



# Women in Leadership

*A leadership development program  
tailored for women managers*





## Overview



### Program Period

4 months  
8 day in-class training (Thursday, Friday)  
One-on-one coaching sessions and follow up of progress



### Program Language

Turkish  
*English (International instructors, learning materials)*



### Program Venue

41 North Business School  
*Learning Hub, Ferko Signature B4, 1 Levent İstanbul*



### Program Fee

TL 12,000 + VAT



#### Global Gender Gap Report: Turkey

RANKING: 131

SCORE: 0.625

#### Economic Participation:

RANKING: 128

SCORE: 0.471

#### Educational Attainment:

RANKING: 101

SCORE: 0.965

#### Health and Survival

RANKING: 59

SCORE: 0.977

#### Political Empowerment

RANKING: 118

SCORE: 0.088



## Why does Turkey have a greater need for women leaders?

If we rephrase the question as, “Does Turkey need competent women leaders?” the obvious answer everybody would give is “absolutely yes”. But if the question is “Why do we have a greater need for women leaders?” the World Economic Forum 2017 report’s findings offer the best answers.

In the GLOBAL GENDER GAP REPORT 2017, data from 144 countries were used. The highest possible score is 1 and the lowest possible score is 0. Turkey unfortunately ranks 131th among 144 countries with its global gender gap score of 0.625.


If we take a look at countries scoring below Turkey in the cultural gender gap index (based on lower index rankings) we observe that Turkey is a few points above the following countries only: Mauritania, Côte d'Ivoire, Egypt, Jordan, Morocco, Lebanon, Saudi Arabia, Mali, Iran, Chad, Syria, Pakistan and Yemen.

In Turkey, while the gender gap in health and survival and educational attainment was being closed, the gap in political empowerment was abysmal (0.088). Quite clearly, Turkey still has a long way to go as regards economic participation (0.471). The contribution made by women in leadership positions in a country’s social, cultural, political, industrial and technological development and the related economic advancement is of great importance in Turkey, as it is worldwide.

**Prof. Dr. Deniz Saral**


*Founding Dean, 41 North Business School*



A photograph of Sheryl Sandberg speaking at a podium. She is wearing a red blazer and has a microphone in front of her. Her right hand is raised in a gesture.

*"We cannot change what we are not aware of, and once we are aware, we cannot help but change" -*

**Sheryl Sandberg**  
Facebook COO

A photograph of Oprah Winfrey speaking. She has her signature curly hair and is looking slightly to the right with a thoughtful expression.

*"Do the one thing you think you cannot do. Fail at it. Try again. Do better the second time. The only people who never tumble are those who never mount the high wire."*

**Oprah Winfrey**





## We support women in their leadership journey

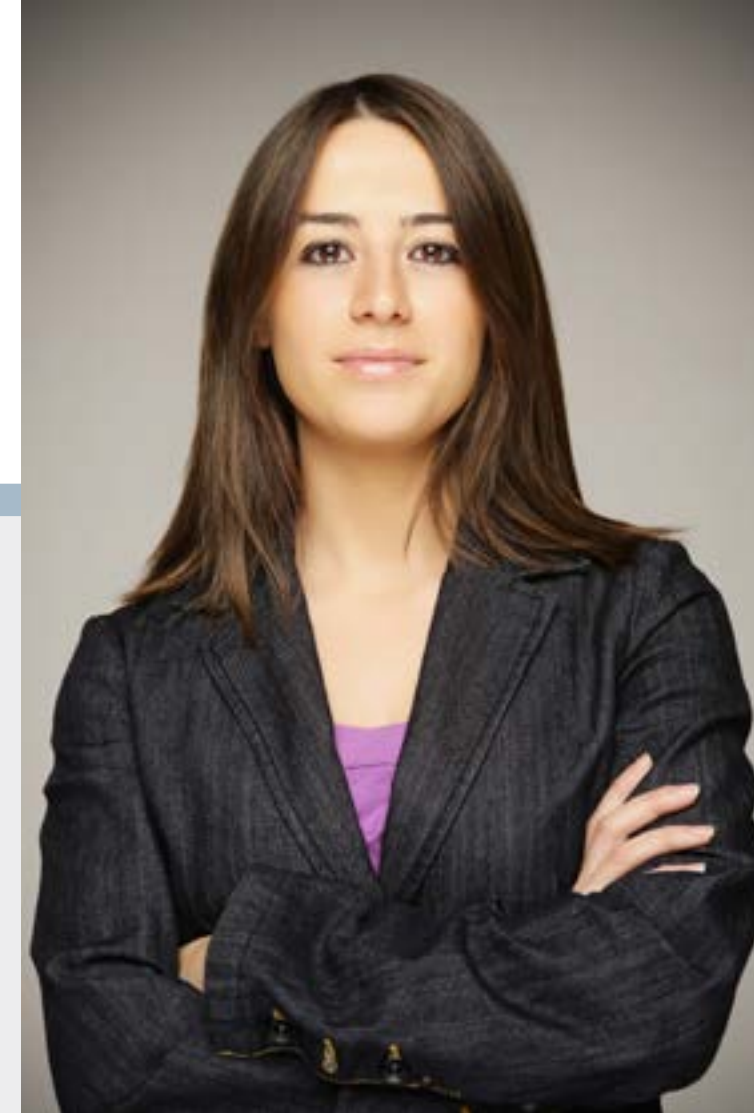
**As 41 North, we are extremely sensitive about the obstacles confronted by our female managers on their way to top management positions. We therefore felt the need to develop a program targeting women leaders and additionally to create a platform where the issue would be firmly placed on the agenda.**

“Women in Leadership” has been designed as a personalised program based on intensive practical work.

Our school differentiates itself by providing education employing different techniques such as pedagogical learning and gamification. Action learning sets designed for women leaders will enable managers to rediscover the gem within themselves and help them overcome the obstacles they will face when ascending the stairway to success.

Women managers participating in the program will be able to adapt to their own leadership needs, what they have learned during classes in the one-on-one and group coaching sessions; create a personalised action plan and begin to put into practice the techniques they learned, as soon as they return to their offices.

**Prof. Dr. Aslı Yüksel Mermod**  
Academic Director



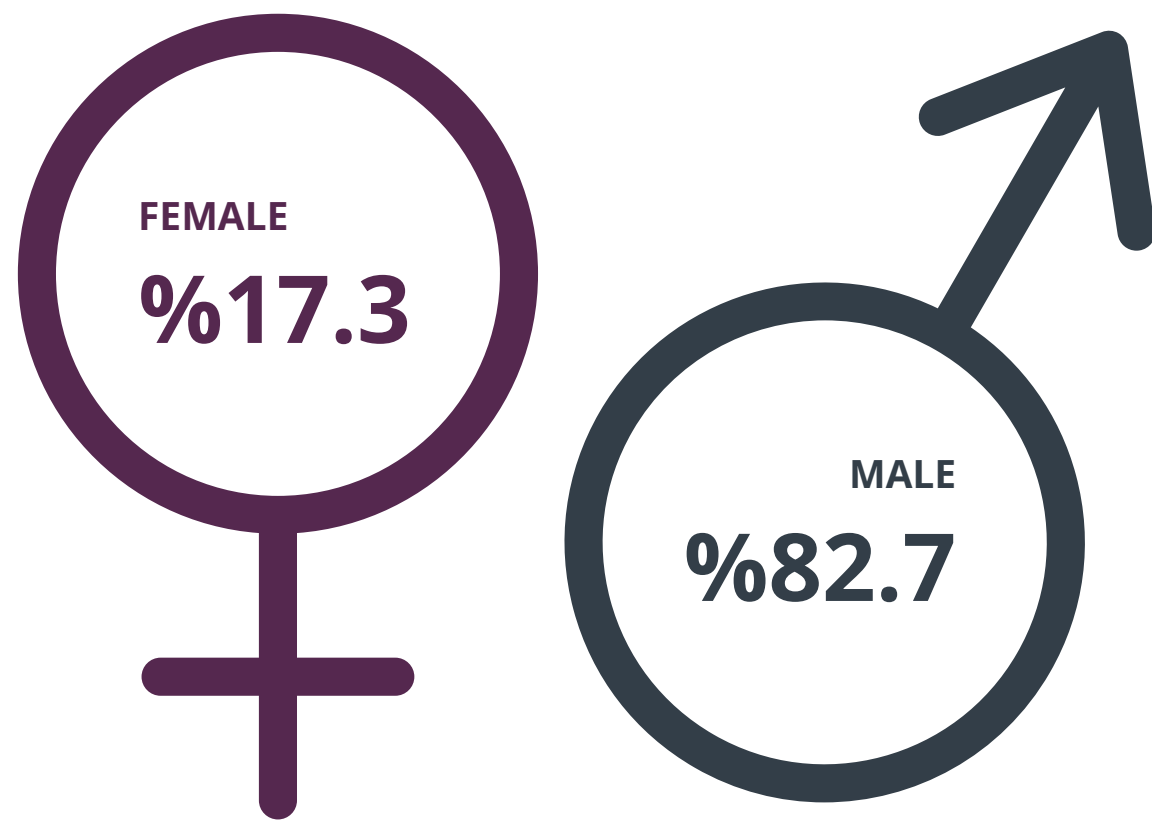
## Why a program specially targeting women?

**Gender diversity in corporate management helps companies become more competitive, innovative and customer/employee focused.**

Throughout the world, equal gender distribution ratio in university graduation and initial recruitment drops down to 5% in women leaders in corporate management positions. In 2018 only 5% of the Fortune 500 CEOs are women... Moreover, the male-female income inequality ratio that drops down to around 35% in the same industry and roles, continues to remain as a significant issue in the business world. This program has been specially designed for women with a view to providing gender balance in the ever diminishing gender diversity starting from the first years of management up to the higher management levels and to promote more women remaining in the higher management candidate pool.

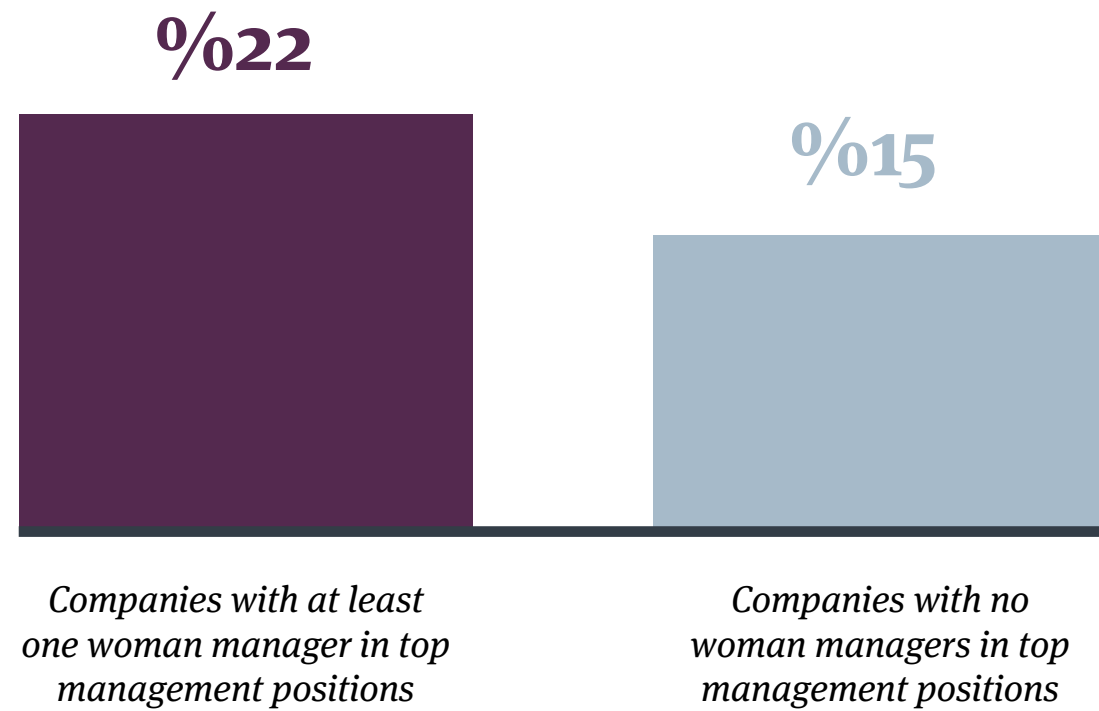
41 North Business School has developed the “Women in Leadership” program to encourage women managers to expand their sphere of influence by maintaining their feminine reality and to become women leaders in their own original style. The academy based program delivered with a unique educational approach actually offers a learning and sharing platform where all women leaders would support each other.

**Yeliz Kum Ezercan**  
Founder, Director



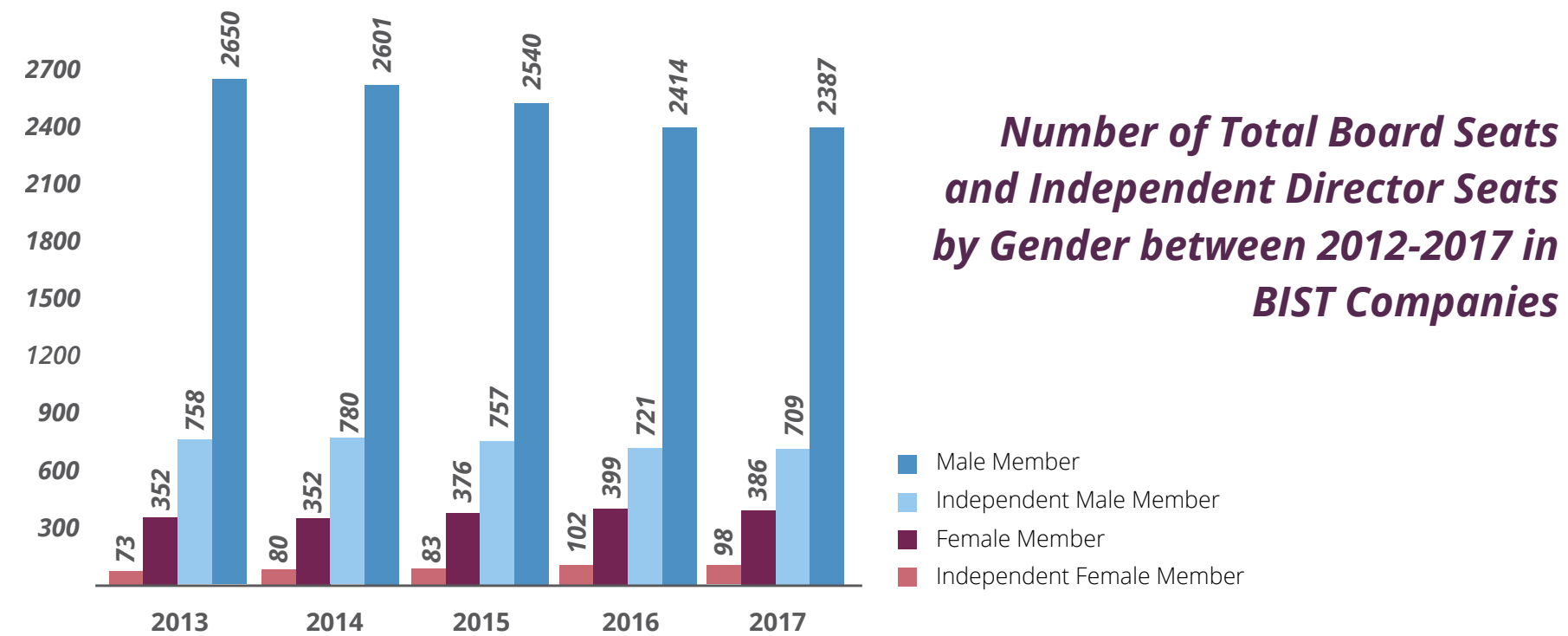
**MALE/FEMALE RATIOS AMONG MANAGERS**

*It has been observed that existence of women in top management has a positive impact on the financial performance of companies*



*"The power of diversity is diversity. It's not bringing together a diverse group of people and expecting them all to act in the same way..." -*

**Sallie Krawcheck**  
Ellevest CEO





## WHERE?

### 41 NORTH BUSINESS SCHOOL - LEARNING HUB

"Learning premises located at Ferko Signature on Levent, Büyükdere Street in the heart of the business world and social life and equipped with state-of-the-art technology await you."



Click for a 360 discovery of 41 North Business School Learning Hub

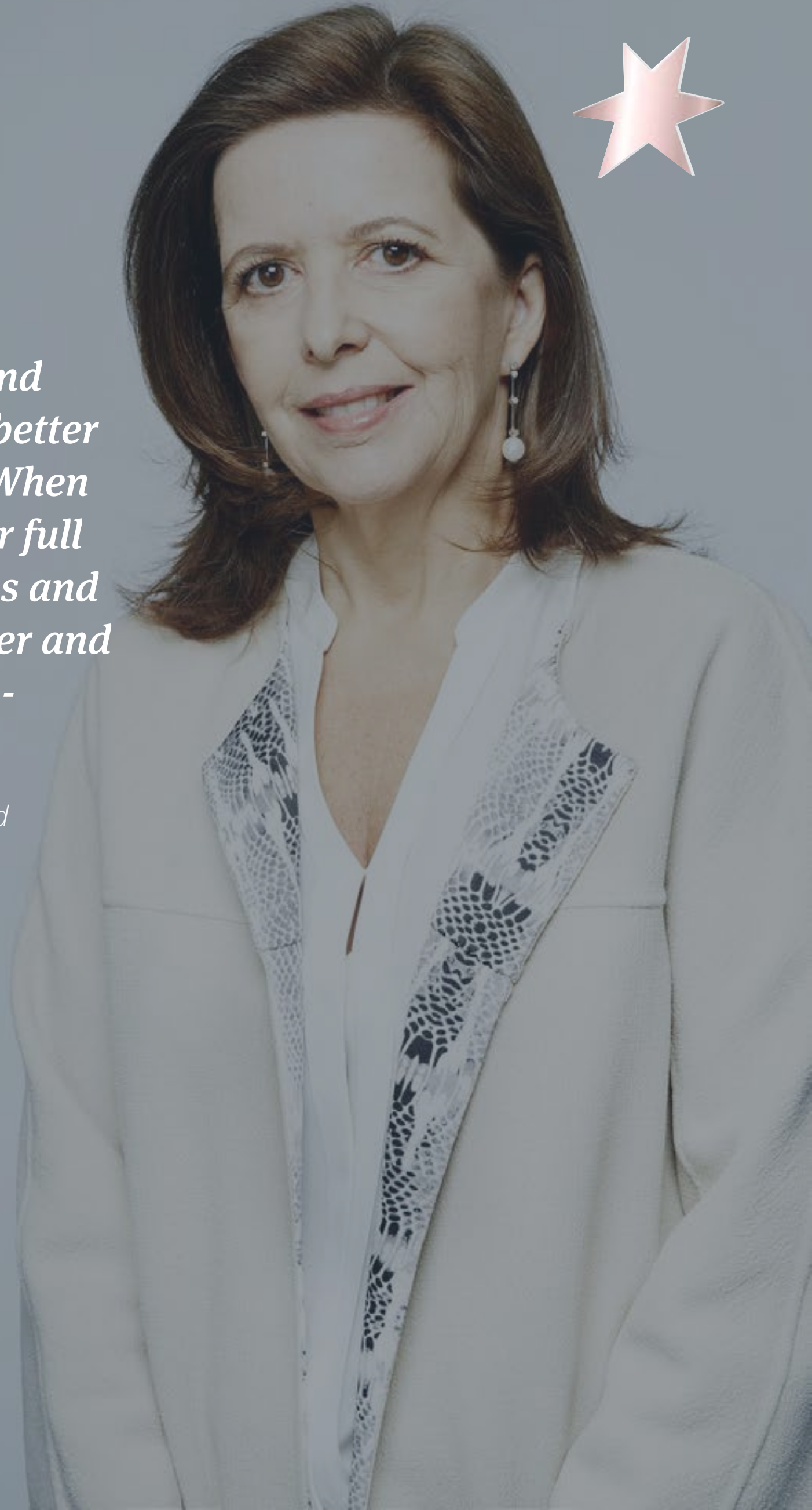


**Ferko Signature Building**  
Büyükdere Cad. 175, 34394 Levent  
Istanbul, Turkey



*"We believe that gender balance fosters creativity and innovation, and ultimately drives better business results. When women reach their full potential, business and society are stronger and more successful." -*

**Sophie Bellon**  
Chairwoman, Sodexo Board







## For whom?



*41 North Business School, provides a unique academic education experience in the “Women in Leadership” program for women managers with a minimum of three years’ managerial experience where they develop their leadership skills and prepare themselves for their next role in their careers.*



# 41 North Business School "Women in Leadership" Model

## DEFINING OBJECTIVES

What is your objective? The most effective organisations are those where individual diversity is nourished, where work is meaningful and where people create added value. Thanks to what you gain through the program, you will personally chart out the route of your journey within the company, encourage your team members to follow you and be aware of your impact upon people.

## SUPPORTING STRENGTHS

You will define your strengths and your qualities admired by people around you and learn how you can more effectively highlight these qualities to further enhance your leadership impact.

## PERSUASION AND INFLUENCE

You will learn to use proven tactics to develop your persuasive and influencing skills and discover how you

will garner support for your ideas in a co-operative and supportive environment.

## UNDERSTANDING OTHERS AND INTERPERSONAL PROBLEM SOLVING

In order to successfully solve problems related to human relations, you need to know yourself and interpret other people's psychology correctly. During the program you will learn means and strategies of persuading and motivating people and will be able to practice these techniques in a safe environment. You will be able to exercise new behaviour patterns through group work, role-playing, one-on-one and group coaching sessions. All these exercises will shape the basic skills that will help you deal with major challenges, develop new behaviour patterns and be successful through others.



## What kind of learning

*Women in Leadership is a personalised program based on intensive practice.*

### PERSONALISED JOURNEY

During the one-on-one and group coaching sessions, you will be able to practice what you have learned in class in your own leadership needs. By developing a personalised action plan, you will be able to put into practice the techniques you have learned as soon as you return to your offices.

### MASTERCLASSES IN CORE AREAS

During the second and third modules of the program, you will attend targeted masterclasses to be provided by Turkish and international academicians in the following areas:

- ◆ *Persuasion* ◆ *Communication*
- ◆ *Personal Image* ◆ *Networking*
- ◆ *Presentation* ◆ *Conflict Resolution*

### REAL INSIGHT INTO THE BUSINESS WORLD

During the sessions to be held after each module, you will meet business leaders who have added value to their

organisations, be able to listen to their inspiring leadership journeys first hand and analyse these together with our lecturers.

### FOLLOW UP AFTER THE PROGRAM

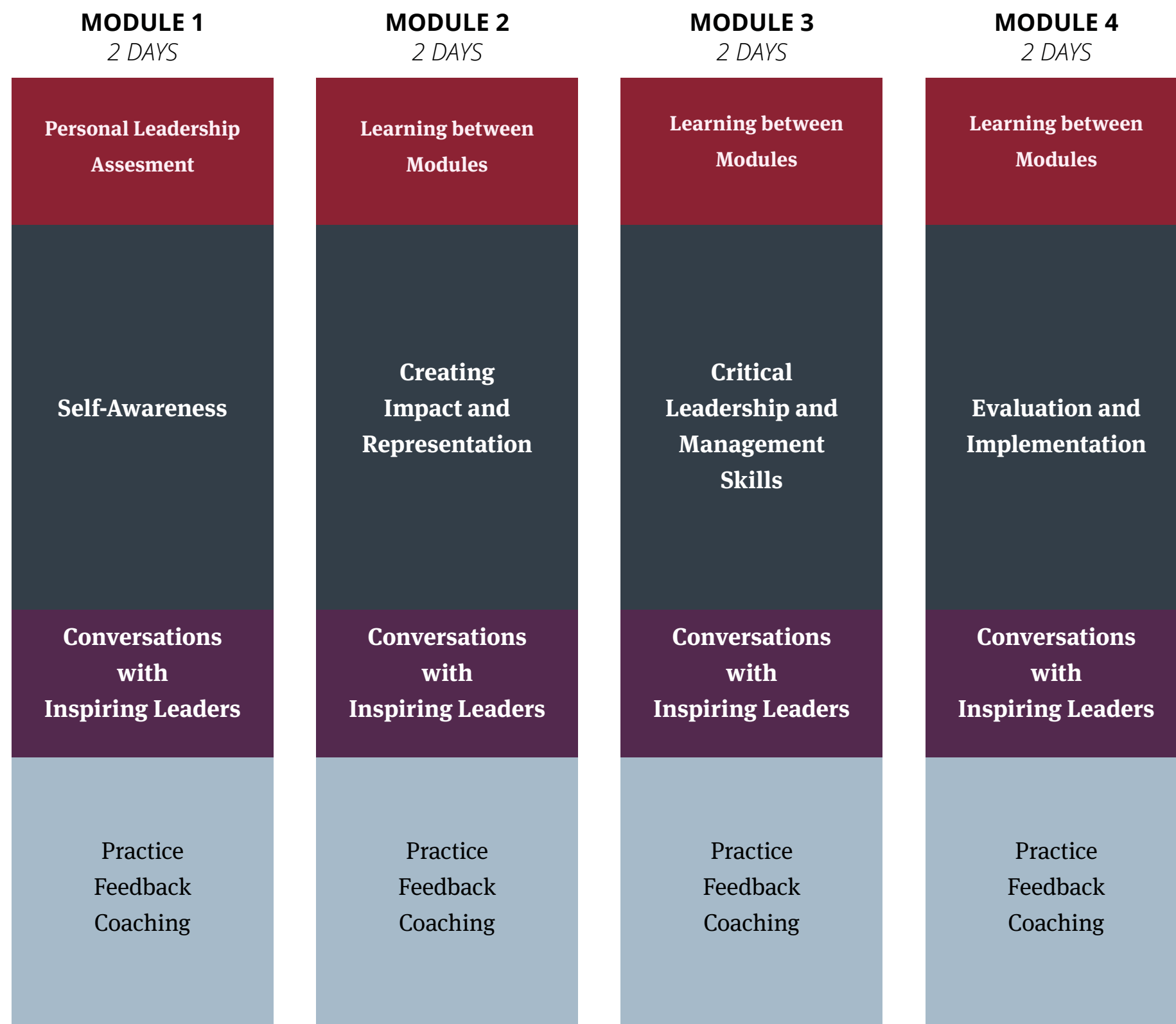
As part of our training, you will attend follow up interviews to evaluate the pledges you have made for the period following the program. You will be provided with videos with reminders about the main points of the program with a view to consolidating and supporting the training you have received.

### DEVELOPING AND SHARING A BUSINESS NETWORK

Following the program, you will be invited to meetings where graduates of the program, program lecturers and business leaders will share information and discuss important developments in their areas. Thanks to the "Women in leadership" program, you will become a very valuable part of a platform where women in leadership will come together at the 41 North Business School and be supported throughout their business lives.



# Process



*As in international leadership programs, the three main activities of “self-awareness, creating impact and critical leadership skills” are offered by focusing on a personalised education experience for women leaders, through a totally new learning approach of 41 North Business School employing gamification, action learning sets, interactive learning and applied learning techniques.*

*"Women don't need to find a voice, they have a voice, they need to feel empowered to use it and people need to be encouraged to listen" -*

**Meghan Markle**  
*Duchess of Sussex*

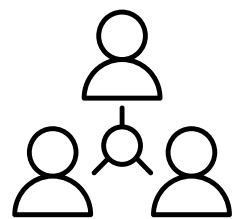


Evaluation  
of Personal  
Leadership  
Development



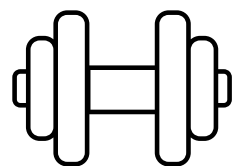
## Contribution to the Participants

*The learning model employed in the program will give you the power to overcome challenges by using your personal qualities in the best possible manner.*



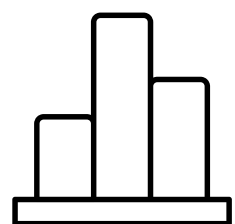
### DESIGNING AND MANAGING THE PERSONAL LEADERSHIP BRAND AND STYLE

You will practice managing on different platforms your leadership vision as a brand, your perception, your positioning, your strengths and your brand visibility and develop your communication techniques through the gamification learning methods developed by 41 North Business School.



### MANAGING BALANCE AND CHALLENGES

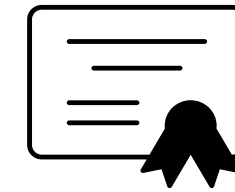
As a woman manager, you will be prepared to overcome risks and challenges you will encounter in your personal and business life, you will practice establishing balance in different areas of your life and learn to overcome the most challenging situations and conflicts that you might experience.



### TAKING RESPONSIBILITY OF YOUR OWN CAREER AND CHOICES

You will get support from the lecturers at 41 North Business School in better understanding your career purpose and motivators, in making more informed choices, in managing your career, designing your career development plan, setting targets and taking responsibility of your plan.

## Contribution to the Participants



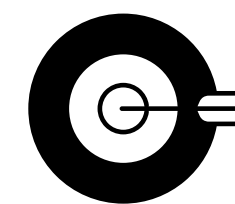
### EXPANDING YOUR LEADERSHIP AREA OF INFLUENCE

You will develop your skill set to be a better leader for your team and to create a more motivated and competent team. You will enhance your skills regarding correct management of emotions, problem solving, communication and persuasion, transforming yourself to a leader who creates value in her environment, establishes stronger relations with internal and external parties and promotes a work culture based on co-operation and support.



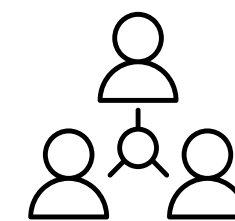
### BENEFITING FROM THE EXPERIENCE OF EXPERIENCED LEADERS

You will have the opportunity to listen to the experiences, inferences, challenges and how they coped with these from inspiring leaders who have had different experiences in their career journey through their own style in the group work offered at 41 North Business School.



### GETTING COACHING SUPPORT

You will get a chance to have an in-depth analysis of your career and leadership journey by receiving one-on-one or group coaching sessions from experienced coaches from the initial stages of the program until its completion and will be able to monitor your development through your KPIs, measurable methodologies and one-on-one feedback.



### NETWORKING

During the 4 month program you will have the opportunity to meet your classmates with a high potential, the lecturers and high level female and male managers. By participating in activities and seminars to be organised during and after the program, you will meet the program's sponsors, other graduates and speakers and become part of an important development platform.



## Contribution to your company



- ◆ You will enhance your company's corporate image and prestige by investing in gender diversity in management.
- ◆ You will support the forming of a highly diverse talent pool for your company's top management positions.
- ◆ You will increase the number of ready women-managers for the new positions that are created.
- ◆ You will create role models for other women staff in your company.
- ◆ Your participant women managers' awareness, self-confidence, vision, team leadership and problem solving skills will improve.
- ◆ By creating long term organisational value, you will have new leaders who can establish stronger relations with major clients and partners.
- ◆ Team motivation within the organisation will be enhanced which will contribute to a work culture based on cooperation between functions and management levels.
- ◆ You will invest in women leaders who have a personalised action plan who are ready to immediately implement their newly acquired skills and development plans.

## Applications

### ADMISSION CRITERIA AND APPLICATION PROCEDURE

- ◆ B.A. or B.Sc. degree
- ◆ At least C1 (upper-intermediate) level of English
- ◆ At least 5 years' work experience in companies, NGOs or own company
- ◆ At least 3 years' experience of team management comprising at least two people and/or experience in managing a budget of USD 100,000 or above

### BAŞVURU SÜRECİ

- ◆ Letter of intent for applying for the program
- ◆ Face to face meeting and evaluation with the candidate selection committee gönüllülük yazısı







A Stand Alone  
Unique Business School  
*in İstanbul*



#### For face to face application

41 NORTH BUSINESS SCHOOL  
Learning Hub  
Ferko Signature  
Büyükdere Caddesi 175 - B4  
34394 Levent, İstanbul, TR



#### By phone:

Phone:+90 212 932 82 12



#### For online application


www.41north.com.tr  
dba@41north.com.tr

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“We Rise By Lifting Others”



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