

INSPIRING CHANGE

FIFA FEMALE LEADERSHIP DEVELOPMENT PROGRAMME



FIFA[®]



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INSPIRING CHANGE

FIFA believes in the potential of football to improve lives and society and nowhere is this potential greater than in the women's game.

Today, football is still predominantly played, watched and run by men, yet the share of female players, coaches and officials is steadily rising and the potential for women to engage in the game, both on and off the field, is tremendous.

Providing opportunities for women and girls in football is now one of FIFA's main development priorities and has been a key part of the discussions leading to FIFA's reform proposals. This also brings with it the need to have more female leaders and role models. It is essential for the future of our sport that women, and in particular female former players, have the chance to be involved in leading roles, both within women's and men's football.

Unfortunately, female representation at executive and decision-making levels in football is still limited: as the findings of the FIFA Women's Football Survey 2014 show, only 8% of executive committee members at member association level are female. To this end, FIFA has launched the Female Leadership Development Programme, or FLDP.

This programme is part of FIFA's Women's Football Development Programmes for 2015-2018 and is aimed at:

- Identifying, supporting and developing strong female leaders in football
- Providing opportunities for women to access senior decision-making levels in football

The first edition of the FLDP took place in 2015-16 and it was very well received by the 35 participants who completed the inaugural programme. On account of the success of the 2015 programme, FIFA has decided to offer the programme again in 2016.

During the 2016 programme, participants follow a learning curriculum designed to strengthen their ability to lead in the world of football. A key part of the curriculum is a personal project (called "the Accelerator") chosen by each participant that is designed to have a significant impact on the world of football and which stands as testimony to their leadership vision.

The programme will also provide the opportunity for participants to have professional leadership coaching as well as to be mentored by recognised world football leaders and personalities.

A joint team from FIFA and THNK School of Creative Leadership is working together to ensure that the 2016 FLDP will again be an outstanding success.





THE MENTORS

CRITERIA FOR PARTICIPANTS AND MEMBER ASSOCIATIONS

FIFA will accept onto the programme those candidates that fulfil the below criteria and requirements.

Criteria and requirements for candidates

A candidate must:

- be recognised as a high potential, emerging female leader within football in her country;
- have full proficiency in English (the programme is delivered only in English);
- have an international outlook;
- have the building blocks for a personal project (“the Accelerator”) that relates to football and that she intends to pursue during the programme. The Accelerator needs to be supported by her member association (or have the strong likelihood of getting member association support);
- be able to commit the time required to participate fully in the programme. Participants are required to attend two to three modules and are also required to dedicate approximately ten days of independent work to the programme over the course of nine months;
- have the backing and confirmation of the respective member association (please see below).

All candidates must submit an up-to-date CV and a one-page letter that outlines their motivation for joining the programme as well as their learning goals for the programme.

Criteria and requirements for member associations

The member association must:

- submit a complete application and an endorsement letter to FIFA on behalf of the applicant. The endorsement letter should also specify support for the participant’s Accelerator project, where applicable;
- be committed to furthering their candidate(s) in their leadership development within the member association;
- support only applicants whom they consider to have the potential to move into more senior leadership positions.

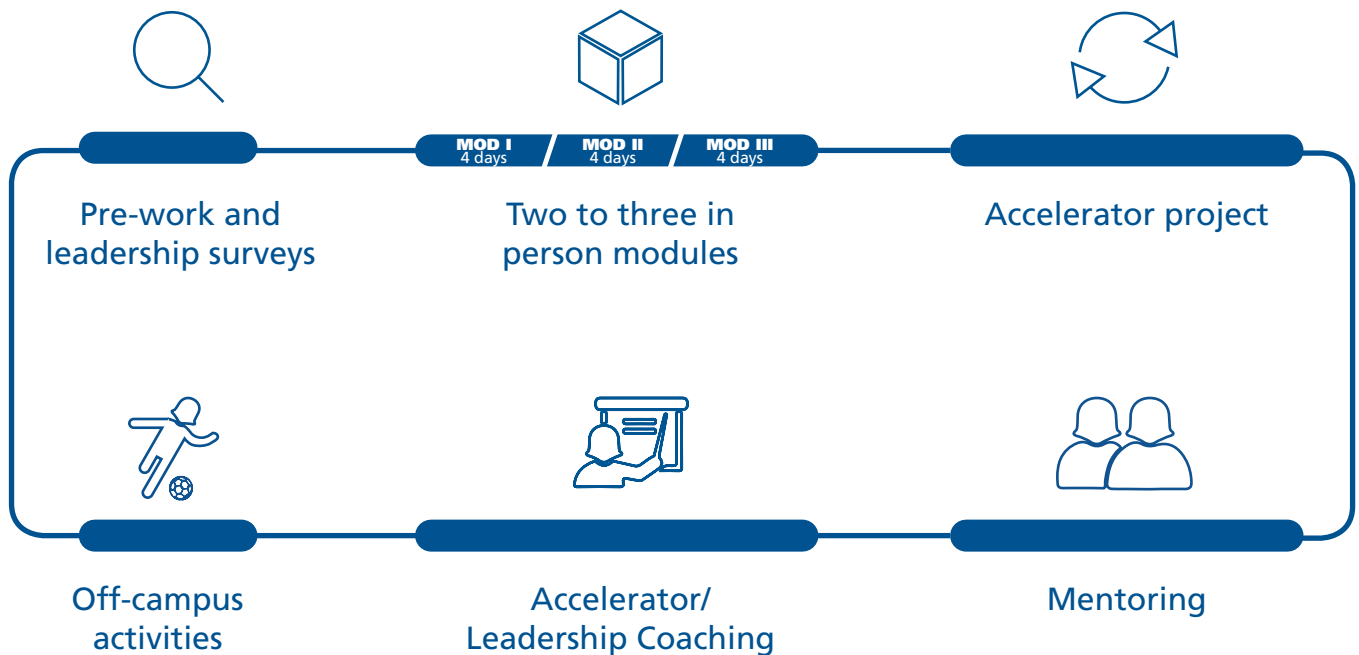
Member associations are invited to submit applications for the Female Leadership Development Programme by 20 January 2016.

Potential candidates interested in taking part in the programme should contact their respective member associations to receive approval and backing.

FIFA reserves the right to allocate places in the programme for candidates within FIFA Administration and other football stakeholders.



PROGRAMME OVERVIEW



The 2016 FLDP programme consists of six elements:

1. **A 360 degree leadership survey** that all participants need to complete before joining the programme. The survey provides participants with a clear external perspective on their leadership strengths as well as development opportunities.
2. **Two to three workshops of four days each**, spread out over nine months. During these workshops, participants will work on their leadership development opportunities through a mixture of experiential activities and feedback from facilitators and other participants.
3. The **Accelerator**: a project relating to football that participants wish to pursue during the programme and that is an opportunity to put into practice many of the lessons learned in the programme.
4. **Mentoring**: all participants are paired up with a mentor who is a senior leader (either male or female) in the world of football. The role of the mentor is to share his/her wisdom and experience with the participants.
5. **Accelerator/leadership coaching**: all participants can choose to receive either Accelerator or leadership coaching from a professional THINK coach.
6. **Off-campus activities** involving various exercises and practices that participants are required to conduct during their off-campus time. Off-campus activities require approximately ten days of work during the nine months of the programme.



ABOUT THNK



The mission of THNK School of Creative Leadership (www.thnk.org) is two-fold: to accelerate the development of leaders at the intersection of the corporate, private and social sectors, and to help to create innovative solutions to the world's societal challenges. To achieve this, THNK focuses on social impact, creativity, innovation, entrepreneurship and leadership. THNK brings together social entrepreneurs, commercial entrepreneurs, corporate innovation leaders and government officials from a variety of sectors all over the world.

With the objective of creating a top-notch school for innovation and leadership, THNK was founded as a joint initiative by the business, creative and public sectors. Significant launch support came from McKinsey & Company, Droog Design, Vodafone, Stanford University and Philips Design.

Launched in 2012, today over 100 participants are participating in THNK's Creative Leadership Programme, while thousands of others have joined THNK's corporate and online programmes. At the start of 2015, THNK opened its first international locations in Vancouver, Lisbon and Shanghai.

Dubbed "the future of higher education" by Stanford University, Forbes Magazine notes that "learning-by-doing amid real life problem-solving makes the anti-classroom of THNK stand out". THNK is excited to be collaborating with FIFA to help build a generation of female leaders who will change the world of football and thereby make a positive contribution to society in general.

For the 2016 edition of the FIFA Female Leadership Development Programme, the lead representatives from THNK will be Natasha Bonnevalle and Rajiv Ball. Their profiles can be found at www.thnk.org.

FIFA believes that THNK is the right partner for this programme, and that the programme will benefit from a creative and innovative approach that is tailor-made to the needs of emerging female leaders in football.

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