



Women in Leadership 2018

Who is it for?

This programme is aimed at women in the middle management, mainly managers, with high potential.

What is the objective of this programme?

You, as a professional and a woman, will face specific challenges and barriers at different times in your career. These hinder your professional progress, and additionally, the representation of women in positions of responsibility in the company.

The Women in Leadership programme aims to boost the professional career of the most talented women in Telefónica, reinforcing the levers necessary to successfully face opportunities and challenges in executive positions.

Content

If you want, you can. All barriers are surmountable, but for this, it is important to know and handle them appropriately. The focus is on those over which you have control and ability to act.

Women in Leadership offers a model of holistic leadership, which is based on values and vision, including a series of key issues such as career planning, personal branding and the search for mentors. The five-month course includes a residential week in Universitas and four months in virtual format.

In the residential complex in Universitas a path will be traveled through which the participants will identify where each one is today, at what point of their personal and professional life, they will visualize where they want to arrive, what objective they are raised professionally, and they will work in different aspects of the construction of the road between your today and your tomorrow.

Methodology

Through coaching tools and plenary sessions, fostering a safe and reliable discussion space, sharing challenges and doubts, the barriers that women typically face at this stage of their professional life and how to face and overcome them successfully will be deepened.

Experiencing the programme in a uniquely feminine environment allows generating discussions about the challenges that women face during their professional career; in particular, as their careers progress in organizational levels in which we find fewer female models.

As a participant, being part of this programme will allow you to:

- ✓ **Strengthen the skills and personal confidence** to be an influential leader in the global environment of Telefónica.
- ✓ **Identify internal and environmental barriers**, developing strategies to overcome them successfully.
- ✓ **Define your personal brand**, and be prepared for the next professional opportunity at Telefónica.
- ✓ **Develop a network of support and networking** with colleagues who face similar challenges, sharing experiences and tips for success.
- ✓ Strengthen your **global leadership skills**

Languages

Editions in Spanish and English.

Duration

4 face-to-face days and 4 month of online sessions (webinars) and activities.

Sponsor

Carme Artigas



CHANGE | **THE GAME**