

Going **BEYOND** Awards

FLOW: FEMALE LEADERS OPPORTUNITIES & WHOLENESS

Moscow School of Management SKOLKOVO is honored to present the FLOW: Female Leaders Opportunities and Wholeness program.

In March 2021 SKOLKOVO Business School launched its first women-only open enrollment program FLOW: Female Leaders Opportunities and Wholeness.



This program was initiated following a research project which was conducted at SKOLKOVO in 2020. The project was conducted among women leaders and entrepreneurs in Russia and it explored potential barriers which may prevent female leaders from taking the next step in their professional trajectories or personal lives.

The majority of the project participants indicated that it was not the external barriers or gender bias that prevented them from further development but the internal obstacles which did not allow them to take next steps in their careers. Such internal obstacles include lack of competences, self-doubt, and the need to combine different roles in everyday life and business.

The FLOW program is designed to address these important constraints. The audience for the FLOW includes successful and talented female corporate leaders and entrepreneurs, who would like to rethink their key strengths, explore potential opportunities for professional growth and make wider social impact. Hence, FLOW is the program that helps to form new strategies for personal and professional development on transition to next stage in women's lives.

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The program brings together the best modern approaches in education, leadership theory, personal development practice, networking, mentoring, and coaching. During the program the participants can reconsider all the accumulated experience, reflect on internal attitudes that move them forward or slow them down, understand their authentic internal motivation for professional development to build a new self-image and achieve a balance of roles in their careers and lives.

The program lasts for 6 months, consists of 4 offline modules, including intermodular activities and crosscutting thematic tracks, which are taught by international professors from Cranfield University (UK), Vrije University Amsterdam (Netherlands), The University of San Diego (USA), and ESMT European School of Management and Technology (Germany) together with Russian professors, experts, executive coaches, and mentors. Such a diverse international team allows the participants to expand their knowledge and understanding of female leadership beyond the borders and cultures and to enrich their learning experiences.

The program promotes a holistic approach towards women's leadership development and consists of four major tracks: Content and competencies; Experts and role models; Coaching and mentoring; and Health and wellbeing track. Moreover, FLOW is dedicated to help women in their professional development following sustainable development principles. The participants are moving from personal transformation to the responsibility of developing other women and creating a female community of leaders that may have a long-term social impact.

FLOW is built exclusively on a practice-oriented approach and is fully consistent with modern trends and realities. The lectures are based on the cutting-edge research and emerging tools that can be immediately applied at work. The case studies are based on the extensive experience of real women leaders. Speakers and experts are from the areas that are relevant to the experience of the program participants.

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PROGRAM IMPACT AND SUCCESS

The first FLOW program took place from March to July 2021. It was a five-month educational, inspirational, and thought-provoking journey full of insights and instruments to empower our participants to grow, change and develop further. The first group was very diverse: 27 women leaders from different cities and countries, they represented 15 industries and spheres, and they were and still are very dedicated to the goals identified on the program.

During the program the participants went through a challenging journey of self-transformation: they examined their careers and personal paths from different perspectives. The program helped the participants to take steps they had been afraid to take and to make decisions they had doubted at the start. The FLOW encouraged them to face issues they had tried to avoid. This resulted in great positive feedback from the participants. Here are the examples below:

“...FLOW is just happiness and a breath of fresh air. An escape from the daily routine, a possibility just to stop, think and look around, to learn what is going on in different companies and spheres, to solve cases and to talk to smart people.

And the main highlight of the program is that it is women leaders only!... It is about real facts and experience, about how to become better every day through transformation of yourself and your business.”

“The program experience exceeded all my expectations; I have received many insights and much feedback. My manifesto and my leadership style appeared, which will be reflected in my book. I would like to say thank you for the mentors - it was invaluable experience and sessions full of support.

I am very grateful for the invited speakers – you can learn from them and follow the role models. After the presentations I have immediately applied many practices in life and at work. Thanks for the group coaching – deep immersion and unexpected revelations in small groups.”

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PROGRAM IMPACT AND SUCCESS

The program results were measured through evaluation forms which participants completed before and after the program. These evaluation forms give valuable information on the participants' learning journey and the changes that occurred during their learning process. The program results in figures:

20% of the participants received job promotions, 30% of the participants-entrepreneurs improved their projects.

According to the evaluation forms all participants improved relations with family members and inner circles.

20% decided to develop projects to support women, and 90% decided to support and promote women in their career development.

The FLOW helped to unite these powerful women and they have started to build a supportive community.

They have developed a roadmap with long-term goals on how to help other women develop and achieve better results in all aspects of life. They plan to be mentors for the future cohorts of the FLOW program and for women in their regions. They have started organizing events promoting women's agenda at their local levels.

Following SKOLKOVO's core principle of life-long learning and transformation, our Business School is currently developing a post-program track for the FLOW alumni.

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SDG IMPACT

FLOW: Female Leaders Opportunities and Wholeness allows women to find themselves in an atmosphere of mutual trust and support, to reflect on personal journeys and goals, to master new tools and methods that will help women in their careers, and to boost leadership competencies critical to successfully developing business and personal opportunities in line with the SDGs.

This includes long-term thinking, collaboration, supporting management, social inclusiveness, all aspects of conscious leadership. As a result, the participants strengthen their roles as leaders, become stronger for the benefit of their families, companies and society, gain confidence in the future, and spread their wings for new conscious and responsible decisions.

20% of the participants are professionally focused on the implementation of various projects in line with SDGs in their companies (e.g., Shell, Repsol, KfW IPEX Bank GmbH, EY, The VERA Hospice Charity Fund and others).

As leaders, FLOW alumni are eager to play a critical role in deploying such competencies within more gender-balanced and diversified teams in their organizations



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LOOKING FORWARD

FLOW: Female Leaders Opportunities and Wholeness is an annual program. The second cohort starts on October 28, 2021. The program is very dynamic and is being fine-tuned to fit the needs of each cohort. FLOW is the first step in a range of initiatives which SKOLKOVO Business School would like to implement to promote women's agenda in Russia and globally. We anticipate that SKOLKOVO's initiatives will be expanded in the future to include more programs for women.

Our Program Portfolio includes the following:

FLOW online

For women from regions and other countries who search for motivation for transformation.

FLOW Armenia

Focused on the development of Armenian women leaders.

FLOW Global

International program in collaboration with BRICS business schools to develop a new community of visionary female leaders who can make a difference in line with SDGs.

All these initiatives are currently being developed by SKOLKOVO team and will commence from the fall 2022.

Finally, since 2020 SKOLKOVO has been actively expanding its research agenda on women's leadership in collaboration with international institutions such as Cranfield University, Vrije University Amsterdam and others.

The School is very open to new opportunities for partnerships with other institutions, including Global Business School Network.