

# Strong women for strong teams

**FEMALE LEADERSHIP PROGRAM - get ready for the future!**

**FEMALE  
LEADERSHIP  
ACADEMY**

"When I founded the Female Leadership Academy, I had a clear vision: **to empower women in leadership roles and those aspiring to leadership** - through practical workshops, effective methods, and strong networks.

Too often, women in the workplace **face challenges that hinder them from realizing their full potential.**

This is why I created a program that is both practical and immediately applicable. **We are dedicated to supporting women in enhancing their leadership skills and achieving their goals.**

Together, we can shape a future where female leadership is not just an option, but a standard."

**Vera Marie Strauch, CEO and founder**



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# Focusing on Female Leadership!

There are many reasons to focus more on women in leadership. Here are two that we consider particularly important.

**Click here for the study:**



## Retaining talent

Women are 1.5 times more likely to change jobs if they do not see clear career and development opportunities. Enhancing career prospects for women increases their commitment to the company.

## Diverse teams = strong teams

A 2023 McKinsey study shows that companies with high gender diversity in leadership teams are 25% more profitable than the average.

Diverse teams make better decisions, are more resilient, and excel in creative problem-solving.

# FEMALE LEADERSHIP PROGRAM

# Focus areas of the program

## MODULE 1

**INNER WORK**  
Empower yourself

Make targeted decisions with **role clarity** and a **focus on strengths**.

## MODULE 2

**COOPERATION**  
Empower your team

Provide qualitative feedback, act proactively, and **handle challenging situations effectively**.

## MODULE 3

**SIGNATURE LEADERSHIP**  
Lead with purpose

**Lead authentically**, maintain a clear presence in your leadership role, especially during times of crisis.

**More details**



# Your experts

As an intercultural psychologist and coach, **Rebecca Lübke** guides participants through their individual change and solution processes.

Academy founder **Vera Strauch** was among the first women under 30 to lead a medium-sized company in the construction sector. In 2018, she resigned, trained as a coach, and founded the FEMALE LEADERSHIP ACADEMY. She is an expert in leadership, a podcaster, author, host of the program, and guides participants through daily video impulses and online sessions.

**Cordelia Röders-Arnold** is the CMO of the Academy, founder of the NGO #stattblumen, and a social media expert. Her focus areas in the program include powerful storytelling, visibility, and personal branding.

**Fatma Erol-Kilic** is a trained behavioral and communication coach and moderator with 10 years of expertise in advising NGOs. In the program, she delves into the focus area of assertiveness.



# Our concept

Our partners:



Cargo



Bundesagentur für Arbeit

Google

OTTO

Beiersdorf

DAIMLER

UniCredit



VATTENFALL



## 01

### THE ORIGINAL SINCE 2018

As pioneers in the field of female leadership, we have supported over 2,000 women since our founding, drawing on extensive expertise, experience, and feedback.

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## 02

### NO LEAVE REQUIRED

The program is 100% digital and designed to fit seamlessly and flexibly into your professional life.

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## 03

### HANDS-ON APPROACH

Practical tools, methods, and examples from various industries that can be immediately integrated into and applied in daily job life.

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# Women who complete the FEMALE LEADERSHIP PROGRAM...

... are motivated and decisive leaders whose teams enjoy working with them.



## Leadership strengthened

94% of our graduates report noticing positive changes in their leadership behavior **within just 14 days.**



## Network expanded

95% of our participants have **significantly strengthened their network** and enhanced both their internal and external networking skills through the program.



# Our program at a glance

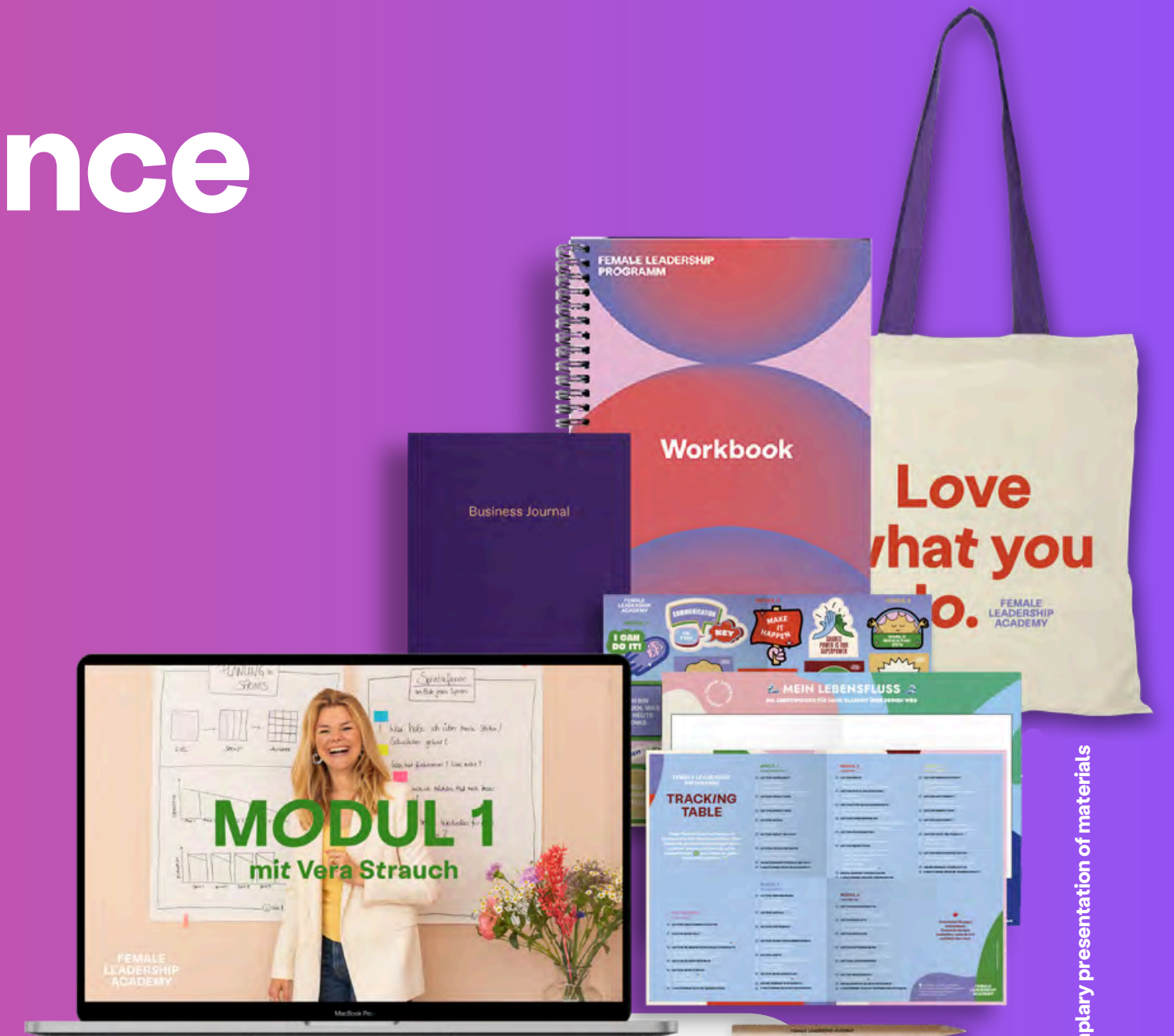
## Dates & facts

- 6-week digital program
- Daily exercises
- Peer-to-peer coaching
- Live-Sessions
- Workbook and supplementary material
- Personal support
- Sustainable growth
- Optional: Live event in Hamburg (NEW)

### Course dates:

**Fall semester: October 6 - November 17, 2025**

Registration deadline: September 9, 2025



per participant

**2.495 EUR**

(incl. VAT)

Exemplary presentation of materials

# Need more information?

“How can my organization leverage the full potential of women?”  
“What happens after the program?”

These questions will gladly be answered by:

**Katja Jätschmann-Welkener**  
**Business Development**

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