

Unleash
your potential

The Women Entrepreneurs and Leadership Program

Inspiring – Empowering – Disruptive



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CentraleSupélec



“

**When women succeed,
we all win!**

”

Martine Liautaud, Founder & President –
Women Initiative Foundation



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Our Partners

Women Initiative Foundation (WIF):

Founded in 2015, after the success of the WBMI association set up in 2009, WIF brings together, organizes and leads a vast network made up of mentees, mentors, and strategic partners such as ENGIE and BNP Paribas in France and abroad (Europe, Canada, United States and in Singapore). WIF encourages the promotion of women in the world of business and the economy in general. It also develops international university programs for women entrepreneurs and women corporate executives.

Beyond its philanthropic sponsorship, WIF conducts research on these themes with Pan-European, Canadian and American studies and specialized publications.

Having successfully run a volunteer support program for women entrepreneurs of growing companies, in 2016 WIF launched a transatlantic program for both French entrepreneurs wishing to develop their business in the United States and Canada, with the support of an American or Canadian mentor – and American / Canadian entrepreneurs wishing to set up in Europe, with the help of a European mentor.

In 2018, for high-potential women managers, WIF launched a European inter-company mentoring program with 5 global companies and an identical program in the USA in 2019. In June 2019 WIF opened its first office in Asia, in Singapore. In Montreal, WIF benefits from a very strong and active strategic chapter run by Christiane Bergevin and Anne-Marie Hubert.

To find out more: [Site web](#) | [LinkedIn](#) | [Twitter](#)

CentraleSupélec (CS):

CentraleSupélec, a Public Institution of a scientific, cultural and professional nature, was created by the merging of École Centrale Paris and Supélec in January 2015. Today, CentraleSupélec consists of 3 campuses in France. It has 4,300 students, 3,200 being engineering students and includes 16 laboratories or research teams. As an international School, CentraleSupélec is also located in China, India and Morocco. CentraleSupélec is a reference center in the field of engineering sciences and systems and a leading School in higher education and research, ranked among the best institutions in the world. CentraleSupélec is a founding member of Paris-Saclay University and chairs the École Centrale Group.

To find out more: [Site web](#) | [LinkedIn](#) | [Twitter](#)



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Corey Phelps

WELP Academic Advisor



An inspiring, empowering and disruptive program

McGill: Canada's Ivy League University

In North America and throughout the world, the glass ceiling persists. Despite a rise in female entrepreneurs and leaders, a significant gap exists.

The **Women Entrepreneur and Leadership Program (WELP)** is a unique Innovation and Leadership program for seasoned female professionals worldwide.

The program combines the expertise and complementary cultures of three globally renowned institutions, the McGill Executive Institute, the CentraleSupélec Exed, subsidiary of the European Engineering School CentraleSupélec as well as The Women Initiative Foundation, with its international experience in promoting women in business.



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Program at a Glance

This program offers an immersive experience, aimed at developing your leadership competencies and accelerating you and your business.

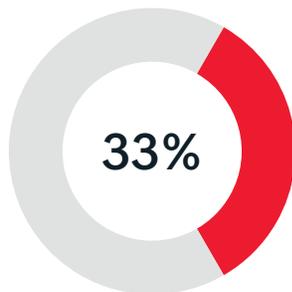
The six-day program connects women to a community, and establishes a foundation for lifelong learning, growth and engagement. The program offers experiential learning opportunities, a wealth of knowledge from top faculty and researchers, personal development as well as networking opportunities. You will benefit from a small cohort of international leaders and entrepreneurs in an intimate setting on Montreal's iconic McGill campus.

Starting on Sunday and ending on the following Friday – You will spend a week engaged in lectures, fireside chats and cultural events where emerging skills are continually developed and applied. Women will leave equipped with tools to manage complex projects in any industry or function. The aim of the program is to propel women in business, help them develop long lasting relationships and create a network who will continue to learn and support each other.

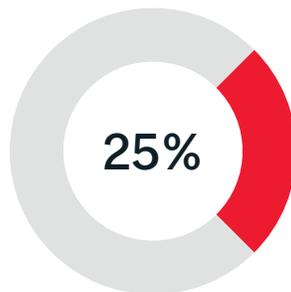


The current state for women

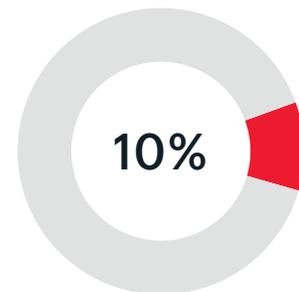
Chances of promotions throughout a career span*



**1 in 3 chances in
Managerial Position**
2 in 3 chances
for men

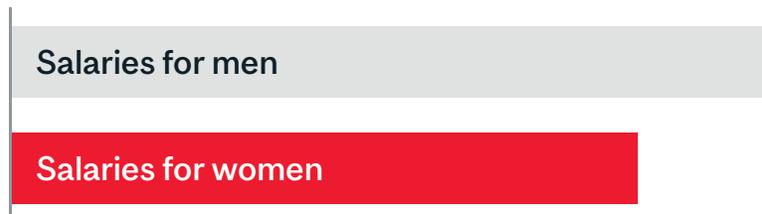


**1 in 4 chances in
Senior Executive /
Vice-President Position**
3 in 4 chances for men

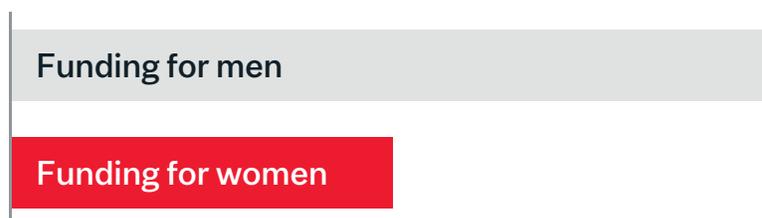


**1 in 10 chances in
Executive Committee**
9 in 10 chances
for men

Throughout their careers men enjoy **18% higher salary*** than women for the same position.



Women entrepreneurs represent 15% of total entrepreneurs and receive **50% less funding*** than their male counterparts.



*Women's Initiative Foundation, 2019



Research-based solutions to improve the current state

Mentoring programs are key for the success of women in business

During the program, the Women's Initiative Foundation will present their pan-European, American and Canadian research about the situation of women in business and the solutions to improve it. They include mentoring and sponsorship programs which are key for the success of women in business. Experience firsthand how you can become part of the virtuous circle and learn how you can leverage Mentoring in your career and your organization

► Conviction comes from the top - use mentorship as the competitive advantage that it is

Mentoring programs are management tools and a way of retaining top talent

► Make men part of the equation and the solution

Mentoring is a relationship between an experienced person - man or woman

► Align expectations and find the right fit

Mentorship is a relationship, it takes time and energy to cultivate trust



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McGill University welcomes you to Montreal

Montreal sits at the meeting point of the Old and New Worlds and offers an exciting fusion of European and North American cultures. It's a city of cobblestones and an international hub for creative sectors, software engineering, pharmaceuticals, aerospace and telecommunications.

A safe, vibrant, diverse city bursting with culture, Montreal consistently ranks among the world's most livable cities. Around half of Montrealers' mother

tongue is French but thanks to the friendly spirit of its community, you will be able to get by with ease in English.

Whether enjoying one of Montreal's famous cafes, restaurants or public markets, visiting any of the 2,200 hectares of parks including Mount Royal, or taking advantage of the city's 100+ world-renowned festivals and public events, you will find your leadership experience enriched by this effervescent city.



Main themes

● Inspire

Develop an innovative mindset and foster that mindset in others

- The forward-thinking leader
- Identifying the changing leadership landscape
- Developing an innovative mindset
- Anticipating change in your competitive environment
- Challenging your assumptions and your business model
- Empowering others through effective communication
- Breaking through barriers in the workplace

● Empower

Tools to implement and deploy innovation strategies

- Developing an ambidextrous mindset and pursuing strategic innovation
- Developing an entrepreneurial approach in an established organization
- Using Lean startup methodology for your context
- Using customer and market feedback with agile solution development
- Applying a Systemic Approach to Value Creation
- Understanding and quantifying the possibilities of creation and loss of values (not only economic)
- Defining the ideal organization
- Defining the resources needed for the organization

● Disrupt

Embracing risk and technology to ensure future readiness

- The Impact of Artificial Intelligence
- How can AI be used to create value in your context
- Implementing AI across the value chain
- Maximizing positive impact and mitigating risk of failure
- Defining your future through storytelling
- Embracing risk and (re-)visioning the future
- Strategies for personal and professional risk management
- Creating a future-ready network

● Future Ready Leaders

Program in detail and application

Ideal Participant Profile:

This residential program is for seasoned women professionals from various industries and locations. It is equally applicable for high potential women leaders with at least ten years of professional experience.

The program fee is CAD 8,995 + applicable taxes. This includes program tuition, instructional materials, accommodations (5 nights), daily breakfasts, lunches and refreshments. There are several evening events planned, please see detailed schedule for more information.

The McGill Executive Institute seeks to build strong positive learning environments within which participants develop the necessary mindsets for future business growth. Eligibility for program acceptance requires the following qualifications:

1. Participants have upper to senior-level management responsibilities.
2. A positive interest in actively engaging with peers in a unique executive learning environment.

Candidates are encouraged to register online and supply a current resume that shows both your academic and professional experience via email to pamela.sorenti@mcgill.ca



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The Faculty



Marie Josée Lamothe

Ms. Lamothe has over 25 years of experience in the competitive digital and consumer products world (Google, L'Oréal, Procter&Gamble, Clairol). She is best noted for her expertise in Global Product Management and Omni-Channel Branding. Ms. Lamothe is a Professor of Practice at McGill University (Desautels Business Faculty) and is the President of Tandem International, an advisory firm specialized in omnichannel retailing and branding. Ms Lamothe has been awarded the Desautels Achievement award by McGill University, which recognizes individuals who serve as role models for students in their education, career, and philanthropic contributions. She was recognized among Canada's Top 100 Most Powerful Women in the Financial Post and Canada's Marketers of the Year by Strategy magazine. Forbes Magazine and Social Media Magazine (US) recognized her among Top Marketing Minds to Follow on social media in North America and Canadian Business magazine nominated her among Canada's 40 Global Leaders.



Julie Le Cardinal

Julie Le Cardinal is a researcher and an associate professor in the Industrial Engineering Laboratory at the Ecole Centrale Paris, France. Her research focuses on the discovery of new design and management methodologies in an industrial context. Julie's expertise is in team diversity and project management. She coaches project managers in companies concerning the management of their project and the choice of decision-makers in teams. After earning her degree in Mechanical Engineering (UTC, France), she completed a Masters degree in Industrial Engineering Systems at ECP, followed by a PhD Thesis delivering a study of Dysfunctions within the Decision-Making Process.



Carola Weil

Dr. Weil brings a wealth of experience and expertise in management, administration and leadership. She currently serves as Dean of the School of Continuing Studies here at McGill University. Dr. Weil earned a PhD in political science an MA and an MPM, from the University of Maryland, College Park, and a BA in history from Bryn Mawr College. Prior to joining American University, she served as Associate Dean for Planning and Strategic Initiatives at the University of Southern California's Annenberg School for Communication and Journalism. She has held teaching and research appointments in international relations and public diplomacy at George Washington University, Harvard University's John F. Kennedy School of Government and the University of Southern California. She has also served in senior positions at the Friedrich-Ebert Foundation and the U.S. Institute of Peace, both in Washington, D.C.



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Liette Lapointe

Dr. Liette Lapointe is an Associate Professor at McGill's Desautels Faculty of Management with a Doctorate in Administration and a Master in Healthcare Management. She currently serves on the Board of Directors of the Montréal West Island Integrated University Health and Social Services Centre (CIUSSS) and is deeply aware of the many transformations and reforms affecting healthcare systems and leadership. Among her many areas of expertise and research, she is known for preparing, equipping and supporting individuals to successfully adopt change in order to drive organizational success and outcomes in the healthcare sector.



Corey Phelps

Corey Phelps is an award-winning teacher, researcher and Professor of Strategy at McGill. He has spent the past twenty years researching the origins of corporate innovation and growth and has published his research in leading academic journals. His book - *Cracked It! How to Solve Big Problems and Sell Solutions Like Top Strategy Consultants* - was published by Palgrave Macmillan in 2018. Corey completed his Ph.D. at the Stern School of Business, New York University and has been a faculty member at HEC Paris and the University of Washington.



Jui Ramaprasad

Jui Ramaprasad is a tenured faculty member of the Desautels faculty of management at McGill University. She obtained her doctorate in Management, Information Systems from the Paul Merage School of Business at the University of California, Irvine. She holds a B.S. from the University of Southern California. Her research examines the impact of IT-enabled social interactions on behavior and outcomes in two main domains: music and dating, two industries that have been transformed significantly by information technology.



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