



INSPIRING CHANGE

FIFA FEMALE LEADERSHIP
DEVELOPMENT PROGRAMME

FIFA[®]



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FOREWORD

Dear friends of football,

It is my pleasure to welcome you to the first edition of the FIFA Female Leadership Development Programme. FIFA has put women's football at the heart of its mission, actively promoting and investing in the growth of the women's game worldwide. We are constantly aiming to increase participation in the sport by inspiring more girls and young women to play and by promoting career paths for women throughout the football community.

We all believe 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 a sport that is predominantly played, watched and run by men, yet the potential for women to engage in it both on and off the field is tremendous. To this end, FIFA is launching the FIFA Female Leadership Development Programme.

It is our hope at FIFA that over the course of this nine-month training programme, you will be able to develop and maximise your full potential to become part of the next generation of leaders in the world of football. I wish you all the best in your endeavours and thank you for your commitment to the game. For the Game. For the World.



Jérôme Valcke
Secretary General

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.

As such, providing opportunities for women and girls in football is now one of FIFA’s main development priorities. This also brings with it the need to have more female leaders and role models. It is essential for the development of our sport that women, and in particular former female players, have the chance to be involved in leading roles.

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 is launching 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 FIFA Female Leadership Development Programme will take 35 female participants from all over the world, who are all in key football development positions, through a nine-month leadership development journey.

During the programme, participants will 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 (or “Accelerator”) chosen by each participant that is designed to have a significant impact on the state of girls’ and women’s football in their member association.

The programme will also provide the opportunity for participants to be mentored by recognised world football leaders and personalities.

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





ABOUT THE 2015-2016 EDITION

This edition of the FIFA Female Leadership Development Programme will have three key pillars:

1 Three in-person modules that will start during the FIFA Women's World Cup Canada 2015™ in Vancouver and continue with sessions in Zurich in late 2015 and the spring of 2016 as follows:

Module I: 4 July 2015 (kick-off of the FLDP) in Vancouver,

Module II: 28 September – 2 October 2015 at the Home of FIFA in Zurich, Switzerland

Module III: 29 February – 3 March 2016 at the Home of FIFA in Zurich, Switzerland

2 Personal projects in which each participant will work on one topic to improve the state of women's football in their member association

3 Mentoring of participants by a senior and accomplished leader or personality in the world of football (either male or female).

The content of the three pillars is described in more detail below.

Firstly, during these workshops, we will cover topics that are of particular relevance to women leaders in the world of football today, including:

- Leading yourself – finding your authentic leadership identity and style, based on your passions, strengths and aspirations; understanding how to live and work in an environment guided by ethics, integrity and personal values; managing your own time and energy; navigating gender bias in the workplace
- Leading others – building trust-based relationships; negotiating; influencing; public speaking; building organisational capabilities; managing the performance of others
- Leading the organisation – setting a vision, driving innovation; developing functional expertise; moving an organisation to action

Secondly, each participant will work on a personal project (the so-called "Accelerator") that aspires to improve

the state of girls' and women's football in their member association. The FLDP will thereby translate into tangible and positive benefits for the world of women's football – which is the ultimate litmus test by which we wish to measure the impact of this programme – and therefore, each participant will be supported in a personal project of their choice.

Thirdly, all participants will be invited to pair up with a mentor who is a senior and accomplished leader or personality – either male or female – in the world of football. The role of the mentor is to:

- Provide advice and perspective to participants on how to realise their leadership aspirations and potential in football
- Help participants build their network within the world of football
- Support participants by providing advice, counsel and connections for their Accelerator

More details of the content will be provided during the first workshop in Vancouver, Canada on 4 July 2015.

THE PARTICIPANTS



The participants of the FIFA Female Leadership Development Programme come from all over the world. FIFA has considered participants who have been involved in women's football in particular and who have a key role in their member association or at FIFA itself.

- 29 will come from member associations
- Six will come from FIFA's team

The mix of participants from different regions, backgrounds and organisations will add value to the programme, and will bring together diverse and unique personal experiences that will enhance the impact on participant learning.

The member associations and FIFA itself are expected to support these participants in their leadership development journey, as they progress up the decision-making ladders of football.

The participants in turn are expected to show full commitment to the programme and strive to impact football development worldwide.



PARTICIPANTS OF THE 2015-2016 EDITION

ELIETH MARIA ARTAVIA ANCHIA
CHANTEL BIRD
SARA JANE BOOTH
SAINABOU CHAM
INDU CHOUDHARY
MALAIKA CHURCH
MAYRILIAN CRUZ BLANCO
ARIJANA DEMIROVIC
JUNKO EGAWA
LAILA GARGA
JACKEY GERTSE
LYNDELL HOYTE-SANCHEZ
DIANE JUSTUS
MEERIM KAIBALIEVA
ANGENIE KANHAI
AMINA ALI KARUMA
KANYA KEOMANY
SEIN KIM
LORENA MAGALI SOTO
SOLODRANJA MAHATOVO
ZOHRA MEHRI
MAPULE MOGAME
MARIAM NAKULIMA
RANA NAKHLE
SHEQUITA PARSON
EVA PASQUIER
ANA MARIA RABEL FUENTES
FELICITE RWEMALIKA
GWENDOLYN SALMON
PRISCA STEINEGGER
CHERI STEWART
TRICIA TALIAFERRO
CHWEE LIAN JULIE TEO
MILDRED WEVER
SARAH WALSH

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JAPAN FOOTBALL ASSOCIATION
FÉDÉRATION INTERNATIONALE DE FOOTBALL ASSOCIATION
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TANZANIA FOOTBALL FEDERATION
LAO FOOTBALL FEDERATION
KOREA FOOTBALL ASSOCIATION
CONFEDERACIÓN SUDAMERICANA DE FÚTBOL
MADAGASCAN FOOTBALL ASSOCIATION
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ABOUT THNK



The mission of the THNK School of Creative Leadership (www.thnk.org) is twofold: to accelerate the development of leaders at the intersection of the corporate, private and social sectors, and to help 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 d.school and Philips Design.

Launched in 2012, over 100 participants are participating today 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 collaborate with FIFA to help build a generation of women leaders who will change the world of girls' and women's football and thereby make a positive contribution to society in general.

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

FACILITATORS FROM THINK

Natasha Bonnevalle



As a young girl, I lived among the greenhouses in a quiet part of the Netherlands. Born to Belgian parents yet growing up in Holland, I experienced from an early age how our cultures and traditions shape us. It has made me appreciate the value of inclusiveness.

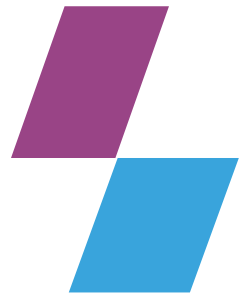
I trained as a scientist doing my internship on human immunogenetics at the Pasteur Institute in Paris and earning my MSc degree in Molecular Biology from the University of Leiden. My first professional roles, however, took me ever further away from the laboratory and deeper into the world of business.

During my time as a strategy consultant with McKinsey, I felt drawn to those projects that had a focus on organisation development and the human dynamics of the workplace. I went on to join IBM as an organisation leadership consultant and subsequently worked as head of organisation development with Jones Lang LaSalle. Having worked on the topic of leadership for the past ten years, I have come to realise that there is no simple answer to the question: what makes a leader? I continue to explore this question while working with leaders individually, teaching leadership programmes and working with organisations on improving their leadership capacity. I believe our world has many challenges that can only be addressed by bringing the very best minds and hearts together – men's and women's. Working with FIFA on the Female Leadership Development Programme offers

an important opportunity to support talented women in advancing to positions where they can have an impact – on football, and through football, on the wider world. Having lived and worked abroad for many years (in France, Japan, Singapore and Turkey), I am at my best working in international environments. I can't wait to meet FIFA's participants who are joining from all over the world!

With THINK, I am working on a number of exciting leadership projects. I also work as an executive coach and consultant with a company I co-founded: STATUS UNQUO. I am a certified Integral Coach® and have an MBA from INSEAD.

I am currently living in the Netherlands with my husband and our three children Matthijs (10), Marili (8), and David (6). Supporting them in discovering their strengths and passions is not always an easy journey and yet there is no greater joy than to see each of them in their own way thrive and shine.



Rajiv Ball



My professional life has been shaped deeply by the 13 years I spent as a management consultant at McKinsey. For most of that time, I worked in oil and gas and grocery retail; in fact, I was the McKinsey fuel retail expert and I used to travel the world, turning around gas station networks.

It was only relatively late in my McKinsey career that I asked myself for the first time, “What am I truly passionate about?” And, as I searched inside myself, I came to the conclusion that my passion is helping other leaders to grow and to realise their full potential. During my last years at McKinsey, I was fortunate to be responsible for the leadership development of McKinsey’s 1,500 partners globally. It was a major pivot in my professional life to move from management consulting to leadership development. However, I found that I was finally working on something that played to both my passions and my strengths – and gave me meaning – so there was absolutely no turning back.

Today, I get tremendous energy from leading an institution – THINK, the School of Creative Leadership – that works on building leaders from all over the world. Within THINK, I am responsible for the Quest (our leadership curriculum), as well as our corporate programmes and new global locations. In my spare time, I am a lecturer at the Haas School of Business at the University of California Berkeley, where I teach design thinking, storytelling and relationship building.

My upbringing is international: my parents are Indian, I grew up in a small town in Zambia called Kitwe, I went to school in the UK and have lived since that time in Ghana, Switzerland and now the Netherlands. I treasure my upbringing as it gives me the confidence to thrive in international environments and to understand and to build relationships with people from backgrounds very different from my own.

I live in The Hague with my German wife, my two daughters Maya (13) and Nila (10) and our cat, Chita. I enjoy running (anything from 5Ks to ultra-marathons), cooking and flying my home flight simulator (a Boeing 767-300 ER).

I am excited to be working with FIFA on the Female Leadership Development Programme as it brings together a few threads in my life: first, my passion for leadership development and helping global leaders to leave the world a better place; second, my own two young daughters, who grapple at times with finding their own identity in a world that values assertiveness and extroversion; and, third, my own love for sport with football itself bringing back wonderful childhood memories of playing barefoot on parched turf under the hot Zambian sun.

CONTACT DETAILS

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