



Press Release

Equestrian Leadership Program by Dubai Women Establishment begins tomorrow

The 2-day will apply an experiential learning approach to personal leadership development, through interaction with horses

Dubai, 19 Nov 2013: A new Leadership Program - by Dubai Women Establishment that will utilize the amazing attributes and insights of horses to create an effective equine-assisted training program to boost leadership expertise and motivation skills, is all set to begin tomorrow in Desert Palm Resort in Dubai from tomorrow.

The two-day program applies a unique approach to experiential learning for personal leadership development, through the effective methodology of Equine Leadership. Its aim is to provide a natural opportunity to overcome self-awareness, develop self-confidence and leadership skills comprised of a variety of management, problem-solving and team building activities. As the exercises are not about teaching horsemanship, no riding or equestrian skills are necessary.

On the occasion, Hessa Tahlak, Director of Research and Development in DWE said, "We delighted to launch this program tomorrow for the first time, which also reflects our commitment to empowering UAE career women with the skills and knowledge they need to fulfil their potential as valuable and qualified leaders of our community. Horses are highly perceptive creatures with a remarkable gift for communication. Moreover, these creatures cannot be influenced by name or title, which will compel our participants to tap into their leadership skills to help guide and control the animals."

Tahlak also added, "Horses are amazingly wise, clever and proud animals. Their nature is such, that they live the values that most corporations strive for; values for which leaders try, with great difficulty, and often with little success, to instil in the hearts and minds of their employees. This program will offer all of our participants a unique opportunity to gain these coveted skills that will ensure their future success."



Equine Assisted Learning is an emerging field in which the horse acts as a non-judgmental partner and reflects what transpires during the process where the participant and the horse work together. An often used term to describe the process is 'horse whispering' – nothing mystical or mysterious, just simple, effective, consistent and clear communication.

The program consists of 45 female senior level managers from both public and private sectors. The program will be hosted over 3 dates, at Desert Palm Hotel in Dubai, to allow all ladies an opportunity to benefit from the sessions. The first batch is scheduled for tomorrow (20-21, November 2013); the second batch is on 24-25 November, 2013; and the final batch on 26-27 November, 2013.

In continuation to Dubai Women Establishment's commitment towards social responsibility, the proceeds of this program will go to support breast cancer patients, to coincide with the October campaign for Breast Cancer Awareness.

Dubai Women Establishment has continuously strived to launch initiatives that will strengthen the role of UAE women in business and professional fields. Our various training programs and initiatives have one overarching mission - to ensure that Emirati women pursue an aggressive growth agenda that positively impacts the UAE economy, and the overall Gulf region; through the nurturing and development of women leaders, as well as establishing an international representation of Arab women in positions of leadership.

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Dubai Women Establishment:

The Dubai Women Establishment (DWE) was formed in 2006 under law no. (24) by His Highness Sheikh Mohammed Bin Rashid Al Maktoum – The UAE Vice President and Prime Minister, and Ruler of Dubai. DWE is headed by Her Highness Sheikha Manal Bint Mohammed Bin Rashid Al Maktoum – Wife of HH Sheikh Mansour bin Zayed Al Nahyan – UAE Minister of Presidential Affairs. As a statutory body





of Dubai Government and as per its founding decree, the Establishment aims to encourage and facilitate the participation of Emarati women in the workforce and society.

Mandate includes extensive research to identify and quantify status of women in the workforce of Dubai, as well as initiatives towards women's further development opportunities. Awareness and policies that are conducive to women in the workforce will be recommended to Dubai Government as solutions to enable women to play a greater role within the UAE and on global scale.

The term participation includes acknowledgment of women in arts, women in sports, women in leadership professionally in their field as well as of the societal arena such as act of philanthropic, humanitarian and politics.