

# FEMALE LEADERSHIP MASTERCCLASS

6 months of integrated leadership training for future-oriented working

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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.

# What is the Masterclass?

The Female Leadership Masterclass is a **6-month online development program for leaders and key players.**

Our integrated training stands out by combining digital tools, live formats, and personal interactions: with weekly video input, peer-to-peer coaching, and accompanying live sessions, we support participants in implementing change processes and concrete projects in their professional lives, as well as in their personal growth.

Academy mentor Vera Strauch and other amazing experts guide participants with practical knowledge in **corporate leadership, management, and psychology.**

# Part of your experts

Psychologist **Vanessa Wulf** supports participants in their search for meaningful changes both internally and externally.

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.

**Fatma Erol-Kılıç** 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.

**Melanie Kaufmann** is well-acquainted with the challenges faced by female leaders, thanks to her 20 years of professional experience in corporate settings. Interestingly, her deliberate decision to transition to the "other side" – working as a coach and trainer – has further fueled her passion for the topic of leadership.



# Focus areas of the program

## MODUL 1

**Mindset Project Management,  
Business Development & Strategic  
Planning**

## MODUL 2

**Career, Visibility &  
Self-Confidence**

## MODUL 3

**Facilitation of  
Workshops & Meetings**

## MODUL 4

**Negotiations &  
Communication Skills**

## MODUL 5

**Organizational Culture &  
Change Management**

## MODUL 6

**Focus &  
Annual Planning**



**More  
details**



# Women who complete the FEMALE LEADERSHIP MASTERCLASS...

Women who complete the FEMALE LEADERSHIP PROGRAM...

## **ACQUIRED SKILLS:**

- Knowledge of leading personnel, budget responsibility and business development
- Ability to reflect on structures and taking a strategic view on planning
- Comprehensive know-how in project management
- Confident moderation skills for workshops and meetings
- Impulses for innovative 'New Work' approaches
- Conflict resolution and fundamental psychological knowledge
- Know-how in target formulation and annual planning
- Specialised skills in change management and process supervision

# Our concept

Unsere Kunden:



Cargo



Bundesagentur  
für Arbeit

Google

OTTO

Beiersdorf

DAIMLER

UniCredit

adidas

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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# Our program at a glance

## Dates & facts

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

**Course date 2025/26:** July 7, 2025 - January 11, 2026

**Registration deadline:** May 28, 2025

per participant

**4.695 EUR**

(incl. VAT)

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# 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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