

ACHIEVING WOMEN FORUM

2019 *THE METHODOLOGY OF BUSINESS*

AN **Entrepreneur**® INDUSTRY INTEL EVENT

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Entrepreneur Middle East's Achieving Women Forum 2019 will mark the fifth edition of this annual Industry Intel event, which provides a platform for women to engage in entrepreneurial and business discourse under the theme of *The Methodology of Business*. This year's installment of the event will be held on **September 30, 2019** at the **Habtoor Palace Dubai**.

METHOD

Three Talking Series panel discussions along with a keynote address and a fireside chat with female figures of business in the MENA region.

MECHANICS

Three separate moderated Talking Series sessions are to be executed under the larger Talking Series theme *The Methodology of Business*. Each session will be a guided dialogue for a duration

of 30 to 45 minutes, and will feature four industry-relevant panel members. Two sessions will be preceded by a relevant industry authority speaking for approximately five minutes, followed by a question and answer segment.



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The Achieving Women's Forum 2018 was an *Entrepreneur* MENA Industry Intel event. The fourth platform for entrepreneurial discourse exclusively for women in business staged by BNC Publishing, the Achieving Women's Forum 2016 was staged under the theme of *The Methodology of Business* on Thursday, May 10th, 2018 at the Westin Dubai Al Habtoor City.



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Effecting change

A practical guide for nurturing gritty women in the MENA region

by ROSAMBA KACCHI

During her address at the 2018 edition of the Achieving Women Forum, presented by the Abu Dhabi, Senior Director, Human Capital Development, Eminent Integrated Communications Company (EICC), highlighted an essential theme: it is to be a woman today—especially in the GCC. At the moment, women contribute 70% of university graduates in the country, and they occupy 80% of jobs in the public sector, she noted. However, the truly exciting part of this statistic is the fact that 30% of those women are in senior leadership positions. It's also important to note that there are an estimated 25,000 female engineers in the private sector. The workforce in the GCC is likely to change even more in the near future thanks to the recent introduction of the equal pay act (also known as Article 22 of the UAE constitution) which states that "women shall be paid the same wage as men if they perform the same work."



After reading all of that, it's hard not to get excited about the future of women in the GCC and beyond. However, I feel that these statistics also raise another important question about the current position of women in global societies: how did we get to where we are today? Every woman, regardless of whether she's sitting in a classroom, leading a meeting, or running a vote in an election is there because her pioneers through-out history imagined a different world for them, and then thought to make it reality. Now, it's time for us, a new generation of

about to launch into a high school graduation speech, but I feel the need to highlight how our global societies define grit, and that I am going to do it. To be a girl, in my experience, grit isn't always about finding exceptional courage in the face of fear, or tenaciously fighting to achieve one's goals. It's even about being positive in a goal (or rather how you feel about it) one day to another, and then tackling it every day, in some shape or form.

However, in the spiritual and entrepreneurial philosophy, it often feels like this interpretation of grit is unbalanced, because it's not attributing it to an entrepreneurial or a goal, but to a goal, it makes the idea of grit seem so mundane that it makes it feel like a virtue which might be part of the problem. What do I mean? Well, if you're not so much entrepreneurial (however I hear, you're quickly start to discover that so much of what's being said about grit is disempowering. Why? Maybe because by making this idea accessible to the masses, it might cause us to lose its aspirational appeal.

But if this idea is not a human development, not we really effort to push into our philosophical philosophies that don't mean to be known? The answer is no. Well, that is what we saw in this third world development that we're struggling to do that was struggling the stakeholders in our regional and global economies? I'm glad you asked. It is not easy. I believe we can mainstream the idea of grit into our day-to-day lives, so we can start effectively building into our human capital and creating the MENA region, and creating more financial and equitable value pipelines to the future.



Aida Al-Faraj, Senior Director, Human Capital Development, Eminent Integrated Communications Company

IF YOU BELIEVE IN WHAT YOU'RE DOING, AND YOU'RE COMMITTED TO THE POTENTIAL DECISIONS THAT YOU'RE MAKING, THEN YOU'RE LESS LIKELY TO LOSE THE CONNECTION YOU NEED TO ACHIEVE YOUR GOAL.

I UNDERSTAND WHO YOU ARE (AND WHO YOU AREN'T)
Entrepreneurs know that you can't make authentic decisions for your business until you understand what your core values are. In

life, when challenges (and shortcuts) present themselves, it's tempting to take the easy way out. However, these are the decisions that most of us come to regret, because, in hindsight, we realize that while they were easy to make, they go against everything we believe. Consequently, not only do they end up costing us in a literal sense, sometimes they also negatively impact our standing in our communities. That being said, I don't think we should only be vigilant about making life choices that are in line with our values because of the effect that they might have on our personal or professional brand—we should also be concerned with it as an internal alignment in an essential part of cultivating grit. In essence, the level of conviction that's required to achieve any kind of meaningful objective can be exhausting to maintain. So, if the decisions you're making are very hard to maintain that level of conviction, it's time to reassess. If you believe in

what you're doing, and you're confident in the difficult decisions that you're making, then you're less likely to lose the connection you need to achieve your goal. This idea was beautifully exemplified by Agneta Sharma, founder and CEO of Shiksha International Group, during the Vision of Entrepreneurship segment of the forum, where she recounted the story of how she made an impromptu offer to help her achieve her dream of building a school, and she refused it on moral grounds. The reasoning? "I'm not going to give up what I've built, and I'm not going to let my right wing, with her core values and moral compass in the background, to let me do something that I would have the strength to live with some decisions? It's time those decisions aren't easy, but if you know who you are and you're willing to fight to preserve who you are, then grit is a natural outcome, because you won't be willing to compromise who you are for a short-term gain."

2. CREATE A SPACE WHERE MALE AND FEMALE ORIENT ARE RESPECTED
Whether you're talking to women in senior leadership positions or in male-dominated professions, you'll often hear them lamenting the fact that their leadership style causes them to be labeled as "aggressive" or "bitchy." Women, men with the same leadership style would be viewed as exemplary leaders. Now, before anyone takes an experienced level, I would like to make one thing clear: female leaders can have aggressive personalities by nature, and men can have good leadership skills, but neither personality. That's why it's important for every place in the MENA region to include the issue of gender inclusion using various channels, so we can start creating professional spaces where gritty men and women (regardless of their position) feel welcome and respected. While this might be more challenging in traditional companies that have to navigate the complicated

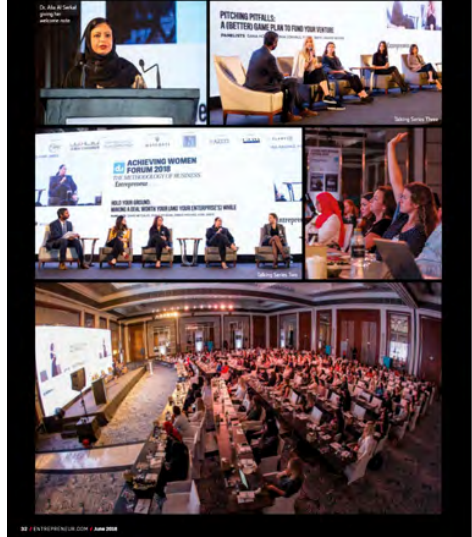


Taking time out to right Agneta Sharma, High-End Lead, Lucina, Co-Founder, Abu Dhabi, and Agneta Sharma and Shiksha International

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EVENT TIMELINE

9:30 a.m.	Registration and refreshments
10:00 a.m.	Introductory remarks by <i>Entrepreneur Middle East</i> Editor in Chief
10:05 a.m.	Keynote address speaker followed by guided question and answer segment.
10:25 a.m. to 10:55 a.m.	TALKING SERIES ONE
11:00 a.m.	Second speaker welcomed to the podium. Speaker concludes and fields two to three questions.
	-Break-
11:35 a.m. to 12:05 p.m.	TALKING SERIES TWO
12:10 p.m. to 12:45 p.m.	TALKING SERIES THREE
1:00 p.m.	Closing remarks and commencement of networking lunch

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INCENTIVIZING CHANGE

10 PARADIGMS TO GUIDE WOMEN IN REIMAGINING THEIR PERSONAL AND BUSINESS VALUES

A review of the lessons learnt at the Achieving Women Forum 2017

By Sandrine Boukhalil

As an entrepreneur, if you find a service that you would like to use, you might wonder if it's worth "taking off" your own business. It's a common-sense question, but one that many entrepreneurs struggle with. The answer is often a resounding "yes," but only if you're willing to put in the effort to make it work. This is where the concept of "incentivizing change" comes in. It's about creating a system of rewards and incentives that encourages people to change their behavior. In the context of business, this means creating a system that rewards employees for achieving their goals and encourages them to take on new challenges. This is a key part of the methodology of business, and it's one that every entrepreneur should understand.

Now, let's replace the word "entrepreneur" with "woman." It might sound like a simple change, but it's not. It's a paradigm shift. It's about recognizing the unique challenges that women face in business and creating a system that supports them. This is the methodology of business for women. It's about creating a system that rewards women for achieving their goals and encourages them to take on new challenges. This is a key part of the methodology of business, and it's one that every woman entrepreneur should understand.

1. TAKE OWNERSHIP OF YOUR LEADERSHIP STYLE. Being a leader is a tough job, especially when you're a woman. It's about taking ownership of your leadership style and recognizing that you have the power to make a difference. This is a key part of the methodology of business, and it's one that every woman entrepreneur should understand.

2. DON'T BE FEARFUL BY THE "COMPETENCE VS. LIKABILITY" DILEMMA. There's a common misconception that women have to choose between being competent and being likable. In reality, it's not a choice at all. It's about finding a balance between the two. This is a key part of the methodology of business, and it's one that every woman entrepreneur should understand.

3. SHOW THE MEN IN YOUR LIFE HOW TO LEARN. Men often struggle to learn from women. It's about showing them that women are not just passive observers, but active participants in the process. This is a key part of the methodology of business, and it's one that every woman entrepreneur should understand.

4. DON'T LET YOUR BUSINESS BE YOUR ONLY SOURCE OF IDENTITY. It's easy to get caught up in your business and lose sight of who you are as a person. It's about finding a balance between your business and your personal life. This is a key part of the methodology of business, and it's one that every woman entrepreneur should understand.

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ENTERPRISE LEARNING CURVES

ELEVEN POINTS OF REFERENCE
ON THE METHODOLOGY OF BUSINESS

By Nadeen Boudali



In the opening of the second edition of Entrepreneur Middle East's 2016 Achieving Women Forum, Nadeen Boudali, Editor in Chief and President of Dubai TV's 50th Anniversary show, shared that while female participation in the MENA workforce has experienced a steady increase in recent years, there is still much work that needs to be done. The current unemployment rate for working-age women in the MENA is over 40%, which is much higher than Europe and North America. According to the McKinsey Global Institute's *Power to Choice* report, published in September 2015, if women's participation in the MENA workforce were to equal the participation of their male counterparts, the regional GDP could increase annually by 47% to US\$460 billion. While the financial benefit of incorporating women in the

workforce has mobilized some Arab nations to take strides to increase their participation across various sectors and industries, the fact remains that this process isn't the sole responsibility of the government.

Regardless of gender, as a professional, the most important thing you need to know is how to establish long-lasting relationships with people. Whether you're trying to build a team, pitch an investor or onboard a customer, you have to know how to gain people's trust and authenticity plays a key role in this process. So, how can you incorporate authenticity as a core value of your reputation and business? It's a talent that overcomes the mechanics of an enterprise and the inherent privileges and obstacles that women face on a day-to-day basis. Unfortunately, success

1. ADOPT AUTHENTICITY AS A CORE VALUE

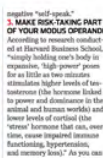
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Dr. Anissa Ben Boudali, Director General, Smart Dubai Office, Secretary General of the International Strategic Center for Women's Leadership

2. HACK THE PSYCHOLOGY OF LEADERSHIP

"You can't be a leader and act like a peacock." This quote from H.E. Dr. Anissa Ben Boudali, Director General, Smart Dubai Office, Secretary General of the International Strategic Center for Women's Leadership, is a reminder that many women face when they occupy leadership positions. Leadership isn't just a title; it's a state of mind, and if you don't think you're a capable leader, you won't be. So, if you want to unlock your full potential, you have to understand what is holding you back. Are you trying to be a leader just so you can make a colleague? Do you think that people don't take a step back and seriously because you're a woman? If you're facing your own competitive nature, the former trap, or the deep-seated digital or physical barriers, make sure you understand what your customers want. Once you can identify that, align your value proposition with their needs and create



Dr. Anissa Ben Boudali, Director General, Smart Dubai Office, Secretary General of the International Strategic Center for Women's Leadership

3. MAKE RISK-TAKING PART OF YOUR MOODS OPERAND

According to research conducted at Harvard Business School, "routinely holding one's body in a rigid posture, high posture, stimulates higher levels of testosterone (the hormone linked to power and dominance) in the mind and business world) and lower levels of cortisol (the 'stress' hormone that can, over time, cause targeted immune functioning, hypertension, and memory loss)." As you can see, even incorporating simple marketing strategies that address these pain points. At the end of the day, good businesses put their customers at the center of everything they do, which means that they provide value to the best way.

4. COMBINE THE POWERS OF OFFLINE AND ONLINE NETWORKING

"Women's success with networking isn't just a title; it's a state of mind, and if you don't think you're a capable leader, you won't be. So, if you want to unlock your full potential, you have to understand what is holding you back. Are you trying to be a leader just so you can make a colleague? Do you think that people don't take a step back and seriously because you're a woman? If you're facing your own competitive nature, the former trap, or the deep-seated digital or physical barriers, make sure you understand what your customers want. Once you can identify that, align your value proposition with their needs and create



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5. REMEMBER TO TAKE DIGITAL RELATIONSHIPS INTO THE REAL WORLD

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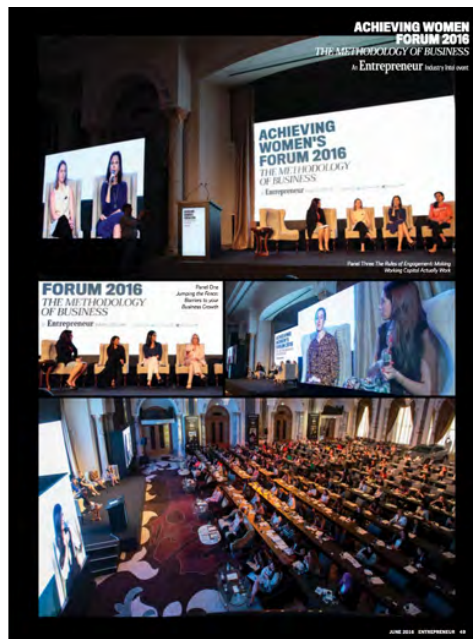
Dr. Anissa Ben Boudali, Director General, Smart Dubai Office, Secretary General of the International Strategic Center for Women's Leadership

6. RAISE MONEY THAT EMPOWERS YOUR STARTUP

And entrepreneurship frequently says that a lack of funding is one of the biggest problems facing entrepreneurs in the MENA region. However, Dr. Anissa Ben Boudali, Director General of the International Strategic Center for Women's Leadership, is a reminder that many women face when they occupy leadership positions. Leadership isn't just a title; it's a state of mind, and if you don't think you're a capable leader, you won't be. So, if you want to unlock your full potential, you have to understand what is holding you back. Are you trying to be a leader just so you can make a colleague? Do you think that people don't take a step back and seriously because you're a woman? If you're facing your own competitive nature, the former trap, or the deep-seated digital or physical barriers, make sure you understand what your customers want. Once you can identify that, align your value proposition with their needs and create



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ACHIEVING WOMEN'S FORUM 2015

THE ENTREPRENEURIAL CONTINUUM IN PERSPECTIVE

An **Entrepreneur** Industry Intel event

The Achieving Women's Forum 2015 was an *Entrepreneur* MENA Industry Intel event. The first platform for entrepreneurial discourse exclusively for women in business staged by BNC Publishing, the Achieving Women's Forum 2015 was staged under the theme of *The Entrepreneurial Continuum in Perspective* on Monday, May 25th, 2015 at the Ritz-Carlton JBR.



ACHIEVING WOMEN'S FORUM 2015

THE METHODOLOGY OF BUSINESS

BUSINESS LEARNING CURVES

Twelve points of reference on the methodology of business



1. WANT TO BE SUCCESSFUL? KEEP AN OPEN MIND. NOOE SILEO
Nooe Sileo is the Managing Partner at Leap Ventures, a venture capital firm focused on early-stage startups. She is also the Managing Partner at Leap Ventures, a venture capital firm focused on early-stage startups.

ing, as that will almost certainly have an impact on the investors they are trying to impress. "Believe in yourself!" Sheen once said. "Believe in yourself!" Sheen once said. "Believe in yourself!" Sheen once said.

and then capitalise on them. "If you're looking to succeed, keep your eyes and heart open to opportunities," she said. "It's not about waiting for the opportunity that presents itself to you. It's about creating the opportunity that presents itself to you."

2. WHEN LOOKING TO RAISE FUNDS, MAKE SURE YOU CAN SELL YOUR STORY. CHANTHELLE OKONKO
Chantelle Okonko is the Managing Partner at Leap Ventures, a venture capital firm focused on early-stage startups. She is also the Managing Partner at Leap Ventures, a venture capital firm focused on early-stage startups.

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10. IF YOU ARE A WOMAN IN BUSINESS, THEN MENTOR ANOTHER WOMAN IN BUSINESS. NOHA HEFNY
Noha Hefny is the Director of Corporate Affairs for the Middle East & Africa at PepsiCo. She is also the Director of Corporate Affairs for the Middle East & Africa at PepsiCo.

"To inspire the size of your venture or the type of business that you conduct, there must be a horizontal chain—ones if you are mentoring the next generation of an entrepreneur as big as SAP. She also pointed out that what was once a clearly defined line, between the personal and professional information spheres, no longer truly applies due to the nature of today's Internet. In addition to posting material about your professional endeavors, she suggests making an effort to share content that might actually shed some light on you as a person, and this too can help your brand—so long as it's appropriate to your line of business, and what message you are trying to send."

we have a duty to make ourselves accessible," she said. "Informal, flexible mentoring is just as important as formal mentoring... by knowing your strengths and how you can serve, you can make a difference." "By applying an open-door policy when it comes to advice, and encourage other senior executives in the company to do so as well."

11. DEVELOP AN INCLUSIVE COMPANY CULTURE, AND MAKE IT THE NORM. NERSEN HADJIAN
Nersén Hadjian is the Managing Director at Leap Ventures, a venture capital firm focused on early-stage startups. She is also the Managing Director at Leap Ventures, a venture capital firm focused on early-stage startups.

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12. FEELING OVERLOOKED? ASSERT YOURSELF, AND MAKE YOUR VOICE HEARD. DANA ROSTOM
Dana Rostom is the Managing Director at Rostom & Partners, a consulting firm focused on early-stage startups. She is also the Managing Director at Rostom & Partners, a consulting firm focused on early-stage startups.

While there may be an increase in the number of women in the business arena today, there's still a long way to go to correct the skewed gender balance in the workplace. As a result, it's possible that women at work may be overlooked, or worse, misinterpreted by their male peers. But the solution here is not to allow this to be the status quo. Instead, women should enter the workplace with their own voice heard, "the personal," Rostom declared. "Authenticity is the key. The constant pressure in your life or career if you compromise who you are." She also advised that women in business should ensure that their values, and that of their organization, need to be in-line with one another to facilitate success. Otherwise, you probably need to look elsewhere."

the most accessible way to be able to achieve any of our female or women-oriented goals is to make it part of our culture," Sheen said. "If it's not always going to be just a pre-empt and an annual report. That's good for business, but that's not good for culture."

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COMMERCIAL INVOLVEMENT

PLATINUM ALLY

USD\$100,000

PLATINUM ALLY AVAILABILITY ONE POSITION

- › Advertisement package inclusive of six full print pages to be used at the Platinum Ally's discretion within a period of six months in any *Entrepreneur MENA* edition
- › Onsite product branding alternatives
- › Placement of logo on event advertisements preceding the event by one month
- › Placement of logo in event email shots to the *Entrepreneur MENA* mailing list
- › Mentions in press releases and subsequent published materials
- › Social media Platinum Ally placement mentions on a total of five *Entrepreneur MENA* platforms
- › Placement of logo on event print and digital invitations
- › Placement of logo on event site branding
- › Ally seating affords two full tables for the Platinum Ally that will accommodate 20 guests
- › Video footage and imagery of the event released for promotional usage
- › Pre and post event coverage to be featured on entrepreneur.com and dispersed via relevant social media channels
- › Pre and post event coverage in print editions of *Entrepreneur MENA*



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ALLY YOUR BRAND PARTNERSHIP OPPORTUNITIES COMMERCIAL INVOLVEMENT

GOLD ALLY

USD\$75,000

GOLD ALLY AVAILABILITY TWO POSITIONS

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- > Placement of logo on event advertisements preceding the event by one month
- > Placement of logo in event email shots to the *Entrepreneur MENA* mailing list
- > Mentions in press releases and subsequent published materials
- > Social media placement mentions on a total of five *Entrepreneur MENA* platforms
- > Placement of logo on event print and digital invitations
- > Placement of logo on event site branding
- > Ally seating affords one full table for the Gold Ally that will accommodate 10 guests
- > Video footage and imagery of the event released for promotional usage
- > Pre and post event coverage to be featured on *entrepreneur.com* and dispersed via relevant social media channels
- > Pre and post event coverage in print editions of *Entrepreneur MENA*

SILVER ALLY

USD\$50,000

SILVER ALLY AVAILABILITY TWO POSITIONS

- > Placement of logo on event advertisements preceding the event by one month
- > Mentions in press releases and subsequent published materials
- > Placement of logo on event print and digital invitations
- > Placement of logo on event site branding
- > Ally seating affords one full table for the Silver Ally that will accommodate 10 guests
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- > Pre and post event coverage in print editions of *Entrepreneur MENA*



CONTRACTUAL CONDITIONS

Allies for the Achieving Women Forum 2019 will submit 50% of the payment upon agreement, and 50% of the payment the day of the event.

For ally partnership queries regarding Achieving Women Forum 2019, please contact:

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