

WOMEN'S LEADERSHIP IN THE DIGITAL ERA

Leading with Confidence. Speaking with Power.
Succeeding with Purpose.



3RD - 5TH
NOVEMBER 2025



UNIVERSITY OF
BIRMINGHAM DUBAI,
UAE

Programme Fees: **3,500 GBP**

(cost includes tuition fees and course materials)

PROGRAMME OVERVIEW

Digital transformation involves the strategic use of new and emerging technologies to reshape an organisation's business model, internal processes, and customer interactions. Effective leadership is essential in driving this transformation, requiring a unique blend of adaptability, strategic thinking, and interpersonal skills.

Led by experienced professionals in women's leadership and digital transformation, this 3-day programme offers you the opportunity to enhance your leadership thinking, practices and capabilities. In this new digital world our experience has shown us that leadership is less about hierarchies and top-down power; and, more about networks and collaborative approaches.

Through an evidence-based approach, participants will gain unprecedented insights into digital strategy, change management, and leadership dynamics. The programme places a strong emphasis on strengthening, empowering and enhancing soft skills, emotional intelligence, and the power of peer-to-peer support networks. This immersive learning experience provides actionable insights that can be applied immediately within organisations.

We see leadership as a response to organisational challenges and as what lies beyond being smart, successful and admired; beyond the limits of our personal identity. We invite you to join us to discover more about who you are and what defines you as a woman leader; and, to identify your latent talents and harness them so that you can become the leader you truly aspire to be.

WHO SHOULD ATTEND

This programme is designed for:

- Female professionals in leadership roles seeking to enhance their digital leadership capabilities.
- Mid to senior-level female leaders responsible for driving transformation within their organisations.
- Female entrepreneurs and women business owners looking to harness digital strategies for growth.
- Women in technology, innovation, and digital transformation roles.
- HR and talent development professionals focused on fostering inclusive leadership within digital environments.



INTENDED LEARNING OBJECTIVES

By the end of this programme, participants will:

- Develop a clear understanding of digital transformation and its implications for leadership.
- Design strategic approaches to manage technological change and overcome resistance.
- Build resilience and adaptability in the face of uncertainty and change.
- Strengthen their advocacy, communication, and networking skills.
- Gain insights into leading organisational change and fostering a culture of innovation.
- Cultivate an authentic and influential leadership style by utilising existing leadership qualities to inspire and motivate teams.
- Engage in career coaching and peer-to-peer mentoring to refine leadership strategies.
- Understand the impact of bias and misperceptions, and develop strategies to overcome them.

PROGRAMME DIRECTOR



Dr Heather Jeffrey is the Head of Subject and Associate Professor in Marketing at the **University of Birmingham Dubai** campus, specialising in Cultural Studies. Her research interests encompass gender, representation, mobility, and qualitative research methods.

Dr Jeffrey is a member of the European Commission-funded International Network for Comparative Analysis of Social Inequalities and an associate of the non-profit organisation Equality in Tourism. She serves on the editorial boards of Gender in Management and Tourism Planning and Development. Her work has been featured in various media outlets, including The Huffington Post, The Daily Mail, The Caterer, and The National.

SOME OF THE BENEFITS OF TAKING THIS PROGRAMME

- Expert-Led Learning:** Gain insights from industry leaders and renowned academics in women's leadership and digital transformation, offering extensive business and academic expertise.
- Evidence-Based Approach:** Learn through an evidence-based approach rooted in gender inclusion and digital transformation research, ensuring practical and relevant learning outcomes.
- Regional and Global Case Studies:** Explore diverse regional and global case studies of successful women leaders, gaining cross-cultural insights and strategic perspectives.
- Career and Leadership Coaching:** Receive personalised career and leadership coaching, including three one-to-one executive coaching sessions and peer-to-peer mentoring for tailored growth strategies.
- Safe and Supportive Environment:** Engage in a safe, supportive, and empowering small-group environment that fosters meaningful discussions, collaboration, and personal development.
- Cross-Cultural and ED&I Insights:** Learn how to drive change in diversity, equity, and inclusion within modern organisations.
- Networking Opportunities:** Join a strong network of like-minded professionals, academics, and industry experts for ongoing support and collaboration.
- Actionable Outcomes:** Develop a personalised leadership action plan to implement within your organisation post-programme.
- Recognised Certification:** Earn a certificate from the University of Birmingham Dubai, affirming your commitment to professional development.

By participating in this programme, women leaders will leave with fresh motivation, actionable insights, and a powerful network to support their leadership journey in the digital era.



ABOUT UNIVERSITY OF BIRMINGHAM DUBAI

The University of Birmingham has been challenging and developing great minds for more than a century. Founded in 1900 as the UK's first civic university, today it is a truly global institution and a vibrant international community, teaching more than 38,000 students, and with over 35,000 alumni.

It is member of the Russell Group of Universities in the UK and holds the prestigious 'Triple Crown' accreditation, which places it in the top 1% of business schools worldwide, showcasing its high standards in education and research.

ABOUT LONDON STRATEGY CENTRE

Welcome to the London Strategy Centre – the premier destination for next generation executive development! At the London Strategy Centre, we believe in the art of the possible. Our mission is to equip you with the capabilities and knowledge to become a world-class leader in your field; a leader who can strategise, innovate and inspire their teams to high performance.

We understand that in today's competitive market, keeping up with the latest thinking in developing and implementing strategy is essential for business success.

We are committed to helping you navigate your key challenges through developing your individual and organisational leadership capabilities.



SPEAKERS

Saskia Hart is a leadership consultant and executive coach specializing in Digital Leadership and organizational transformation. With over 20 years of experience as an engineer and leader in the British Army, Saskia is adept at integrating technology and leadership principles to drive innovation and performance in complex environments.

Leveraging her extensive experience leading high-performing teams under pressure, Saskia focuses on enabling senior leaders and teams to navigate digital transitions, enhance strategic decision-making, and foster agile organizational cultures. Her expertise includes digital strategy development, technology-driven process optimization, and enhancing collaboration through digital tools.

Saskia holds a Master's in International Liaison and Communication from Westminster University and a Postgraduate Certificate of Academic Practice from King's College London. Her engineering background and fluency in French have facilitated her work with multinational, cross-functional teams on digital and strategic leadership projects globally. Through targeted coaching, workshops, and consultancy, Saskia empowers organizations to build digitally capable leaders who drive sustained innovation, accountability, and success.



Saskia Hart
Assoc Fellow LSC



Maya El Tal is a Leadership Consultant, a Certified Coach and a Corporate Trainer. She holds a Master's degree of Business Administration from the Lebanese American University in Beirut as well as a Master's degree in Neuroscience and Neuropsychology from Bordeaux University in France.

Maya is a Faculty Member at Lebanese American University and Cranfield University, UK. She develops and conducts workshops in Leadership, Coaching and mentoring, Emotional Intelligence, Communication Skills, and various soft skills. She is also the founder and the instructor of the Professional Coaching Associate Diploma at LAU.

Maya works with organizations to help develop their leadership capacity and to build a well-established leadership culture. She also provides coaching and training for individuals as well as organizations, helping to unlock their potential and maximize their performance whether on a personal or professional level. She has been privileged to partner with many local and regional highly esteemed institutions, such as the Lebanese American University, BLOM Bank and Red Cross.

Due to her research interest in Neuroscience behind decision making, she is currently developing and promoting courses on how to become an effective leader based on Neuroscience and brain techniques. Most recently she had studied Leadership Coaching at Harvard University in the USA, where she got her recent certificate. Maya's outstanding strengths include leadership, communication, facilitation, and influencing.

Maya El Tal
Assoc Fellow LSC