



Press Release

Dubai Women Establishment launches new Program “Leadership Skills from equestrian Perspective” in November 2013

Equestrian-based program will integrate the instinctive feedback of horses to gain insights into personal development and leadership

Dubai, 27 Oct 2013: Today, Dubai Women Establishment (DWE) revealed the dates for a new Professional Development Program “Leadership Skills from equestrian Perspective” 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.

On the occasion, Hessa Tahlak, Director of Corporate Development, Research & Project Department in DWE said, "We are pleased to organize this program which reflects Dubai Women Establishment's ongoing mission to empower women professionally and give them ample opportunities to fulfil their potential to reach senior executive positions. Horses have been a significant part of human achievement for thousands of years. Owing to the fact that horses share some very important habits with humans; it is this similarity to us that make them particularly suited to mirror our experiences and provide insights into our own behaviour."

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 is two day experiential learning of a unique approach to 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.



The 2-day program will consist of 45 female senior level managers from both public and private sectors. The program will be hosted over 3 dates in Dubai, to allow all ladies an opportunity to benefit from the sessions. The first batch is scheduled for 20-21, November 2013; the second batch is on 24-25 November, 2013; and the final batch on 26-27 November, 2013. Interested participants are invited to apply by email to development@dwe.gov.ae before 10th 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.