

*The WIN Conference - Women's preferred leadership forum*

**Your invitation to join**  
**The 16<sup>th</sup> Global WINConference 2.3.4 (5) October 2013**  
Hilton Prague Hotel, Prague, Czech Republic



[www.winconference.net](http://www.winconference.net)

*Flourishing together*  
*with beauty, trust & passion*

WIN brings the most innovative conference on women's leadership you will see this year, and the only one designed to develop women in business and nurture them as individuals.



"Many conferences have themes; this one has a vision."

**Riffat Hassan, Professor of Religious Studies, University of Louisville, USA**

"It is passion that moves the hearts and minds and makes history. It is passion that translates into power. When such passion is brought to bear on public issues, it is a potent instrument for political and social change."

**Ann San SuuKy, Nobel Peace Prize winner and Chairperson of the National League for Democracy, Burma**

"I was completely awe-struck by the quality and diversity of the plenary speakers at this conference and by the inspiration and challenge offered by the workshop leaders. This remarkable event has called on each of us, women and men to take fresh inspiration and intention out into the world and to courageously create the kind of world we want to be in."

**Yvonne O'Reilly, Managing Partner, Avanteam, Luxembourg**

"It's not because women need to learn to be different, it's because men in the company need to learn that they're there."

**Alessandra Bellini, VP Brand Building, Unilever, Italy**

"I encourage each of you to take your own unique path forward, and when the path has not been paved, don't wait for others to do it, have confidence in yourself to pave a new way."

**Zoë Yujnovich, President & CEO, Iron Ore Company of Canada**

"The energy that is in the room during the WIN plenary session as well as workshops is palpable. If we could harness it, we could do something tangible with it. Women (and men) attending this conference unleash their potential and their ideas in an uninhibited manner, and if we could create the same energy and output in our professional environments, the world would be better for it."

**Josefine van Zanten, Senior Vice President Culture Change, Royal DSM, Switzerland**

"It is so inspiring to meet so many women who are both ambitious in their careers and energized by a love of life."

**Professor Michael Kimmel, Department of Sociology, State University of New York, Stony Brook, USA**



## Flourishing together: with beauty, trust & passion

By becoming a part of WIN you can contribute towards making a huge change to the future of women, and subsequently making a change to the future for all.

Our interdependent planet has little territory left to exploit and many people to feed. It feels like change, at a miraculous level, is much needed. That may be possible.

I invite you to come explore how we can create work and communities that thrive - and where we all can flourish. Flourishing together; as a collective community of women globally; as women and men; as employees and corporations; as entrepreneurs and communities; as artists and business people, as families and society. When one flourishes, there is a positive spark that ignites another and another and another... and that perhaps is the miracle called for in this very moment.

The leaders that come to WIN are resourceful, many have moved mountains more than once. WIN's creative approach and focus on each person's authentic contribution unfolds at a perfect time.

At WIN you will have a chance to meet face-to-face with the protagonists, the women and men who lead the way, who are running organizations with purpose, doing work that matters, and playing a bigger game. And we will ask them, how can we transform poverty into abundance, environmental disasters back into healthy ecologies and recession into thriving economies?

*Let's transform the ugliness of this world by creating beauty, restoring trust and putting meaning, liveliness and passion into all that we do.*

**Beauty:** Think for a moment of the current world situation. is it as beautiful as you would like it to be? Professor Nancy Adler inspired and reminded us in Rome that the true protest to the ugliness of this world is beauty.  
- *Let's meet in Prague and commit to actively create and allow beauty into our lives.*

**Trust:** What about trust? I am sure you agree with me that it is both quick and easy to work with people you trust and that it feels both amazing and thrilling to totally trust life. And yet these days, trust has become a scarcity as not only do people feel lonely without a trusted friend, one poll after another reports of peoples' mistrust in politicians and business leaders.  
- *Let's meet in Prague and commit to being noble women and men, to trust life and each other.*

**Passion:** What about passion? Would you like more passion in your life? We all know that mass production is poor compared to a product created with passion and care. Traditional power and money as primary goals are no longer "it". We desire authentic power, abundance, meaning and liveliness.  
- *Let's meet in Prague to bring passion into our work, life and leadership.*

We will take up space with our feminine, authentic power, embrace each other's strength and vulnerability, see each other and allow ourselves to be seen, because, WIN is for the women and men who deeply care, who support and who receive, who learn and who teach, who lead and who follow.

The WINConference will open your mind, widen your horizons and connect you with numerous people, companies, ideas, visions, feminine power, beauty, different ways of doing things, and it will connect you to yourself. I know that I am not alone in longing to meet with you all, face-to-face, physically in the same place and over a few days. I think it is time. **Come to Prague, come to the Global WINConference, 2.3.4 (5) October.**

Be a part of it!

*Kristin Engvig*





## WIN @ WIN Conference

### HOW

#### Plenary Sessions

Everyone is expected to attend the plenary sessions where they will learn and be inspired by phenomenal speakers giving an overview of what is going on in the world, the future of work and careers as well as how we can realize our own full potential.

#### Parallel Sessions - Workshops & Working Forum

You can build your own stream by selecting workshops on diversity and inclusion, entrepreneurship, leadership, or a combination. WIN proposes workshops on Day I that are most relevant to the big picture, workshops on Day II are most relevant to work and careers and on Day III and IV, are most relevant to your own personal and leadership growth.

#### Networking & Social Events

Each coffee break, lunch, dinner, and cocktail are not only occasions to eat and drink but are created for you to connect with someone new. A lot of business goes on at WIN due to the open atmosphere WIN is known for. Be a part of it, and dive into the experience. Each person is provided with the WIN Networking and Learning journal to facilitate the learning process and to deeply explore the day's topics. The participants will be networking in the WIN way and will receive a special networking card as well as all the participants' bios in the Conference book.



### Unique WIN

- WIN Plenary Sessions: from global picture, future of work and career, to realizing you.
- WIN Workshops: choose from a wide range of skill building and personal development sessions.
- WIN Corporate Forum: women in leadership, diversity and inclusion.
- WIN Entrepreneur Forum: how to get started with something new.
- WIN Working Forum: women on corporate boards, and women in media.
- WIN Senior Leader: managing transition, and giving back.
- WIN Young Woman: forum on young leaders - hopes, dreams and concrete projects ahead.
- WIN Coaching Labs: free personal coaching sessions.
- WIN Community: organised and informal networking with purpose and pleasure.
- WIN Development: women from around the world present their projects in the session, 'Women Empowering Women'.
- WIN Village: with market place, internet café, photo corner and bookstore.
- WIN Networking Island: networking area and mentoring corner.
- WIN Body-Mind Awakening Session: yoga, gentle stretching movement and meditation techniques.
- WIN Open Forum: create your own working group and your own workshop. Join everybody together in a session where you set the agenda and highlight your action points.
- WIN Welcome Networking Dinner: a perfect time to network, meet old friends and make new ones.
- WIN Gala Dinner: dress up and celebrate with women from around the world.
- WIN Mindfulness and Networking with Purpose and Pleasure Sessions.

### WHAT

The global WINConference is the preferred leadership development event for professional women. It empowers, develops and connects women, ideas and companies in a context created to make everyone flourish. The program is carefully designed based on a systems approach, and a vision for the future based on authenticity and increased global and feminine consciousness. It provides a space where everything becomes possible.

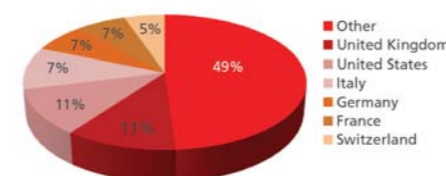
An overview of global trends, work and career issues, leadership and personal growth topics are all enhanced by the reflective time, mindfulness and integration of music throughout the program that gives participants a chance to find serenity and vitality from within.

Plenary and networking sessions are complemented by a wide choice of workshops and working forums on Diversity and Inclusion, Women in Leadership, Managing Careers and Women on Boards, all designed with the creative approach that WIN has become known for. Typically it becomes transformative for most of the participants it touches.

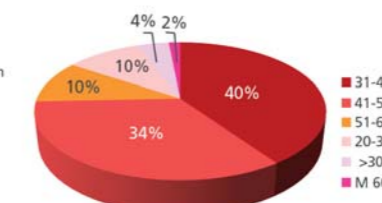
### WHO

Women and some men working internationally - influential decision makers, opinion leaders, entrepreneurs, independent professionals, company executives, consultants, academics, artists, government and NGO representatives and international business school professors.

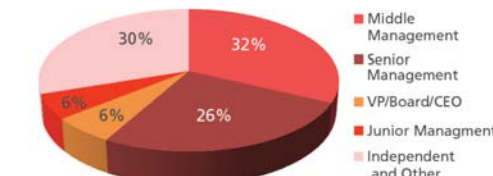
#### 127 Nationalities



#### Age range



#### Job level



The **WIN woman** is culturally aware, open-minded and internationally oriented.

She wants to connect with others and is curious and receptive. She feels an urgency to contribute to the raising of consciousness and shaping a new balanced paradigm with feminine values. She embraces change, letting life unfold, listening to her intuition as well as moving with action and a sense of personal responsibility. She wants it all: work, family, community and self. She is both vulnerable and strong and desires to speak with her own voice. She is feminine and authentic.

*She knows she has the resources to take her life into her own hands and that right now is the right moment for her.*



The **WIN man** is not afraid of being in the minority. He wants to understand how women are changing work and life.

He also desires to be part of the new transformation into a truly human future, creating new norms in society, economic life, cultural milieu and organizations from an integral and feminine perspective alongside with women. He wants to be part of shaping a new, emerging human paradigm that he knows also benefits him.

*He knows that by improving the situation for women he is ultimately improving the situation for men too. He is here at the right time.*

## WHY

Join to inspire others, to feel alive, revitalized, engaged and inspired, to learn new skills and to contribute. To embrace the possibilities open to us as women to realize our full potential in all areas of our lives. You will depart energized and prepared to attract and act, lead more holistically and bring your authentic self and personal power to life. As well as returning home with a resourceful global business network to maximize your impact, you will also leave with the feeling of having some great "sisters" from around the world, ready to give and receive support at anytime.

### WHY: Benefits for Large Organizations

Why your company should become part of it:

- Strengthen your profile as a women friendly organization
- Learn about an increasingly important market
- Learn how to create a work environment and culture where employees can articulate their needs, feel valued, use their talents and balance their work and life
- Provide groups of employees with a unique development opportunity, fuelling motivation and inspiration in the workplace
- Bring a team and reinforce team spirit; create goals and action plans in a global setting
- Meet and expand your female market group

*Demonstrate your commitment*



### WHY: Benefits for You as a Leader

Why you should become part of it:

- Revitalize, engage, inspire and be inspired
- Expand your network of successful, energetic, well-connected and supportive women
- Discover your own unique voice and feminine leadership style
- Take time out to reflect on your career
- Develop your strengths and personal power
- Realize the dream of becoming an entrepreneur and creating a business that thrives
- Learn how to mentor or to be mentored
- Discover how you can contribute to empowering other women

*Everything feels possible*



### WHY: Benefits for Diversity & Inclusion Professionals

Why you and your company should become part of it:

- Network with people working on diversity issues in other companies and get support and inspiration
- Learn how to create, grow and sustain a successful D&I program and gather new ideas
- Share your own experiences
- Brush up on the latest research and thinking from experts and professors from leading international business schools
- Take time to reflect on your own leadership, life and career
- Revitalize and reenergise yourself

*Meet in one place – connect and be connected*



### WHY: Benefits for Entrepreneurs

Why entrepreneurs should become part of it:

- Receive advice on how to get started
- Move forward with your business plan
- Learn about funding
- Learn about legal protection
- Find a structure that works
- Share and clarify your ideas
- Find interesting customers

*Be inspired by new ideas, find courage and inspiration and connect to new clients*

### WHY: Benefits for Women's Networks

Why your women's network should become part of it:

- Promote your own network and share ideas and challenges
- Build your network of women who are presidents, committee members or members of women's networks
- Motivate and energize your members and reach out to new members
- Find inspirational speakers and workshop leaders for your own events

*Join a bigger discussion, a bigger journey*



## The WIN 2013 Program at a Glance

### Day 1

Wednesday 2<sup>nd</sup> October  
The Global Picture: Setting the Stage

#### Plenary Session: Creating the Future

Redefining the kind of future we want, what opportunities new trends offer, and how to engage with them  
**Workshop Series I** (8 parallel skill building workshops)

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#### Plenary Session: Women With Vision

Gain insight and learn exceptional journeys of trailblazers as we prepare to lead global change. Stories and strategies from exceptional women with vision

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#### Networking Dinner



### Day 2

Thursday 3<sup>rd</sup> October  
The Future of Work

#### Plenary Session: Creating the Company of the Future

Purpose, vision, strategies, action – what companies do we want to run, work for and buy from?  
**Workshop Series II** (8 parallel skill building workshops)

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#### Plenary Session: Creating the Career of the Future

How to stay vital, informed and current, handle transition and stay on purpose as we create careers that matter  
**Workshops Series III** (8 parallel workshops), Community Activity



### Day 3

Friday 4<sup>th</sup> October  
Growing as Agents of Possibility

#### Plenary Session: Realizing You

Finding your purpose and contributing towards what matters the most, creating a context in which you and others can grow. Become a clearer communicator, collaborate authentically across borders and boundaries

#### Workshop Series IV

#### Workshop series V

#### Plenary Session, Community Activity and Closing Ceremony

#### Gala Dinner



### Day 4

Saturday 5<sup>th</sup> October (Bonus Workshops)

#### Workshop Series VI

#### Farewell Coffee



## What to expect at WIN...

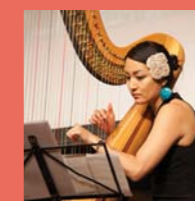
### Becoming a part of WIN...



Awakening Sessions



Welcome from Kristin Engvig



Music and Mindfulness



Plenary Sessions



### Mornings...



Plenary Sessions



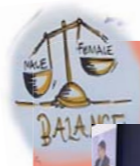
Networking Coffees



Workshops



Lunches



### Afternoons...



Plenary Sessions



Networking Coffees



Workshops



Working Forums



### Evenings...



Networking Dinners



Networking Cocktails



Gala Dinner



Dancing



## Past and Present Keynote Speakers Include:

- Akira Matsumoto** (Japanese), Chairman of the Board & CEO, Calbee, Inc.
- Alison Smale** (British), Executive Editor, IHT
- Cherie Blair Booth** (British), Human Rights Advocate and wife of Tony Blair
- Catherine Destivelle** (French), Mountain Climber
- Haruno Yoshida** (Japanese), Representative Managing Director, BT Japan Corporation
- Irene Dorner** (British), CEO and President, HSBC USA
- Jemilah Mahmood** (Malaysian), Chief of Humanitarian Response, UNFPA
- Liv Arnesen** (Norwegian), Polar Explorer, Lecturer and Educator
- Lorella Zardo** (Italian), CEO and Founder, Women's Bodies – Il Corpo Delle Donne
- Loretta Napoleoni** (Italian), Economist
- Maguerite (Maggie) Barankitse** (Burundi), Humanitarian Worker, Founder Masion Shalom
- Marlene Malahoo Forte** (Jamaican), Minister of Foreign Affairs and Trade
- Mikael Ohlsson** (Swedish), CEO, IKEA
- Paul Polman** (Dutch), CEO, Unilever
- Rena Golden** (South Asian/American), Executive VP & General Manager, CNN International
- Riane Eisler** (American), Centre for Partnership Studies, USA
- Saadia Zahidi** (Pakistan), Head of Constituents, World Economic Forum
- Shashi Tharoor** (Indian), Minister of State for Human Resource Development
- Sung Joo Kim** (South Korean), President & CEO, Sungjoo International Ltd.
- Umran Beba** (Turkish), President, PepsiCo Asia Pacific Region

And many, many others...

Speakers and workshop leaders will be updated online at [www.winconference.net](http://www.winconference.net)

## Working forums on:

Women on Boards, Diversity and Inclusion, Mentoring, Science and Technology, Young Leaders, Networks, Entrepreneurship, Media, Empowering Women Worldwide and more.

## Typical workshops offered at WIN:

Marketing Brand Called You, Building Alliances and Creating Networks, Unleash your Creative Self at Work, Become an Entrepreneur, Improve your Financial Planning, Great Power – Great Responsibility, Leading your Organization through Resilience, Powerful Presentations, Write Your Own Mission Statement, Find Your Purpose, Developing People and Organizations through Mentoring, Self Knowledge and Management, Conscious Leadership: Wisdom of the Collective, Business Etiquette, Free Your Voice, Feminine Leadership, Wisdom in Action and many, many more.



## WHERE

Prague, Czech Republic, 2.3.4 (5) October 2013

### Conference Venue: Hilton Prague Hotel

Overlooking the River Vltava, the Hilton Prague hotel is located close to the city center, local attractions, shops and the vibrant nightlife. The historic Old Town is a 15-minute walk.



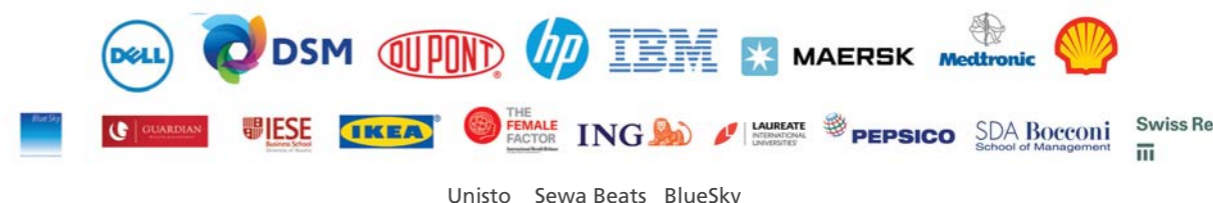
### Conference Fees

- **Standard Fee:** Euro 1,595  
Standard fee with sponsor discount: Euro 1,495
- **Subsidized fees** available for NGOs, women in transition, students and retirees
- **Scholarships** available.
- Late fee begins on 11th September.

Please visit our website for more information:

[www.winconference.net](http://www.winconference.net)

We thank the following organizations for supporting this event



## WIN has worked with:

42 Virtual - Accenture - American Express - AVON - Axa - Baxter - BlueSky - Bolliger - British Airways - Calbee - Canadian Airlines - Center for Creative Leadership - Cesca Bank - Cisco Systems - CNN International - Coca Cola - Continental Airlines - Cranfield Business School of Management - Dell - Deloitte - Dow Chemical Company - DSM - DuPont - Egon Zehnder - Elizabeth Arden - ESADE - Frederique Constant - Financial Times - GE - Glamour Magazine - GLION - Guardian Wealth Management - Harvard Business School - HP - HSBC - IBM - IE, Instituto de Empresa Business School - IESE - IKEA - IMD International - ING - INSEAD - Intercontinental Hotel Group - International Herald Tribune - Johnson & Johnson - JP Morgan - Kirin - Laureate Business Schools - London Business School - Maersk - Manchester Business School - Medtronic - Merck - Microsoft - MSD - Nestlé - PepsiCo - PricewaterhouseCoopers - Procter & Gamble - Raddison/SAS Scandinavian Hotels - Rio Tinto - Scandinavian Airlines System (SAS) - SDA Bocconi - Sewa Beats - Shell - Sodexo - Starbucks - Starwood Hotels - Suntory - SWISS International Airlines - Swiss Post - Swiss Re - Tetra Pak - Thomson Reuters - UBS - Unilever - Unisto - United Airlines - University of Chicago GSB - UPS - VOLVO - Whirlpool - Woman Abroad Magazine - Yara and many other small and large organizations.



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*Be a part of it!*

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WIN is an international women's leadership organization inspiring women worldwide. It empowers, develops and connects leaders with a feminine, authentic and global vision. With its leading edge approach the WINConference has become the reference point for aware, modern women working internationally, conscious men and world class organizations active in the field of women's leadership development, diversity and inclusion.