



THE TALENT ENTERPRISE



Dubai Airports
Connecting the World

Dubai Airports launches Aspiring Women's Programme



In 2018, with Dubai Airports worked with The Talent Enterprise to create and manage The Aspiring Women's Programme, an immersive learning experience, designed for the company's female managers and leaders. In 2018, with Dubai Airports worked with The Talent Enterprise to create and manage The Aspiring Women's Programme, an immersive learning experience, designed for the company's female managers and leaders.

SUMMARY

ABOUT DUBAI AIRPORTS

Dubai Airports owns and manages airports in Dubai, including the Al Maktoum International Airport and the Dubai International Airport, the world's busiest airport by international passenger traffic.

OBJECTIVES

To harness the capabilities of female Emirati mid-level and senior employees and support them in fulfilling their true potential in their careers.

SOLUTIONS

Dubai Airports and TTE designed and launched The Aspiring Women's Programme, a 6-module, 9-month training. It included doing the TTE Thriving Index Strength Assessment, various workshops and coaching,

OUTCOMES

The participants came out feeling empowered and the programme made concrete impacts on their careers.

OBJECTIVES

In early 2018, Dubai Airports was looking to implement a training programme to support women overcome specific challenges and seize opportunities as they navigate through their careers, keeping in mind the cultural context of the UAE.

The objectives were outlined as follows:

- To positively challenge the participant's own world view and self-limiting beliefs about themselves and what they would hope to accomplish
- To provide the essential tools, techniques and skills required to develop personally and professionally as a manager and leader at Dubai Airports
- To lead from a place of strength, with authenticity, confidence and intention
- To build a strong network and support structure of Emirati women at Dubai Airports, to be a positive role model to others
- To embark on a journey of continuous learning

SOLUTION

TTE and Dubai Airports designed and rolled out The Aspiring Women's Programme, taking 20 Emirati women through an intensive journey. It consisted of workshops, coaching and assignments delivered by TTE through 6 modules over 9 months and included:

- TTE's Thriving Index Psychometric Strengths Assessment, to identify their strengths and understand what they need to thrive at work
- High impact communication workshops conducted in a theatre, using improvisational techniques
- Harvard Executive Education case studies, on how organisations evolve their strategy in a dynamic, fast-paced environment
- One module on developing a solution-focused mindset, building and nurturing powerful networks, influencing their stakeholders and effectively navigate their own career success
- Role plays and reflective discussions highlighting various aspects of cultural bias that exists in the workplace

OUTCOMES



A crucial aspect of the Programme design was to embed robust evaluation and impact measures prior to, during and after the completion of the Programme. Overall, the Programme received excellent feedback for all participants, across all dimensions of quality, impact and actionability.

- They participants felt the Programme, starting with the Thriving Index Strength assessment helped improve their understanding of their strengths and their overall self-awareness
- It upgraded candidates' leadership and management capabilities to the next level in their existing roles
- The Programme gave them the momentum and positivity they needed to help them gain better control of their career path and move forward in building their careers more effectively
- 100% of participants felt they had developed skills and techniques that supported their [personal growth as well as their day-to-day work
- The Programme was so successful that Dubai Airports rolled out a second one in Q3 2018

"My team member developed greater self-awareness and a willingness to take calculated risks to achieve results."

Moza Al Gergawi
Steering Committee Member and Head - HR Business Partners,
Human Resources;

