

WOMEN IN LEADERSHIP LEAGUE (WILL) PROGRAM

The WILL Program is a **unique initiative** in the CEE region, designed to support women managers and leaders in Hungary and later across the CEE, **in alignment with UN and EU recommendations**. The program begins with participants attending the prestigious '**Women Leaders: Advancing Together**, a Multi-Week Leadership Program' in **Boston**, delivered by **Harvard University Division of Continuing Education**. Additionally, it includes **tailored modules addressing regional challenges, mentoring** sessions provided by the **Hungarian Business Leaders Forum (HBLF)**, and **career coaching**.

Vision

To **increase the representation of women** in Hungary and the CEE at the **highest levels of corporate leadership** and **decision-making**, contributing to innovation, competitiveness and sustainable growth.

Mission

To **empower women** in Hungary and the CEE **who are already in management and aspire to C-suite positions**. The WILL Program provides targeted support through **advanced leadership training, mentoring** and **career development opportunities**, primarily for **women in business management**, while remaining inclusive of other professional fields.

THE WILL PROGRAM – TECHNICAL DETAILS

TARGET GROUP: Women in mid-management aspiring to top executive roles

Duration: 12 months

Year-round program starting in September

Module I

7-day in-person course (including 1 day orientation, 5 days on Harvard University premises, and 1 day at a US company). Participants will have 4-6 weeks to prepare with reading material and exercises.

Module II

8 in-person, 1-day courses in the following year. In these sessions, eminent and exemplary (mostly women) **business leaders** from Hungary and CEE will give lectures and participants will learn from case studies based on the most relevant real-life cases of the leaders. The lecture materials will be reviewed by academic professors. Participants will receive pre-work assignments (reading material, video, self-assessment tests) before the in-person sessions.



Extras

Participants will develop their **career plans** prior to the program and discuss them with a **coach**. After the program's final session, each participant will have a **follow-up meeting with their coach** to review and adjust their initial career plan. Additionally, participants will benefit from **mentoring** through the **Hungarian Business Leaders Forum's (HBLF) X-Mentor Program**, which includes nine sessions during the course of the program.

Participants will become members of an **alumni group**, which will have **meetups twice a year organized by the WILL Foundation**. Thus, women will be able to **coach, support and mentor one another** as well.

CURRICULUM

FOCUS ON NECESSARY SKILLS:

- **Navigating power dynamics:** formal/informal power/influence
- Building **powerful relationships**; your circle of trust and support
- Effective **stakeholder management**
- Managing **crisis, change** and cultural shifts
- **Conflict management** and resolution
- **Negotiation** skills
- Leading **high-stake projects, innovation** and experimentation
- Developing **high-performance teams**
- Mastering **communication, presentation** and public speaking
- **Self-representation**, influence and persuasion
- Identifying and overcoming self-sabotage; the **confidence gap**
- Preparing for change and future challenges; **future skills**
- **AI** in our future
- Global **economic trends**

BUSINESS LEADERS (INSTRUCTORS) IN MODULE II OF THE WILL PROGRAM

Module II will be conducted in Hungary



PETRA ACZÉL

Vice Rector for excellence at Moholy-Nagy University for Art and Design



ÁDÁM BALOG

General Vice President of BKIK and Vice President of MKIK

BUSINESS LEADERS (INSTRUCTORS) IN MODULE II OF THE WILL PROGRAM (CONTINUED)



ATTILA BARANYAI

Master Trainer



ÉVA BÚZA

Member of the
Monetary Council



BORBÁLA CZAKÓ

Former Hungarian
Ambassador to the UK,
Head of the WILL
Foundation's Advisory
Board



KITTI DOBI

Chief HR Officer at
MBH Bank



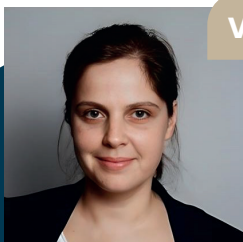
ZSÓFIA FEJÉRDY

Curator of the WILL
Foundation



ROZÁLIA MIKLÓS

Managing Director
and Global Head of
Financial Engineering,
MSCI



VIKTÓRIA PETRÁNYI

Owner and Chief
Executive Officer of
Proton Cinema



**ÁGNES
SZUROMI-KOVÁCS**

Founder and Curator
of the WILL Foundation



KATALIN VALENTÍNYI

Chief Corporate
Communications and
Government Relations
Officer at Budapest
Airport

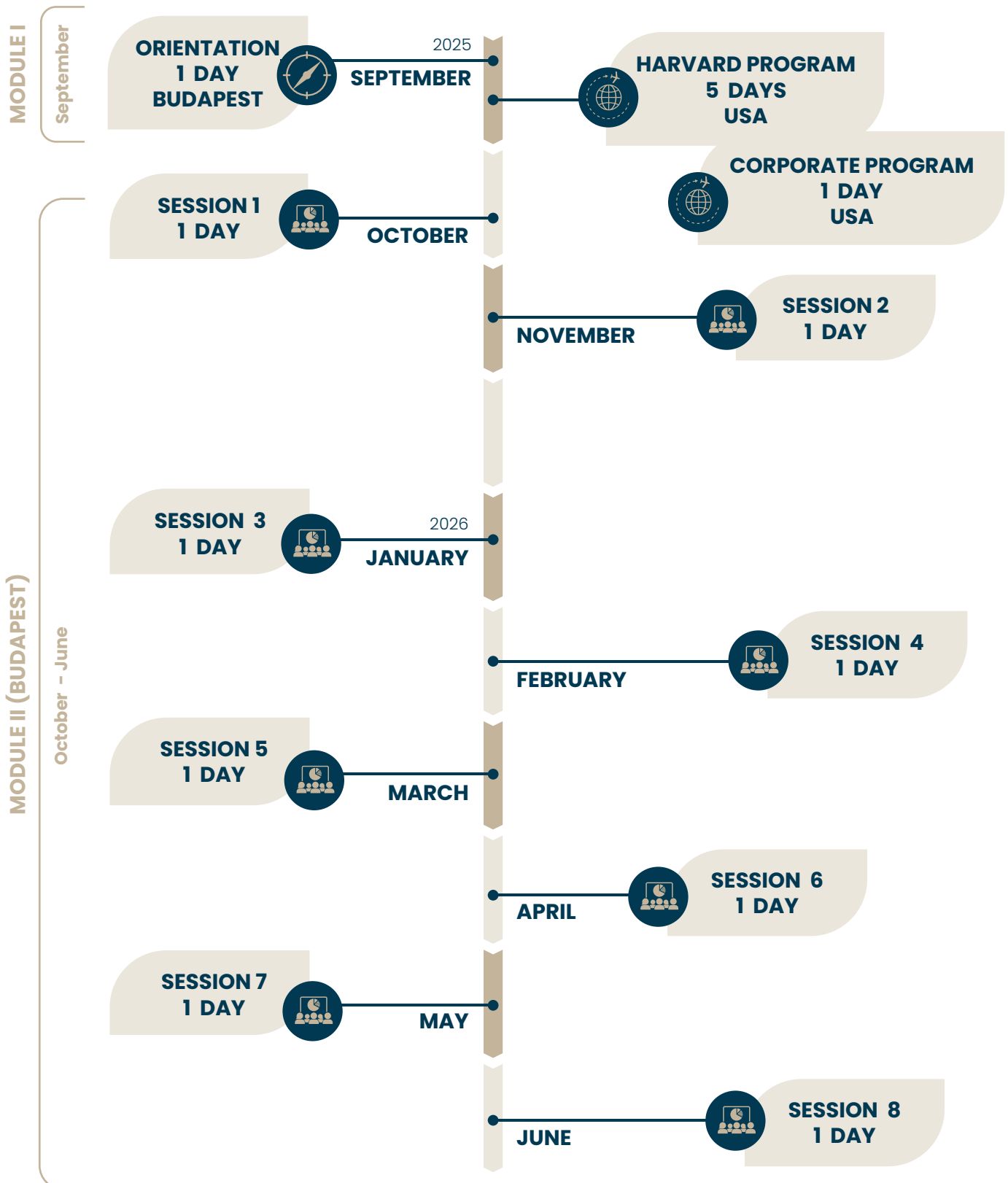


RICHÁRD VÉGH

Chief Executive Officer
and Director of the
Budapest Stock
Exchange

The list of instructors for Module II of the WILL Program will be further expanded in 2025.

THE WILL PROGRAM – TIMING DETAILS



HOW TO APPLY

Applications are welcome at the following contact details:

■ **office@willfoundation.eu**
■ **+36 30 484 3526**

ABOUT THE CONDITIONS OF PARTICIPATIONS

Due to the exclusivity of the program, the number of participants is limited.

The program fee is EUR 15,000 + VAT.

The fee includes **all program-related expenses**, such as **in-person participation** in Harvard University Division of Continuing Education's '**Women Leaders: Advancing Together**, a Multi-Week Leadership Program' held in **Boston**; **travel expenses** to the USA; **accommodation** during the **U.S.** portion of the program; participation in **Module II** of the WILL Program, which consists of **eight teaching sessions** from October to June; **two career coaching sessions**; and **nine mentoring sessions** provided through **HBLF's X-Mentor Program**.

Applications are reviewed on a rolling basis, so **we encourage early submissions** to secure your place in this exclusive program.

For further details about the WILL Foundation, please visit **www.willfoundation.eu**.

SUPPORTERS

The development of Module II of the WILL Program has been supported by the following organizations:



BUDAPEST CHAMBER
OF COMMERCE
AND INDUSTRY