

FOCUSED LEADERSHIP COURSE

NEUROSCIENCES IN ACTION 2019

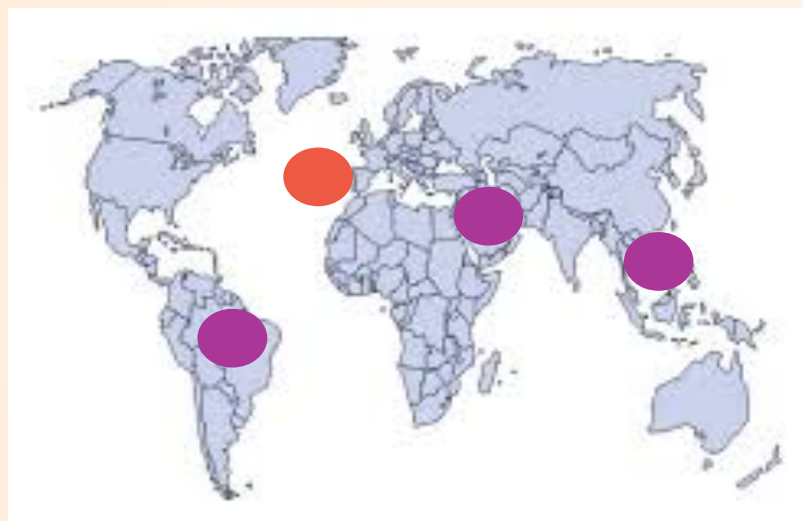
Level 1 March 21th to July 2nd

Co-Leadership

Mónica Rodrigues
Lara Próspero
Cristina Mesquita
Fátima Rodrigues

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PWN AROUND THE WORLD



PWN Lisbon has more than 600 members - including Premium Members, Corporate Members and online users - and 15 board members and organizes several dynamic initiatives along the year.

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 30 cities and delivers more than 600 events per year.

NEUROLEADERSHIP PROGRAM

1 PROGRAM & 2 LEVEL COURSE

In this new edition PWN Lisbon rethinks the concept of Leadership and launches a **NEUROLEADERSHIP PROGRAM**. A new strategic vision towards the co-creation of a multigenerations & multisectorial pipeline network.

This Program has 2 levels:

- **Level I, Focused Leadership. *Neurosciences in Action***
- **Level II, Life Design & Talent Management. *How to thrive your Career Management*.**

Level I, Focused Leadership. Neurosciences in Action. A 4 months period. Starting march 21 and closing july 2. Schedule 6.30 p.m. to 9.30 p.m. Four sessions /month. Three Modules.

Level II, Life Design & Talent Management. A 3 months period. Starting september and closing november. Schedule 6.30 p.m. to 9.30 p.m. Four sessions /month. Three Modules.

Consulte <https://www.facebook.com/pwnlisbon/>

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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.



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.

Accelerate career Management capability.

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Feel. Play. Inspire.

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TARGET GROUP



- 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

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METHODOLOGY



- Blended model of 48 hours in-class sessions plus 10 hours of individual assignments, including formal classes, cases' analysis, unconferences dynamics, group discussions
- 4 month program

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THE APPLICATION PROCESS AND COST

It lasts 1 month and costs €120¹⁾:

1. APPLICATION CONDITIONS:

- Member of PWN Lisbon (compulsory)
- Minimum experience of 3 years in leadership roles (compulsory)
- Frequency of Focused Leadership Course – level 1 compulsory to attend level 2

2. APPLICATION:

- CV
- Online application

3. WELCOME SESSION:

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

1) Price per level €120 - Excludes outdoor & workshops & dinner values

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REGISTRATION PROCESS TIMELINE



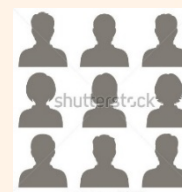
APPLICATION



INTERVIEW



ADMISSION



PROFILING



COURSE



Application Phase / Interview

Feb'13 – Mar'14

Profiling

Mar'21

Admission disclosure

Mar'18

Beginning

Mar'21



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PROGRAM STRUCTURE

The program lasts 4 months and involves 6 different activities:

- **Welcome Session**
- **In-class sessions**
 - 4 months – march 21 to July 2 (closing event)
 - On Thursday/week , schedule 6.30pm-9.30 pm
 - Modules: 3
 - Calendar
 - Março : 21, 28
 - April : 4, 9**, 11, 16*, 23*
 - May: 2, 9, 16, 23, 28***, 30
 - June: 6, 18*, 27,
 - July: 2*
- **1 Workshop or outdoor/month**
- **1 Networking Unconference Dinner** with personalities from corporate, politics & media world
- **1 Closing Event**

*Sessions to be held on Tuesdays because of holidays

** Special session with international speaker

***Anticipated session due to special holidays on week (June 10 – 14)



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PROGRAM IN-CLASS SESSIONS



MODULE 1 – FOCUS ON YOU. CHANGE THE WAY YOU MAKE DECISIONS

Attention Focus and how the brain works. Time Management. Mindfulness Program & Training

Positive Psychology: a tool for wellbeing

Self-conscious and Self regulation processes. Training

The neurosciences of Risk and Decision Taking Process

Genetics, Wellbeing and High Performance

Profile assessment evaluation



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

ETHICS in life & work. Their impact on Social responsibility (personal and organisational scale)

Emotional and Social Skills. The neurosciences of trust.

Communication Competences.

Leadership from the field. Act like a Leader. Feel like a leader. Play like a leader.

Your leader profile: assessment evaluation. Leadership Tools.



MODULE 3 – FOCUS ON THE WORLD. THE WORLD AS AN OPPORTUNITY

Geopolitical and Geostrategical Analysis on World 2030. Detecting Trends.

New opportunities in a World Economy in crisis.

The technological revolution 2030: thinking ahead for Long Life Learning.

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LOCAL



*A PWN Lisbon agradece à sua parceira EPAL, pela cedência de sala
para realização das sessões semanais do programa.*

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CONFIRMED INTERNACIONAL SPEAKERS



Neuroleadership Program Event

Date: march 15, 6.00 p.m

Local: Abreu Advogados

Keynote speaker: Omid Asgari

«Neuromarketing & Neurobranding 2030»

- Senior Researcher and Teaching Assistant na empresa Nova SBE on Neurobranding
- CEO at Delta Consulting Group (DCG)
- From Iran



Neuroleadership Program Event

Date: april 9, 6.00 p.m

Local: Epal

Keynote speaker: Sonya Richardson

- President PWN Global
- In this picture with Ana Torres, President PWN Lisbon @PWN Lisbon anual event 2017

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PAST INTERNACIONAL SPEAKERS



Federiga Bindi,
Institut for Women's Policy
Research, Washington D.C.



Sorana Baciú, Former Secretary
d'Etat, Romania PWN Bucureste



Christinne-Anne Chevry, Airbus
Helicoptere, PWN Paris



Ana Ventura Miranda,
Art Institut, New York



Miguel Poiáres Maduro,
Instituto Europeu de Florença

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OUTDOOR & ACTIVITIES



CONFERENCE

Omid Asgari and Sonya Richardson join
PWN Lisbon 2019



OUTDOOR

Networking activity developed in an outdoor
format, during a weekend
Have you ever felt like a sardine? So, come
and try IT! AWSOME!



WORKSHOP

Networking activity developed in an indoor
format, during a weekend
Have you ever felt like creative? Find inside
yourself.

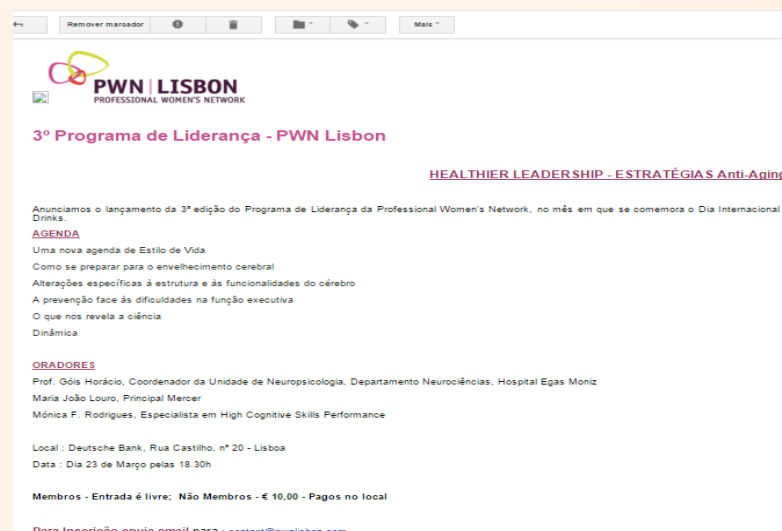
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COMMUNICATION (BEFORE)

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.



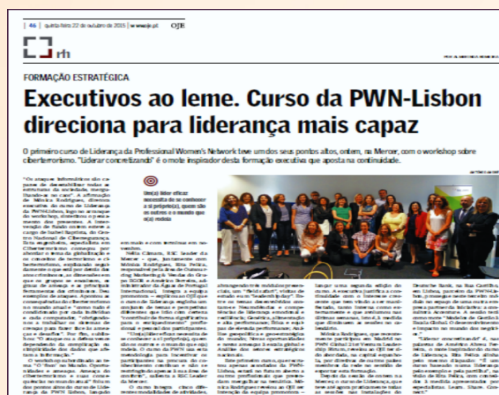
Facebook PWN Lisbon



Email

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INITIATIVE ON THE NEWS



OJE Digital (Nov 2015)



Jornal Económico (Abr 2017)

Page 17



Human Resources (Nov 2018)



Executiva (fevereiro 2019)

18/02/19

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INITIATIVE ON THE NEWS



Dinheiro Vivo online (Junho 2018)

<https://www.dinheirovivo.pt/carreiras/como-ensinar-o-seu-filho-a-ser-um-lider-de-sucesso-2/>



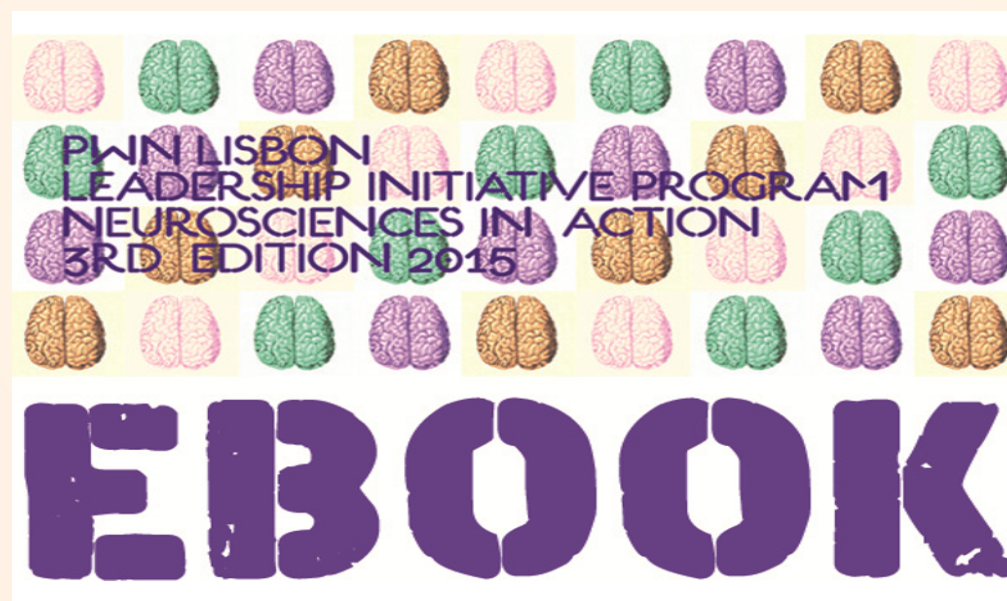
Rede Nacional de Ciência para a Educação Brasil (Julho 2018)

<http://cienciaparaeducacao.org/blog/2018/07/16/como-criar-lideres/?fbclid=IwAR1E2zHShr0amC386Q1loCou8nAYA8LvbRM9beSNYMT51QPk3uBS2KpOOuA>

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COMMUNICATION (AFTER)

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



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PHOTOS



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PHOTOS



Networking Lunch @ the museum 2018



Networking Drinks @ Gin Lovers 2018

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THE TEAM

Do you want to become a Team
Member PWN Lisbon Leadership?

MEET OUR TEAM

Contacts:

Ana Maria Ramos Pereira, Community
Manager

contact@pwnlisbon.com

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.

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WHAT'S NEXT ?

TAKE A ... BRICK!

Come and

PLAY



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FAQ:

1. Who can apply to these courses?

Only PWN members. If you are not a member you become one and pay the annual fee first

2. May I attend level 2 without attending level 1?

Attending level 1 is mandatory to apply for level 2.

3. How much do I have to pay?

First you have to become a member (85€). Then each level costs 120€ (outdoors/workshops/dinners not included)

4. How many sessions do I have to attend to have a certificate DGERT?

You must attend 85% sessions.

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PARTNERS



THANK YOU!

BE WITH US & ENJOY THE PROGRAM!