



# WISE: Women In Strategic Engagement

Join a global movement  
to shape the leaders of tomorrow.





# Welcome to WISE!

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**WISE is more than a program—it's a movement to empower women to excel in leadership and entrepreneurship. By equipping women with essential skills, mentorship, and a powerful network, we aim to foster diversity, innovation, and sustainability across industries.**

**Join us to unlock your potential and inspire change!**

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## What is WISE?

**WISE is a pioneering initiative designed to:**

- Increase the representation of women in leadership and entrepreneurial roles.
- Equip participants with critical skills and knowledge for boardrooms and beyond.
- Build a global network of like-minded professionals.

**Program Length:** 15 weeks.

**Format:** A mix of in-person and online sessions to suit your schedule.



**“** I started with dedicated pioneers: we broke the glass-ceiling by creating equality-laws, thus paving the road for female access to top decision-making roles. This was followed by women who had made it all (industrialists, investors, managers), who decided to mentor female talents in order to help them overcome the obstacles to the top.

And now it is the turn of WISE, offering a program aimed at empowering female talent to excel in leadership.

**So: seize the opportunity to make dreams become true!”**

**Viviane Reding**, former First Vice President European Commission has served as an elected member of national and European Parliaments for 25 years.

She was appointed as member of the European Commission for three mandates. First responsible for culture and education, then for telecoms and technological research and finally -as First Vice-President of the Commission- for justice and fundamental rights. In this role, she was the driving force behind the initiative to apply a 40% Gender Diversity Quota for all publicly listed companies, which ultimately led to the EU law on gender balance on corporate boards.

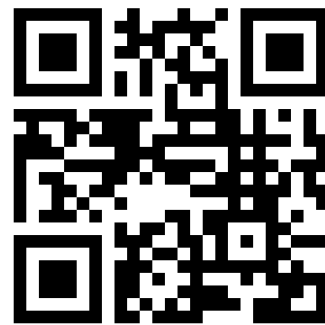
Today she sits on advisory-boards and on company boards of international companies, operating mainly in the field of digitalisation and technology. She is also board member of Foundations engaging in geopolitics, societal and legal affairs. She has been nominated “ambassador” for the development of the Capital Markets Union by the European Banking Federation. She is Vice-President of the executive board of the “World Law Foundation”.



## What's in Store?

Through interactive sessions, you'll explore:

- Leadership Skills for the Future
- Navigating Challenges in Boardrooms
- Strategic Thinking and Decision-Making
- Networking and Personal Branding



## Why Join WISE?

- Gain leadership and entrepreneurial skills.
- Connect with seasoned mentors.
- Expand your professional network.
- Advocate for sustainability and inclusivity.

[Register link ↑](#)

**This training program is developed and delivered in collaboration with Phoenix Executive and Forté Foundation, leveraging their expertise alongside ICC's global standards to provide a comprehensive and transformative leadership learning experience.**



**Empower.**  
**Lead.**  
**Transform.**









# Program Curriculum

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## A Journey to Leadership Excellence

The WISE program consists of **15 interactive modules**, each lasting **3 hours**.

These sessions are carefully crafted to provide you with the knowledge, skills, and confidence to excel in leadership and entrepreneurial roles.

Through expert-led discussions, real-world insights, and practical activities, you'll gain the tools needed to thrive in boardrooms and beyond.

### MODULE 1 | THE HAGUE | 8 MAY

#### Leadership identity / Exploring Self as a Leader

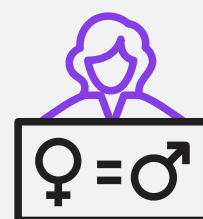
**Overview:** Deepen self-awareness and discover the value of understanding leadership based on identity.

**Key Topics:**

- Leadership as a form of identity development and how this particularly relates to professional women.
- How past experiences and people shape a sense of self as a (woman) leader.
- Emerging narratives to continue the leadership journey.

**Interactive Component:** Group work using role biography and narrative development.

**Trainer:** Helen Tubb



### MODULE 2 | THE HAGUE | 8 MAY

#### Powering up Sponsorship for Career Development

**Overview:** Close the 'sponsorship gap' in advancing to senior roles and build strategies to create future sponsorship opportunities.

**Key Topics:**

- The 'sponsorship gap' and effective sponsorship in practice.
- Identifying and building future alliances.
- Managing sponsorship relationships.

**Interactive Component:** Alliance mapping and personalised roadmap.

**Trainer:** Helen Tubb



## MODULE 3 | THE HAGUE | 5 JUNE

### Crafting a Board-Ready CV

**Overview:** Tailor your CV to highlight your leadership and boardroom qualifications.

**Key Topics:**

- Showcasing governance experience and strategic contributions.
- Addressing board-specific criteria and expectations.
- Creating impactful personal branding statements.

**Interactive Component:** Peer feedback on CVs during a review workshop.

**Trainer:** Christine Heeger, Vera Klaus



## MODULE 4 | THE HAGUE | 5 JUNE

### Developing a Boardroom Mindset

**Overview:** Develop a boardroom mindset by understanding and actively managing what you can influence and what you can control.

**Key Topics:**

- Building trust and collaboration in diverse teams
- Emotional intelligence and managing emotions
- Communicating effectively in challenging situations
- Assessing and managing conflict constructively

**Interactive Component:** A blend of theory, self-assessment, and group discussions.

**Trainer:** Pauline Six



## MODULE 5 | THE HAGUE | 2 JULY

### Governance, Sustainability, and the Role Emerging Technologies (AI)

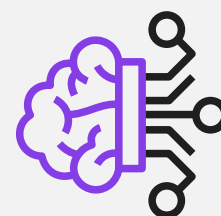
**Overview:** Gain insights into ethical AI governance and its role in promoting transparency, peace, and long-term sustainability.

**Key Topics:**

- AI as a tool for governance and sustainability.
- Ethical and security challenges surrounding AI implementation.
- The impact of AI on peace, security, and decision-making in leadership.
- Case studies: AI in corporate and international governance.

**Interactive Component:** Discussions and practical exercises exploring real-world scenarios where AI impacts sustainable governance and security.

**Trainer:** Jimena Viveros



MODULE 6 | THE HAGUE | 2 JULY

## Leading with Sustainability and Responsibility

**Overview:** Learn how to integrate sustainability and social responsibility into your leadership approach.

**Key Topics:**

- Measuring and reporting sustainability initiatives.
- Corporate social responsibility and ethical practices.
- Managing sustainability risks and building resilience.

**Interactive Component:** Development of KPIs for sustainability initiatives.

**Trainer:** Svjetlana Jerkovic, Monali Bagul



MODULE 7 | BRUSSEL | 23 SEPTEMBER

## Managing Corporate Crises and Insolvency

**Overview:** Gain insights into corporate crises, insolvency processes, and the roles and responsibilities of directors during financial distress.

**Key Topics:**

- Bankruptcy laws and liabilities of directors.
- Crisis resolution strategies: restructuring and mediation.
- Stakeholder roles in crisis management.

**Interactive Component:** Analyze case studies of successful crisis management.

**Trainer:** Helena Jansson



MODULE 8 | BRUSSEL | 23 SEPTEMBER

## Strategic Networking for Career Advancement

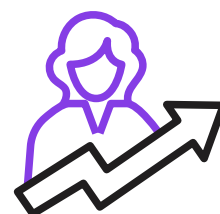
**Overview:** Focus on building effective skills, utilize online platforms, and strategies for career advancement.

**Key Topics:**

- Types of networking (formal, informal, online).
- Key skills: communication, listening, relationship-building.
- Using LinkedIn for personal branding.
- Networking for career growth and mentorship.
- Maximizing networking at events.

**Interactive Component:** Networking role-play to practice networking conversations based on various scenarios.

**Trainer:** Kerstin Born-Sirkel



MODULE 9 | ONLINE | 2 OCTOBER

## Navigating Private & Public Contracts and Procurement

**Overview:** Understand the private and public procurement process and its relevance to corporate governance.

**Key Topics:**

- Legal frameworks for procurement.
- Transparency, accountability, and risk management.
- Digital procurement systems and best practices.
- Dispute resolution

**Interactive Component:** Scenario-based exercise on managing procurement processes.

**Trainer:** TBC



MODULE 10 | THE HAGUE | 8 OCTOBER

## Communication, Negotiation, and Networking

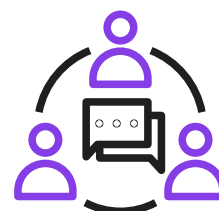
**Overview:** Master the art of professional communication, self-marketing, and building a strong network.

**Key Topics:**

- Verbal and non-verbal communication skills.
- Negotiating effectively and reaching win-win outcomes.
- Networking strategies for career growth.

**Interactive Component:** Role-playing exercises for communication and networking.

**Trainer:** Natalia Leal



MODULE 11 | ONLINE | 4 NOVEMBER

## Governance Principles and Responsibilities

**Overview:** Explore the foundations of corporate governance and the responsibilities of board members.

**Key Topics:**

- Governance frameworks: transparency, accountability, and responsibility.
- Legal liabilities and fiduciary duties of directors.
- Building effective board dynamics and managing groupthink.

**Interactive Component:** Best practice case studies on governance success stories.

**Trainer:** Mark de Lat





MODULE 12 | THE HAGUE | 4 NOVEMBER

## Understanding Legal Structures for Organizations

**Overview:** Choosing the right legal structure impacts governance, liability, and success. Learn company and cooperative law fundamentals to make informed decisions.

### Key Topics:

- Governance as a leadership tool.
- Board & executive influence.
- Accountability in governance.
- Boardroom dynamics & stakeholders.
- Crisis leadership in governance.

**Interactive Component:** Choosing the right legal structure - business case simulation.

**Trainer:** Lous Vervuurt, Valérie van den Berg



MODULE 13 | THE HAGUE | 2 DECEMBER

## Mastering Board of Directors Meetings

**Overview:** Learn how to structure and run effective board meetings that drive strategic decisions.

### Key Topics:

- Types of board meetings and their purposes.
- Decision-making processes and minute-keeping best practices.
- Managing stakeholder interests in boardroom discussions.

**Interactive Component:** Role-playing boardroom scenarios with actors.

**Trainer:** Merei Wagenaar, Saskia Vlaar



MODULE 14 | ONLINE | 4 DECEMBER & 11 DECEMBER

## Navigating International Trade and Policy

**Overview:** Understand global trade concepts, policies, and their implications for businesses.

### Key Topics:

- International trade agreements and regulations.
- INCOTERMS and their application in trade.
- Challenges and opportunities in globalization.

**Interactive Component:** Case studies on international trade scenarios.

**Trainer:** Marta Prado Larburu



## Financial Fundamentals for Leaders

**Overview:** Build confidence in understanding financial statements and accounting basics

**Key Topics:**

- Reading balance sheets and income statements.
- Assets, liabilities, equity, and debt structures.
- The relationship between financial health and strategic decisions.

**Interactive Component:** Practical exercises on interpreting financial data.

**Trainer:** Muriel Mosango



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# Why Choose ICC for Leadership Training?

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The WISE program, powered by ICC (International Chamber of Commerce), offers a unique approach to fostering leadership, boardroom, and entrepreneurial skills. As the world's largest business organization, ICC brings unparalleled expertise, a legacy of global advocacy, and access to practical tools that empower participants to thrive in leadership roles.

## Practical, Actionable Leadership Development

ICC's WISE program bridges the gap between theory and practice by providing hands-on, real-world solutions tailored to the challenges women face in leadership and governance. Each module integrates ICC's global insights with strategies to address emerging trends in governance, sustainability, and financial management.

## What Makes WISE Program Unique?

- **Real-World Application:** The program features ICC's globally recognized frameworks, tools, and best practices, ensuring participants gain skills that are immediately applicable to boardroom challenges and entrepreneurial ventures.
- **Case Studies and Best Practices:** Learn from success stories of women leaders who have used ICC tools and principles to drive measurable impact, promote sustainability, and transform organizational culture.
- **Interactive Workshops:** Each module includes hands-on activities, role-playing exercises, and group discussions to help participants translate concepts into actionable solutions tailored to their contexts.
- **Mentorship from Leading Experts:** The WISE program provides access to ICC's global network of professionals, including experts in governance, international trade, and finance, ensuring participants receive practical, experience-based guidance.



The WISE program is your opportunity to gain the skills, insights, and network to drive meaningful change in your organization and beyond.

Don't wait - be the leader you aspire to be.  
**APPLY TODAY!**





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