



We will continue to empower Saudi women and increase their participation in both the private and public sectors.

The Custodian of the Two Holy Mosques
King Salman bin Abdulaziz



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Empowering youth and women
is the key to successful sustainable
development.

The Crown Prince
His Royal Highness Prince Mohammed bin Salman

Program Aims

As Saudi Arabia embarks on a transformative journey, the recognition of women's potential is a cornerstone in shaping the Nation's future. Vision 2030 places significant emphasis on the development and empowerment of Saudi women, marking a new era of inclusion and opportunity. A range of strategic initiatives has been launched to elevate female participation in the workforce and enhance their representation in leadership roles.

Aligned with this vision, the QIADYA Program aims to equip Saudi women with the essential leadership skills necessary to drive meaningful and sustainable change within the Kingdom.

Program Objectives

By participating in the Program, participants will:



Discover the latest concepts and frameworks in leadership



Acquire a leadership mindset and capabilities



Achieve self-awareness and identify strengths and areas for improvement for professional growth



Examine approaches to leading changes



Foster confidence to effectively lead and influence others



Explore women's experiences as leaders in KSA and address the unique challenges they face in the Saudi work environment



Develop strategies to address and overcome gender bias and stereotypes in the workplace



Understand fundamental financial concepts



Build a supportive professional network



Program Learning Outcomes

Upon completion of the Program, participants will be able to:

- Demonstrate and implement essential leadership skills.
- Adjust to the evolving demands of leadership in a dynamic world.
- Attain a deeper self-awareness of one's strengths and areas for development.
- Identify effective strategies for managing change.
- Display confidence in their capacity to lead and influence others.
- Recognize and navigate unique challenges faced by women leaders in KSA and develop strategies to address them.
- Develop and apply solutions to overcome gender bias and stereotypes in the workplace.
- Translate theoretical knowledge into actionable strategies and behaviors within professional contexts.
- Exhibit assurance in making informed financial decisions.
- Cultivate a supportive professional network.



World-class Saudi Content

- Globally recognized leadership theories and practices
- Exploration of Saudi women's role in advancing Vision 2030
- Strategies for navigating challenges as female professionals in the Saudi work environment
- Opportunities to engage with international leadership experts and practitioners
- Embarking on site visits to both private and public entities in Saudi Arabia to explore the vital role of leadership in promoting the Nation's development
- Discussions on digital transformation and its impact on leadership
- Approaches to leading organizational change in a rapidly evolving landscape
- Hands-on experience in financial decision-making through business simulation



15+
Globally Certified
Trainers



Designed Specifically
for Saudi Women
Leaders



World-renowned
Universities



30+
National and
International
Organizations
Involved



45
Leaders from
Diverse Fields



5+
Certified
Coaches

Unique Experiences in the Leadership Transformation Journey



Interactive Dialogues with Successful Leaders

Meet and Greet Events

Inspiring and enriching experiences through meet-and-greet events with esteemed leaders sharing their journeys to success.



Leadership Coaching

1 Virtual Session

Advancing leadership growth through individualized sessions with globally certified coaches.



Assessing Leadership Capabilities

2 Leadership Assessments

Enhancing self-awareness of leadership capabilities and offering insights for creating a personal development plan through scientifically validated psychometrics.



Trainings and Workshops

10 Days In-Person Across Two Weeks

Cultivating participants' leadership knowledge and skills through a curriculum that seamlessly integrates contemporary global leadership theories, concepts, and best practices with significant local relevance.



Interactive and Engaging Training

Experiential Learning Activities

Enriching learning experience through carefully crafted, proven interactive activities designed to foster effective leadership development.



Field Visit

Site Visits Private and Public Entities

Visiting a consultative governance body and a financial institution serve as a pivotal opportunity for participants to engage in meaningful dialogues with senior officials and executives.



Integrated Simulation Training

Utilizing modern pedagogies and technologies

Utilizing modern pedagogies and technologies like business simulations and virtual reality enhances practice-based learning and student engagement to foster real-world application.

Targeted Audience

The QIADYA Program is designed for Saudi women eager to elevate their leadership roles, as well as organizations committed to making significant strides in empowering women.

This inclusive initiative welcomes participants from all sectors, fostering a transformative environment for growth and collaboration.

QIADYA Program is specifically designed for:

1 – 3

1 to 3 years of formal leadership experience



Currently employed in the public, private, or non-profit sector



Saudi Woman



Fluent in spoken and written English

5 +

Minimum 5 years of work experience

Leadership Capabilities Measurement Tools

1 — CLIFTONSTRENGTHS

- A world-renowned assessment tool to help participants discover their top strengths.
- Digs into how specific strenghts can be cultivated to thrive and enhance performance.



2 — WAVE

- The best tool on the market for forecasting performance and leadership potential/ capabilities in the real workplace.
- Discover leadership success factors to achieve maximum leadership production.





Business Simulations and Virtual Reality

Play to Lead

- Serious fun is a highly effective learning methodology. Incorporating experiential learning into training and development, through financial simulations, enriches the journey of instilling new concepts, fostering behavioral change, and enhancing performance. This approach makes learning enjoyable and catalyzes a positive, transformative impact on participants.
- Business simulations offer a realistic environment for leadership training, allowing participants to practice financial decision-making without real consequences. They enhance critical thinking, collaboration, and adaptability, providing immediate feedback and measurable outcomes, ultimately preparing leaders for complex business challenges.

Virtual Reality, Real Leadership

- To make learning more engaging and memorable, participants will have the chance to cultivate leadership skills through immersive, hands-on experiences in a supportive environment.

Leadership Coaching for Success

- Coaching is widely recognized as one of the most effective methods in leadership development.
- Participants will have personalized one-on-one remote coaching sessions with internationally accredited coaches, receiving tailored feedback to enhance leadership skills and self-awareness.
- Coaches will provide strategic guidance, equipping leaders with insights to confidently navigate their career advancement.

Highly Qualified and Accredited Coaches

- Coaching will be provided under the esteemed Hult Ashridge Center for Coaching, one of the most renowned institutions in the coaching industry.
- Leveraging Ashridge's global perspective with insights into Saudi Arabia's culture, the Program seeks to offer an exceptional coaching experience tailored to the unique challenges and opportunities for women leaders in the Kingdom.
- Our coaches are bilingual, ICF credentialed, and Coaching Adjuncts at Ashridge Executive Education, Hult International Business School.



One of the World's Top Colleges since 1921



One of the World's Leading Academic Study Centers for Coaching



More than 6500 Trainees Annually

Module 1: Transformational Leadership

- A 5-day in-person training designed to empower participants to become impactful and authentic leaders capable of making a meaningful difference in their workplaces. Participants will explore essential topics, including purpose-driven leadership, change leadership, team dynamics, the art of persuasion and influence, along with fundamental financial knowledge.

This enriching experience will be facilitated by the distinguished faculty from SC Johnson College of Business at Cornell University, celebrated for their rigorous curriculum that seamlessly integrates academic excellence with practical, real-world applications.



Cornell
SC Johnson College of Business



Consistently Ranks among
Top 10 Business Education
in the US



Cutting-edge Programs in
Leadership Aligned with
Market Demands and
Trends



Global Reach in Strategic
Markets including the
Middle East

Module 2: Leadership Skills for Women in Saudi Arabia

- This 5-day training equips participants with essential tools to excel as women leaders in the Saudi workforce. Key topics include team leadership, negotiation, digital transformation, gender bias, and work-life balance, taught by industry experts.
- A seasoned public speaking coach and certified media training will also enhance participants' confidence and presence for effective leadership, ensuring they leave inspired to make a significant impact in their careers.





Princess Nourah Bint
Abdulrahman University

Princess Nourah Bint Abdulrahman University

Princess Nourah Bint Abdulrahman University, the world's largest female university, is dedicated to

Women's Empowerment

as a key strategic goal. It features a comprehensive ecosystem, including the Women's Leadership Center, which nurtures Saudi women leaders and connects them with a network of influential women, enhancing their roles in the economy.

The University combines tradition with modernity through its advanced campus and innovative initiatives. With global partnerships, it aims to be a guiding light for women, leading them toward a brighter future.

"A Beacon of Knowledge and Values for Women"



600
Smart
Buildings



36
Thousand
Students



The Largest
Women's
University in the
World



8
Million
Square Meters



114
Academic
Programs



Women's Leadership Center

The Women's Leadership Center at Princess Nourah Bint Abdulrahman University, established in 2021, empowers Saudi women by enhancing their leadership capabilities to meet the evolving demands of the job market.

Through leadership development initiatives and strategic partnerships, the Center fosters personal growth and professional success, paving the way for a brighter future in leadership.

The Women's Leadership Center is dedicated to nurturing and empowering women leaders both locally, and regionally.

The Center proudly shapes the future of women's leadership in the Kingdom through:

01 Leadership Development



- Training Programs
- Assessments
- Coaching Services
- Mentoring Programs

02 Organizational Solutions

- Recruitment Solutions
- Organizational Leadership Solutions
- Customized Leadership Development Programs



03 Professional Networking



- Women's Leadership Center Club
- Book Club
- Women Support Group



WLCorg

