

Zabeel Ladies Club hosts “Health is wealth”

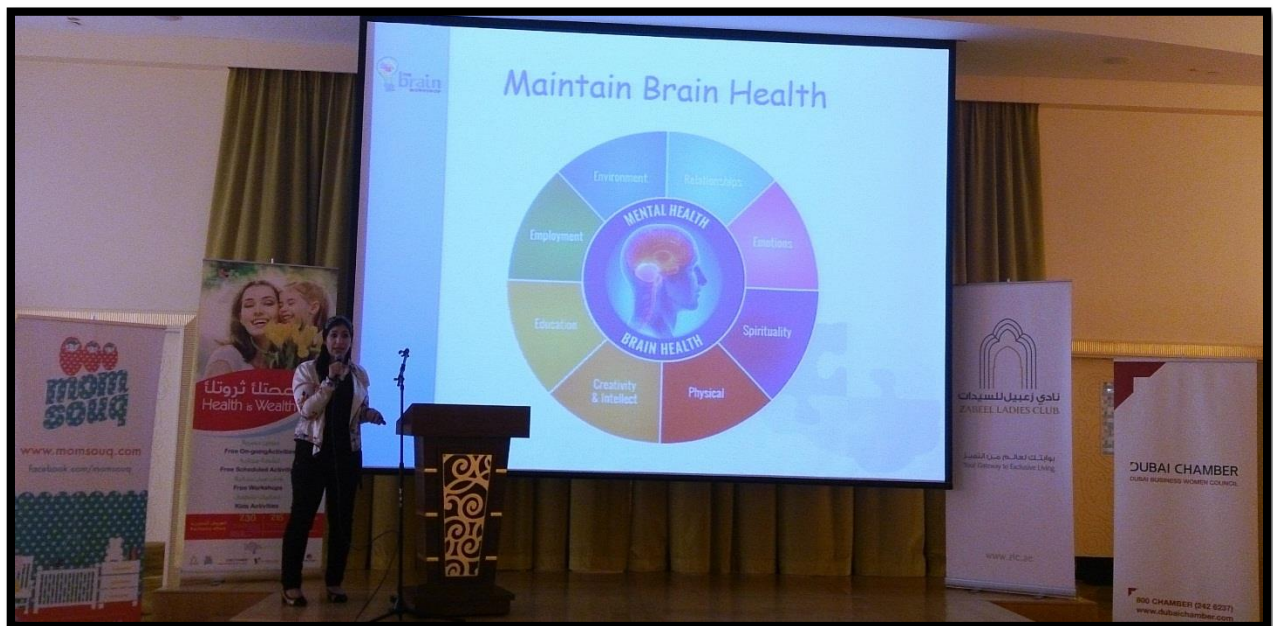
Collaboration between Zabeel Ladies Club, Dubai Business Women Council and MomSouq educate ladies on proactive healthy lifestyles

June 6, 2015

Zabeel Ladies Club, through its collaboration with the Dubai Business Women Council (DBWC) and MomSouq, today hosted an exclusive event for ladies, namely ‘Health is Wealth’, in line with its ambitions to promote proactive healthy lifestyles during summer and Ramadan.

In a statement by Her Highness Sheikha Roudha bint Ahmed bin Jumaa Al Maktoum, The higher president of Zabeel ladies club, H.H. said “Women's health is considered one of the important priorities that are supported by UAE government. Increasing health awareness among women enhances their ability to take good care of their selves and their families, empowering them to achieve excellence and improve their opportunities for a better life that would positively affect the whole society.” Her Highness also emphasized on the growing contributions of women in UAE society as well as the increasing focus on women empowerment to become more productive and high-achieving members of the society.

[Read Full Article Here](#)





Network Majlis season closes with topic on Digital Strategy

RUA Digital hosts last session before summer on 'Elements Required to Structure Your Digital Strategy'

June 11, 2015

The Dubai Business Women Council (DBWC) hosted its season closing Network Majlis on 'Elements Required to Structure Your Digital Strategy' alongside Naomh McElhattonis, RUA Digital's Managing Director.

"The digital world has truly evolved the way businesses reach their consumers and it has proven to be a rapidly changing environment," said HE Dr. Raja Easa Saleh Al Gurg, President of DBWC. "Most companies utilize digital platforms to promote themselves and our members find it crucial to receive ongoing training and education on digital marketing strategies as this assists them in their daily tasks and even more importantly, as entrepreneurs and business managers, provide the knowledge on how to successfully create and implement a successful digital strategy."

The interactive workshop by RUA Digital worked through all the elements on how to structure a digital strategy for a business. Naomh provided guidance on how to look at principle based frameworks for the application of digital marketing to achieve business goals.

The DBWC members who attended the session ran practical exercises to analyze their current online capabilities and identify their online strengths, weaknesses and opportunities. They also gained insight to the social channels, allowing them to make informed decisions as to which platforms are most suitable for their business needs.

[Read Full Article Here](#)

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Ro'Ya Announced its Next Steps to 2015 Applicants

Ro'Ya Completed its Last Workshop Part of the 8 workshop Series on June 4th, 2015 that concluded with an announcement about

Ro'Ya 2015 Next Steps

Submission of Final Business Plans

September 1st, 2015.

Once the business plan is completed the applicants must visit the Ro'Ya website to submit her Business Plan, type their personal **Entry Code** and Upload the business plan.

Any registered applicant who fails to submit her business plan by September 1, will be automatically disqualified from Ro'Ya 2015.

The judges will begin the vetting process, once the Business plans are received .

Shortlisted candidates will be announced by the end of **September** .

In **October**, the **shortlisted applicants** will be invited to attend a bonus coaching session on **soft skills** to take them through how to pitch their ideas .

During this session, the shortlisted candidates will be provided also with more information about the selection process for the final live pitches .

All Ro'Ya applicants will be notified of any additional announcements and/or any other coaching opportunities .

The Ro'Ya Team
www.royadubai.ae





Visit Ro'Ya Website www.royadubai.ae to check the list of Ro'Ya 2015 workshops, its [Photo Gallery](#) and [Ro'Ya News](#) section

The Dubai Business Women Council, headed by Dr. Raja Al Gurg, has announced today their partnership with LEADERS Middle East magazine in hosting the POWER WOMEN OF ARABIA DEBATE. <http://www.powerwomen.me>

This Power Debate, will bring together some of the most powerful women in business, government, philanthropy, culture and society to discuss issues related to women in leadership, empowerment, entrepreneurship, and the role of women in society.

The event will be hosted by Shereen Mitwalli, from the Female Network, and moderators include Mr. Lorenzo Jooris, Editor in Chief of LEADERS Middle East Magazine, Jan Bladen, ex CEO of the Abu Dhabi Global Market (ADGM).

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Commenting on the occasion Dr. Raja Al Gurg said: “This event aims at opening the dialog of women in leadership and their contributions to the socio economic landscape in the region. The DBWC has put in place several initiatives towards empowering women in the Emirates as well as supporting their journey as active members of society.”

Mr. Jooris, Editor in Chief of LEADERS Middle East added: “We are extremely excited about hosting this event. The idea of a Debate is to allow for a more open way of presenting ideas, and what a better way to do it than with such a good topic as POWER WOMEN IN ARABIA.”

AT KEARNEY Consulting is conducting a survey for presenting its conclusions at the POWER WOMEN DEBATE. Please be part of this Survey by clicking here:

<http://webhost2.atkearney.com/surveys/PowerWomenOfArabia/Intro.aspx>



We welcome individuals and related organizations to give their ideas, present speakers or simply express their interest to participate.

The event will be held at THE ADDRESS HOTEL MARINA on the 28th of October. By invitation only.
www.powerwomen.me



DBWC Upcoming Events & Offers:

Unilever-INSEAD Women's Leadership Development programme



INSEAD-Unilever Four Acres Consortium: Women's Leadership Development Programme

Executive Education

The INSEAD-Unilever Four Acres Consortium: Women's Leadership Development Programme is the result of a strong partnership between INSEAD and Unilever – both world leaders in their respective fields. INSEAD has designed and developed an exceptional programme and it will take place at the home of leadership and learning for Unilever, Unilever Four Acres Leadership Centre in the United Kingdom.

The programme has been created to enhance the leadership skills of an organisation's senior women executives, thereby increasing the likelihood of their accessing the higher management ladder.

Participants tap into INSEAD's research on the topic and its experience and expertise in designing and delivering highly successful Open and Customised Programmes, empowering women global leaders to take hold of their careers and strive for the top with success.

Participant profile

The programme is designed to benefit:

- Participants who have reached Vice President or an equivalent level of responsibility
- Professionals identified as high potentials and who have leveraged the opportunity to their advantage
- Participants seeking to enhance their leadership skills and demonstrating strong drive to reach the top of their organisation
- Minimum of 15 years' work experience

Key benefits

- Increased ability to deal with change and negotiate the way to success
- Improve awareness of the dynamics of power and influence and how to make responsible use of both
- Insights into leading a team by formulating strategic objectives and defining leadership style
- Identify core values central to leadership identity through tailored individual and peer coaching with leading-edge instruments
- Develop specific next steps to follow, formulated in an individualised action plan, as well as with a peer who will become a learning partner/coach - this is a key actionable measurement tool

Last but not least, the programme will become a memorable networking experience.

Faculty

Programme Director
Herminia Ibarra
Professor of Organisational Behaviour
The Cora Chaired Professor of Leadership and Learning

Herminia Ibarra is the Cora Chaired Professor of Leadership and Learning, Professor of Organisational Behaviour. An expert on professional careers and leadership development, Ibarra's articles on these topics are published in leading journals. At INSEAD, she directs *The Leadership Transition*, an executive program designed for managers moving into broader leadership roles. Ibarra consults internationally on talent management, leadership development, and women's careers. She is a member of the World Economic Forum Global Agenda Councils and Chair of the Visiting Committee of the Harvard Business School. Thinkers 50 placed Ibarra among the most influential business thinkers in the world.

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