HSM | Dr Hasan Murad School of Management
EXECUTIVE EDUCATION

SHELEADS TO THE SHESUITE



Two-day, High-impact Program

For current and aspiring c-suite leaders

"YOU GET IN LIFE WHAT YOU HAVE THE COURAGE TO ASK FOR"

OPRAH WINFREY



5%

of CEOs in the Middle East and North Africa are women - showing both the gap and the opportunity for leadership growth

World Economic Forum, 2024

In Pakistan's evolving leadership landscape, women executives face both significant challenges and unprecedented opportunity. SheLeads to the SheSuite is a high-impact, two-day immersive program designed to equip emerging and established women leaders with the mindset, mastery, and momentum to rise to the highest tiers of leadership.

Rooted in global best practices and tailored to Pakistan's cultural and corporate realities, the program builds strategic clarity, executive presence, influence, resilience, and authentic leadership—empowering women to lead with confidence and impact.

DESIGNED FOR

- Women C-Suite Executives (CEOs, CFOs, COOs & more)
- Women Senior Leaders in Corporates & Multinationals
- Business Heads Preparing for Enterprise Roles

PROGRAM VALUE

- Contextualized for Pakistani leaders
- Led by senior faculty and practitioners
- Practical, not just theoretical
- Proven frameworks + peer learning
- Post-program support for real impact

STRATEGIC GAINS

By the end of the program, participants will be able to:

- Build an authentic executive identity
- Navigate power and influence effectively
- Drive strategy and cultural change
- Map their next leadership milestone
- Boost emotional intelligence and presence



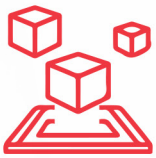


Course Material

PEDAGOGICAL EDGE



Case studies



Simulations

PROGRAM ROADMAP

DAY 1

LEADING WITH INFLUENCE & RESILIENCE

Theme: Own the Room. Shape the Narrative.

- Unmasking the Executive Woman
- Psychodynamics of Leadership
- Strategic Confidence & Executive Presence
- Gendered Leadership Styles
- Gendered Psychology in Leadership
- Interactive Workshop – HerStory

DAY 2

SYSTEMS THINKING, POWER & IMPACT

Theme: Build the Vision. Lead the Change.

- Power & Influence in Male-Dominated Systems
- From Strategy to SheSuite
- Leading Change Through a Gender Lens
- Work-Life Integration & Legacy Thinking
- Panel Dialogue – Voices from the Top

ADD-ONS AND POST-PROGRAM SUPPORT



PSYCHOMETRIC TESTING AND INSIGHTS

- **Tools:** EQ-i 2.0, MBTI, or CliftonStrengths
- **Focus:** Leadership style, communication preferences, team dynamics, and EQ
- **Outcome:** Personalized report + guided debrief to align with leadership goals



3 POST-PROGRAM SESSIONS

- Leadership Action Review
- Influence Circle
- SheSuite Mentoring

Program Date:
January 26–27, 2027

Location:
The Nishat Hotel, Johar Town, Lahore

PROGRAM LEADERS

DR NAVEDA KITCHLEW



Dr Naveda Kitchlew is a senior academic leader and organizational development expert with over three decades of impact in management education and institutional strategy. As former Dean of the School of Business and Economics and Associate Dean of Academics and Internationalization at UMT, she led major reforms in curriculum, accreditation, faculty development, and global partnerships. With a background in Industrial/Organizational Psychology and a DBA from the University of Bath, her work spans behavioral development, strategic change, and human resource capacity building.

FATIMA ASAD-SAID



Fatima Asad-Said is a leading corporate figure in technology, consulting, and digital governance. As CEO and Board Member of Abacus Consulting, she brings 26+ years of global experience in digital transformation, organizational change, and human capital strategy. She has worked with partners like Google, SAP, Mercer, Huawei, and CCL to build future-ready organizations. A Harvard-certified Corporate Director, she serves on key boards and actively promotes women's economic empowerment through NIC, Invest2Innovate, and Women in Tech.



ABOUT HSM

HSM at UMT is a prestigious institution dedicated to providing exceptional management education. Recognized as an HEC W4 category university, HSM's programs are known for their rigorous, result-oriented, and globally focused approach. With an emphasis on application-based learning, HSM equips future leaders, professionals, and executives with the knowledge, technology, skills, and insight needed to thrive in today's dynamic business landscape. Rooted in our vision of 'Developing holistic leaders,' we integrate a comprehensive understanding of leadership that encompasses not only professional acumen but also personal growth, ethical responsibility, and a global perspective.

THE World University Rankings 2025 by Subject

601-800 in Business and Economics

Leading Business School of Asia *by*

Newsweek

ACCREDITATIONS

NBEAC

National Business Education Accreditation Council

SAQS ACCREDITED

South Asian Quality Assurance System

TAKE THE **NEXT STEP** TOWARDS **IMPACTFUL LEADERSHIP**

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REGISTER NOW.

- Limited seats
- Certificate of Completion provided

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