



Women in Leadership Training

Powered by the Network of Women (NoW) for Europe



*Overcome
gender barriers
and grow as a
leader*





Operational Information

- Date: **4 June 2021**
- Time: **10:00 – 12:00 CEST**
- Platform: **Virtual Zoom Meeting**
- Participant profile: **Network of Women for Europe members**





You will walk away with:

1. **Personal development** plan examples and how to develop one
2. A comprehensive view of **leadership styles** and strengths and understanding your own
3. Learning how to **negotiate** as a leader
4. Tools and frameworks to help you navigate **workplace challenges**



Programme outline



10:00 – 10:05 – Welcome remarks (CEPT & ITU)

10:05 – 12:00

- Understanding leadership and yourself as a leader
(what is your leadership style and unique strengths)
- Negotiating as a leader
(understanding different contexts and cultures)
- Developing as a leader and becoming influential
(self-development as a lifelong activity)
- Future possibilities for your as a leader
(personal development plan)





Your Trainer – Dr Steliana Moraru

Diverse background spanning in business management, digital transformation, marketing, and corporate social responsibility. A technology aficionado and a seasoned business professional, she currently serves as Head of Marketing & Digital Transformation for a financial group, focusing on leveraging the technology and new ways of working (Agile) for the benefit of customers, teams & business. She has a Ph.D. in Big Data in Communication & Public Relations and experience as a University teaching assistant. She is a Leadership Board member at Global Women in Tech and Board Member of the UniHub – Bucharest University's Entrepreneurial Students Organization, working towards leveraging the power of communities & knowledge for the next generation. She serves as mentor and speaker, covering topics such as communication, marketing, social-welfare technology, corporate social responsibility. She is also a guest lecturer for the local universities, covering topics: Leadership, Marketing, Lean Startup, Startup Marketing, Digital Marketing. Previously, she has worked for local and international organizations, as Chief Marketing Officer, International Communication Manager, and Program Manager, focusing mainly on developing innovative projects that enabled the power of technology for social good and software product development. She has managed innovative tech projects, e-government, and social welfare technology projects. The primary market she has worked on during her tenure is CEE. She is passionate about how technology can change communities, data in all forms, and working people who want to drive a positive change. She is dedicated in advancing the topic of #womeninSTEM and #entrepreneurship for students.

