

CHOICE LEADERSHIP PROGRAM

Leadership accelerator for high potential executive women.

BY MAYSHAD CHOICE

Part of the Mayshad Group



By women, for women, Mayshad CHOICE unites a powerful network of female executives, founders, and experts. We work closely with brands, corporations, and institutions that recognize the impact of women's voices and their meaningful participation in corporate growth. Through our media platform, live experiential events, relationship management technology platform, and corporate consulting division, we empower women to innovate, create, and inspire.

JANUARY 2020

WE PROVIDE WOMEN WITH THE REQUISITE TOOLS TO BECOME PURPOSE-DRIVEN LEADERS.
TO FULLY EMBRACE THEIR POTENTIAL. TO ENVISION RISK IN A NEW WAY.
TO BECOME FEARLESS.



THE DATA SPEAKS FOR ITSELF: INVESTING IN DEVELOPING WOMEN'S LEADERSHIP IS GOOD BUSINESS.

COMPANIES WITH AT LEAST 30% OF
WOMEN IN SENIOR LEADERSHIP ROLES
HAVE +42% RETURN ON SALES.*

VALUE

- Accelerate women leaders' growth in proven high-impact areas by equipping them with validated tools and learnings to fast-track executive development.
- Participants become effective and influential ambassadors for themselves and for their organizations.
- Participants are given tools to cascade the program's learning and insights to other leaders within your organization.
- Long-term opportunities to amplify participants' impact using the Mayshad CHOICE platform and ecosystem.

LEARNING EXPERIENCE

- Expert-led deep personal exercises and practical workshops.
- Top-level inspirational speakers at each session to share their knowledge and experience with program participants.
- Brain trust circles give participants ample opportunities to deepen their self-awareness and broaden their skill set and knowledge within a trusted group.

COMPANY BENEFIT

- Women's leadership styles and skills will be strengthened, and they will develop and deploy personal action plans to drive both organizational and personal growth.
- With an overall audience of 1.4M, Mayshad CHOICE offers various opportunities for your brand to build market relationships.

The Mayshad CHOICE Leadership accelerator provides accomplished and aspiring leaders from your organization a hands-on program to take your brand growth to the next level.



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WHAT YOU WILL ACHIEVE

- Develop a personal action plan to accelerate your growth as a woman leader
- Create a value-based leadership brand to drive confident, sustainable performance
- Sharpen your executive presence in all settings: from media to the boardroom
- Establish a trusted network of talented peers that will become your support system
- Leverage the power of your stakeholders and advocates to further your goals

YOUR LEARNING ENVIRONMENT

The Mayshad CHOICE program is delivered over four months, combining four full-day, action-packed sessions:

- Inspiring outside speakers from diverse fields
- Brain trust circle
- Executive coaches guiding your journey
- Monthly business development opportunities at private events
- Access to Mayshad CHOICE application

PROGRAM INSTRUCTORS



Nezha Alaoui

Founder & CEO, Mayshad Group

A serial entrepreneur, author, photographer, and social influencer, Nezha impacts a community of over 1.3M with her message of women's leadership.



Luciana Nuñez

Executive Coach, The Preston Associates

A former global Fortune 500 business leader and CEO, Luciana currently acts as an executive coach and board director, guiding corporations and entrepreneurs to extraordinary business results.

WHO SHOULD ATTEND?

High-achieving, high-potential women leaders who are ready to accelerate their professional growth and to become passionate advocates for themselves and their company.

THE MAYSHAD DIFFERENCE

- **Global Approach to Women's Leadership** A program that equips participants to cascade the insights to their team for boosted impact
- **Distinctive Teaching Methodology** Proven leadership & coaching tools from best-in-class experts go beyond reflection & inspiration
- **Actionable Learning** Each participant develops a personal action plan with concrete tools & a support system to make it happen
- **Exceptional Group of Global Peers** Our network is rich in diversity of highly successful women from different backgrounds and industries.

PROGRAM CURRICULUM

Topics explored: Value-based Leadership · Building your Leadership Brand · Developing your Action Plan · Managing your Stakeholders · Elevating your Public Profile · Maximizing the Power of Networking · Getting on a Board · Media Training · Sharpening your Executive Presence · Leveraging your Ecosystem

Module 1	Module 2	Module 3	Module 4
<ul style="list-style-type: none">• Set the scene: self-reflection & goal setting• Understand your value-based leadership brand• Define professional & personal goals for the journey	<ul style="list-style-type: none">• Build your action plan: from present journey to future path planning• Build your 5-year action plan• Create your support system within the network	<ul style="list-style-type: none">• Skill-building Boot Camp• In a series of practical parallel workshops, you choose to sharpen your action plans with: Media Training, Board Preparation, Executive Presence, or Networking Effectively	<ul style="list-style-type: none">• Increase your impact: reflect on your journey• Become an effective advocate for yourself and your company• Cascade learnings within your organization and ecosystem

SESSION DETAILS

Admission & Application process

Go to www.mayshadgroup.com/choice to fill out your application.

Module 1: January, 9 am - 6 PM

Module 2: February, 9 am - 6 PM

Module 3: March, 9 am - 6 PM

Module 4: April, 9 am - 6 PM

Please contact us for more details. The packages include program tuition and meals. Payment is required prior to the program start date. Cancellation policies are outlined in the information provided to applicants upon admission.

ADMISSION PROCESS AND CONTACT

Contact Virginie Glaenzer to register. If you have additional questions, contact the Mayshad Choice team at: v.glaenzer@mayshadgroup.com | 718-902-5455 | www.mayshadgroup.com