

The Leadership team is formed by key leaders, from different sectors, and with diverse background education.

They are highly committed with the Leadership initiative and contribute to the program as keynote speakers, in areas of their expertise.

CONFIRMED SPONSORS



Deutsche Bank



SIEMENS

