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DUBAI CHAMBER

DUBAI BUSINESS WOMEN COUNCIL

EMPOWERING,
EDUCATING AND
LEADING **CHANGE**

MasterCard hosts DBWC at Partners in Payment Session

On March 10th, 2014 MasterCard and Dubai Business Women Council hosted a *Partners in Payments... and beyond* session to educate MasterCard employees about DBWC and the collaboration between the two organizations. Originally conceived to highlight MasterCard's partnerships within the payments space, the platform has been expanded to welcome organizations from various sectors as MasterCard teams up with a range of different organizations in the market.

The session was hosted by Nadin Halabi, who educated the MasterCard staff about the Council's activities in the market and how DBWC and MasterCard are driving female entrepreneurship in the UAE with the Ro'Ya initiative. The audience was encouraged to spread the word and encourage aspirational female entrepreneurs to submit their business ideas on the Ro'Ya microsite. The MasterCard Women Leadership Network (WLN) was invited to attend the

session, and the event was well-attended by MasterCard's female and male employees. The session was also attended by Yasar Jarrar. A partner at Bain & Company and a WEF Young Global Leader, Yasar will be one of the Ro'Ya judges at the end of the year.





DBWC's March Network Majlis event focuses on improving sales

Featuring Ramez Helou as expert speaker

The Dubai Business Women Council (DBWC), held its March Network Majlis event at the Dubai Chamber of Commerce and Industry. Ramez Helou, CEO and Founder of The Academy for Sales Excellence, presented Council members with an invigorating speech on how to improve sales.

Held exclusively for members of the DBWC, the event provided an educational insight into what it takes to dramatically improve results, improve focus and increase personal power, by channeling the inner leader to lead from the

outside.

Commenting on the event, Mrs. Raja Al Gurg, President of DBWC, said: "We work in an increasingly competitive market, where sales are the life force for any business' survival. It is essential that we fully understand how to maximize income potential by following the right sales path, in order for our businesses to thrive as they should."

Ramez Helou, the event's keynote speaker, delivered a speech that provided solutions for building a better business, through more effective and efficient sales, optimizing resources and adopting new philosophies. He discussed how motivation and inspiration are the definitive tools for sales success, equipping the women present with the knowledge to lead, succeed and grow as thought leaders and successful businesswomen.

"Mr. Helou's motivational speech was an inspiring way of educating our members on the ways in which they can grow their business potential," added Mrs. Al Gurg. "The intricacies of sales effectiveness and efficiency are vital tools for any businesswoman to wield, and our members are now empowered with the potential to expand their company's bottom lines."





DBWC Participates at Higher Colleges of Technology's 8th Employers' Day

HCT-Dubai, Women's College opened its eighth Employers' Day on March 19th, organized with the aim of maximizing the exposure of job opportunities to all segments of HCT-Dubai, Women's College student bodies including graduates from previous years and current students. HCT-Dubai, Women's College aims at increasing the number of students and graduates to participate in Dubai's challenging work environment and society at large focusing on the private sector. This year, 64 employers from leading organizations, 11 government entities, 15 semi government companies and 38 private companies participated, advertised several full-time, part-time and

summer employment vacancies during the day. Employers got to interview and network with the students, faculty and staff, and were able to present their organizations' profiles and services to interested visitors.

Dubai Business Women Council's presence at the Employers' day was to create awareness amongst the graduating classes and the alumni of the College, and to encourage them to join the DBWC in order to take advantage of the monthly trainings as well as the networking opportunities which the Council provides its members.





Dubai Business Women Council and SAP hold Design Thinking workshop

Key entrepreneurial skills taught to UAE's budding businesswomen

Members of the Dubai Business Women Council (DBWC), were treated to an exclusive Design Thinking workshop held by SAP MENA, on March 20.

The workshop, led by Sameer Areff, Vice President: Emerging Markets (Middle East and Africa), SAP, focused on a creative and collaborative problem-solving method for complex issues, that is practiced in leading global institutes - including Stanford University's Design School, Germany's Hasso-

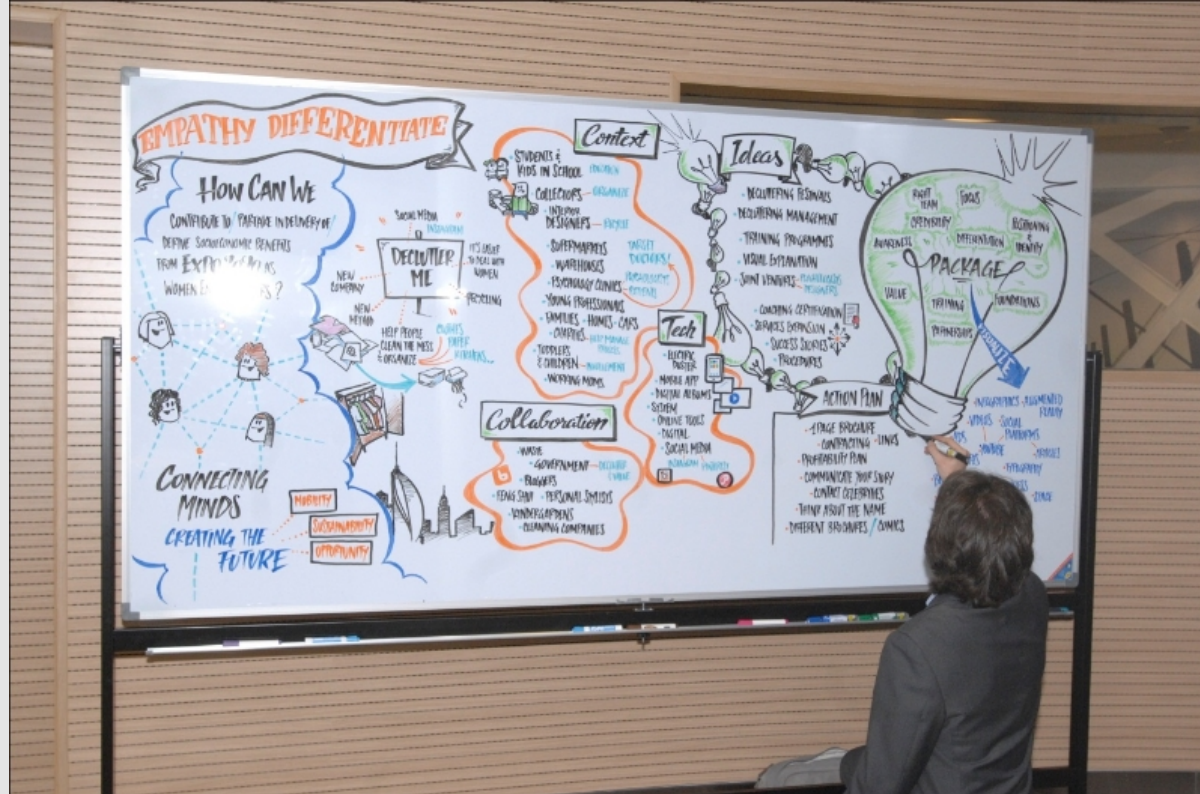
Plattner Institute Design and IDEO. Its unique process is of particular use to entrepreneurs across the globe, who implement its methods to solve the issues they face in their day to day business dealings.

"Problem-solving is one of the most essential skills that any entrepreneur can learn," said Mrs Raja Al Gurg, President of DBWC. "The ability to overcome hurdles in business is what can make or break an entrepreneur. SAP's Design Thinking workshop provided a vital educational experience for the women of the DBWC, that is easily applicable in any entrepreneur's life to help lead them to business success."

SAP's Design Thinking workshop teaches participants how to come up with innovative solutions that are desirable, feasible and viable from an economic standpoint. Being able to do so allows entrepreneurs to create a point of differentiation in an increasingly competitive market, allowing them to forge ahead and achieve success.







A Graphic facilitator was also present throughout the Design Thinking workshop to design a comprehensive and artistic sum up of the entire session.

DBWC's Partner Announcements

MIND MAPPING WORKSHOP

WEDNESDAY 9TH APRIL 2014 BY VIBHUTI MUTHA



TO RESERVE YOUR SEAT IN GOOD TIME
PLEASE CALL US ON +971 4 420 55 99
OR EMAIL US AT
Success@RightSelection.com

Venue : Villa Rotana, Sheik Zayad Road
Time : 10:00 am to 5:00 pm

ABOUT THE SPEAKER

Vibhuti Mutha is a licensed instructor of Mind Mapping and Creativity. She has been personally trained by the inventor of Mind Maps, Tony Buzan. Vibhuti is also a Master Practitioner of NLP and specialized in coaching on "The Purpose Of Life"

OVERVIEW

Mind Maps are used to generate, visualize, structure, classify ideas, as an aid to studying and organizing information, solving problems and making decisions.

Learn about the most effective thinking tool in this world – Mind Maps

IN THE ONE DAY WORKSHOP YOU WILL LEARN ABOUT:

1. How to Create Mind Maps.
2. iMindMap Software.
3. Thinking Styles.
4. The Most Important Graph of the World- Learning Graph.
5. The Application of Mind Maps in Business and Personal Life.

Mind Maps are, by definition, a graphical method of taking notes. Their visual basis helps one to distinguish words or ideas, often with colors and symbols. Mind Maps allow for greater creativity when recording ideas and information, as well as allowing the note-taker to associate words with visual representations.



WEATHERHEAD
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LEADERSHIP 2014 2015 DEEP DIVE

From a world innovator in leadership development
comes the world's most ambitious leadership program

Since 2009, Leadership Deep Dive has helped
hundreds of executives acquire the skills,
knowledge, and insight necessary to be an
outstanding leader.





On behalf of our Partners, CCM Consultancy, we are excited to announce the return of Leadership Deep Dive and the faculty from Weatherhead School of Management to the region in 2014. Leadership Deep Dive was developed and is delivered by the faculty at Case Western Reserve University's Weatherhead School of Management, including some of the most sought-after experts such as Dr. Richard Boyatzis and Dr. David Cooperrider.

This program has run several times in the US, New Zealand and the UK, with hundreds of executives worldwide participating. There are only 50 spaces at the Dubai sessions ensuring that it remains highly exclusive and of great value. I would urge you to click on <http://youtu.be/tdNsqX6Tz2k> to watch the video with the faculty discussing the overall benefits and value of Leadership Deep Dive.

The program is delivered in three, 3-day sessions (for a total of 9) on September 23-25, 2014, November 17-19, 2014 and January 13-15, 2015 and tuition of US\$16,500 (US\$14,025 for DBWC members) will include:

- Nine days of content
- One year of executive coaching
- All class materials, books and articles
- Additional web-based content
- Lunches and planned evening activities

You can see the online version of the brochure at www.ccmconsultancy.com/LDD. Leadership Deep Dive has been extremely successful globally as executives struggle to find such a unique and life-altering

learning experience.

Please contact us at LeadershipDeepDive@CCMConsultancy.com for further information and to register your attendance.

Upcoming Network Majlis Sessions



We are also happy to announce that our next DBWC Network Majlis is scheduled to take place on Monday April 21st. It will consist of a workshop on “Mental Toughness”, which will provide the participants with a valuable insight into what Mental Toughness is, understand its role in developing yourself, your kids, your businesses & organizations, understand its impact during times of change, and develop strategies on how to consistently achieve peak performance as individuals and teams when the pressure is on in your daily life and at work.

Date: Monday, April 21st 2014

Time: 9:00 AM - 2:00 PM

Venue: 2nd floor, Dubai Chamber, Baniyas road, Deira

Language: English

****The event is held exclusively for DBWC members and email confirmations***

are mandatory.

Valet Parking is available to guests at the Creek side parking of the building.

Registration will take place at 8:30 AM, followed by the workshop from 9:00 AM until 1:30 PM.

Q& A's and networking will carry on until 2:00 pm.

Your punctuality is highly appreciated as the session will begin on time.

To confirm your registration, please RSVP to

Tania.ghoussainy@dubaichamber.com by no later than Thursday, April 17th 2014.

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