

Empowering Women in Leadership

Freeze to Forward



Programme Overview

In contemporary workplaces, the term "Frozen Middle" has been coined to stereotype middle managers, particularly women, who may be perceived as hindrances to organizational progress. These mid-level managers are often thought to lack capability, motivation, or a willingness to take risks. Despite this stereotype, the "Frozen Middle" plays a pivotal role in overseeing processes critical for the successful execution of strategic initiatives, essential for an organization to achieve its goals.

Empowering the "Frozen Middle": The "Empowering Women in Leadership: Freeze to Forward" Programme is meticulously crafted to unravel the potential of middle-level women managers. This transformative 2-day residential retreat seeks to break the stereotypes associated with the "Frozen Middle" by empowering participants to seamlessly transition into leadership roles. The program is strategically designed to address both personal and professional challenges faced by women in mid-level management. By focusing on enhancing leadership skills and providing a clear roadmap for success, "Freeze to Forward" aims to redefine the narrative around the capabilities of women leaders.

Target Audience:

The "Empowering Women in Leadership: Freeze to Forward" programme is tailored for middle-level women managers looking to advance into leadership roles. The target audience includes women who:

- Aspire to take on leadership responsibilities.
- Desire to overcome personal and professional challenges
- Seek to enhance their leadership skills and mindset
- Are committed to creating a positive impact on team dynamics and organizational success
- Aim to contribute to diversity and inclusion initiatives within the workplace



Benefits for Organizations

- **Empowerment for Leadership Roles:** The program equips women with the skills and mindset necessary to confidently step into leadership roles.
- **Diversity and Inclusion:** Encourages diversity at leadership levels, promoting an inclusive workplace where a variety of perspectives and ideas contribute to better decision-making and innovation
- **Enhanced Team Dynamics:** Women leaders bring unique leadership styles that can positively influence team dynamics, fostering collaboration and creativity among team members
- **Retaining Organizational Expertise:** By investing in the professional growth of women, the organization retains valuable expertise, ensuring continuity and stability in critical areas such as technology, domain knowledge, and organizational culture
- **Pipeline for Future Leaders:** Developing women leaders establishes a strong leadership pipeline, ensuring a diverse pool of capable individuals for future leadership positions within the organization
- **Sustainability at the Organization level:** The participation of women in the leadership program not only benefits the individuals by enhancing their leadership capabilities but also significantly contributes to the overall success and sustainability of the organization.

Learning Methodology:

- The learning methodology for the Empowering Women in Leadership: Freeze to Forward programme is designed to be comprehensive and experiential, incorporating various elements to ensure effective skill development and mindset transformation. The methodology includes:

Reflections | Activities | Presentation | Introspection | Group Processes | Breakthrough Techniques | Fun

- **Reflections:** Participants engage in self-reflection activities to unlock personal potential and gain insights into their strengths and uniqueness.
- **Activities:** Hands-on activities provide practical experiences to identify and overcome challenges, both at an individual and group/ organizational/ team level.
- **Introspection:** Introspective exercises allow participants to delve into their aspirations, empowering them to take control of their personal and professional lives.
- **Group Processes:** Collaborative group processes encourage participants to share experiences, learn from one another, and build a supportive environment.
- **Breakthrough Techniques:** Innovative techniques are employed to break barriers, overcome challenges, and stimulate creative thinking.
- **Fun:** Engaging and enjoyable elements are integrated to create a positive and conducive learning environment.

Day Wise Topics

Day 1

1. Who AM I – Unlocking Personal Potential

- **Self-Image - Miss Self**
Embracing and enhancing self-perception
- **The One Thing**
Identifying core strengths and uniqueness
- **Impress Vs Express**
Confidence building at inner core

2. Identifying and Overcoming Challenges – What is stopping me as a women?

- **Individual Barriers**
Exploring and conquering fears, beliefs, biases, etc.
- **Organizational Challenges**
Navigating workplace dynamics and structures
- **Family / Society**
Balancing personal and professional expectations

3. My Aspirations

Empowering Personal and Professional Dreams being a women

- **I am the CEO of my Life**
Taking control and ownership of one's destiny
- **Reach High - Realize the Capability**
Unleashing untapped potential
- **Think Big and Redefine Aspirations/Goals**
Setting ambitious yet achievable goals
- **Balancing Energies**
Harmonizing and leveraging all energies
- **Self-Assessment Vis-à-vis Aspirations**
Evaluating oneself in relation to personal aspirations through self-assessment.

Day 2

1. Upskilling

Building a Strong Foundation for Leadership

- **Personal Branding**

Crafting a compelling professional identity

- **Networking**

Establishing valuable connections

- **Resilience to Antifragility**

Thriving in adversity and uncertainty

- **Preparing to Next Phase**

Anticipating possible changes in personal and professional life and mitigating it

Women Biological Clock Vs Career progress

2. My Road Map

Charting the Course for Leadership Success

- **Identify Skills to Develop**

Technology, Domain expertise, Developmental skills

- **Create a Plan**

Formulating a personalized roadmap for skill enhancement

Programme Outcome:

Upon completion of the programme, participants, particularly women, will not only acquire the skills and mindset essential for leadership roles but will also embody a transformative narrative challenging the constraints of the "Frozen Middle." Empowered by the program's emphasis on personal and professional development, these women leaders will stand resilient, breaking through barriers and contributing to a workplace culture that champions diversity, inclusivity, and innovation. "Freeze to Forward" ensures that women emerge not just as capable managers but as dynamic leaders, fostering a positive and lasting impact on both their careers and the organizations they serve.

Faculty



Prof. Srividya Nagaraju

Learning Facilitator
Indic-Wisdom Enthusiast
International TEDx Speaker

- Alumna and Guest Faculty - IIMB
- Corporate Leadership Trainer and Coach
- Psychologist
- Award Winner of Women Achiever
- Interviewed on International Radio and TV Channels

Srividya, an internationally acclaimed facilitator, pioneers effective learning and skill-building through various techniques in behavior improvement and corporate Leadership. She employs 27+ years of experience in the corporate and social sector to invigorate and humanize her sessions.

Sri delivers curated training modules based on learning adapted from Indian Scriptures on Leadership, Working Together, Women Leadership Development, Diversity, POSH, etc. She is passionate about bringing transformational change through insightful experience.

From keynote speeches to training, Sri is a sought-after name in the industry.

Sri has worked with Thomson Reuters, Karvy Computershare, Havya Technologies in Learning & Development and Operations.

Dedicated to working with people and investing in society, Sri is actively engaged in the areas of public education and mental health.

Programme Details

Programme Dates: 8-9 August, 2024

Programme Duration: 2 Days, In-Campus

Programme Fee: Rs. 25,000/- + GST Per Participant

About Centre for Executive Education

The Centre for Executive Education (CEE) at Mahindra University, creates and conducts learning programmes for working professionals, which are designed to provide timely and relevant knowledge, insights and perspectives, that help them progress in their current and future roles in organizations. By enhancing performance of executives, these programmes are aimed to positively impact the organisations that they work for.

Executive Education Programmes at Mahindra University span across multiple business disciplines, engineering & data science, and law, for different seniority levels, in various national and international geographical locations.

CEE's mission is to be a hub for engaging & beneficial interactions between business leaders and the academia. The centre works with some of the finest faculty in India and from leading Global Business Schools. Participants will have opportunities to learn from the innovative research and consulting experience of the faculty, wide experience of the peer group of learners, and from Industry practitioners who bring in strong domain knowledge.

About Mahindra University

Mahindra University, established in May 2020, is a multi-disciplinary global education and knowledge campus which offers industry-aligned curricula, a student-centered learning environment, and opportunities for international exposure. The University offers Undergraduate and Post Graduate programs in its five Schools namely Ecole Centrale School of Engineering, School of Management, School of Law, Indira Mahindra School of Education, School of Media and Liberal Arts. The University has been established in a sprawling, green, 130 acres at Bahadurpally in Hyderabad. The University provides students with a modern lifestyle and a unique multi-cultural immersion in a predominantly green campus. The Lecture Theaters, Seminar Halls and Syndicate Rooms deploy state-of-the-art technology, to impart a multi-media, interactive learning experience to participants. Executive Housing facilities on campus come with contemporary design, spacious & comfortable air-conditioned rooms.



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