SMITH COLLEGE EXECUTIVE EDUCATION FOR WOMEN

WOMEN MEAN BETTER BUSINESS

FDC-SMITH WOMEN’S GLOBAL LEADERS PROGRAM

SEPTEMBER 2016
NOVA LIMA/MG, BRAZIL
ABOUT THE PROGRAM

Although studies prove that companies with more women in senior leadership roles are stronger competitors in the global economy, less than 4% of board chairs in Brazil belong to women*.

Businesses worldwide recognize that they must leverage the talent of women, but there is still a large gender-gap in executive suites across the Latin American region.

Designed in collaboration with Fundação Dom Cabral (FDC), the Women’s Global Leaders Program combines Smith’s signature all-women learning environment and FDC’s expertise in global executive development.

Sessions on both business competencies and socio-economic development prepare women for unique challenges they face doing business in Latin America and equips them with the tools they need to advance within their organizations.

Women who attend this program return to their companies poised to drive business and inspired to promote social good within themselves and at the organizational and societal level.

*Research from Catalyst

WHY AN ALL-WOMEN PROGRAM?

**Experience.**
Smith College Executive Education has nearly 40 years of success in developing exceptional women leaders. Smith’s signature all-women classroom model supports women’s natural collaborative and participatory learning style, creating an environment where women can take full advantage of their learning experience.

**Impact.**
Fortune 500 organizations report significant improvements in areas like leadership, strategic thinking, and retention as a direct result of enrolling women in Smith programs.

**Network.**
Women who attend the FDC-Smith Women’s Global Leaders Program will build a global network of true peers – other women executives striving to advance their careers in the face of isolation, subtle bias, and ongoing struggles with work-life integration.
At FDC-Smith I discovered that I would be a more complete, productive, secure and admired professional if I embraced my femininity and my roles as mother and wife. In lectures and conversations with participants, it became clear that I had been caught in a common trap: thinking professional success and competence meant denial of a life outside the office.

- Cláudia Vassallo, chief executive of CDI, São Paulo based PR firm
MEET THE DIRECTORS

Iris Newalu
Executive Director,
Smith College
Executive Education

Carla Adriana Arruda Vasseur
Program Director,
Fundação Dom Cabral (FDC)

Iris oversees a state-of-the-art portfolio of consortium, custom, and open enrollment programs for high potential women at all levels of the organization. Iris works with talent development officers of Fortune 100 and Fortune 500 corporations to design and develop strategic leadership programs for high-potential women. She brings more than 15 years of experience in creating women-only executive learning environments.

In her role as chief facilitator, she guides participants through course objectives, action-learning exercises, and reflection periods, and artfully weaves together the various components of the curriculum to create an integral experience for attendees.

Iris received her Master of Education degree in counseling psychology, completing a thesis on work-related stress, from the University of Massachusetts, Amherst. She has taken numerous doctoral-level courses in organizational development and educational psychology, and she is a certified Neuro-Leadership executive coach.

As the program director for the North American region and International Learning Journeys at Fundação Dom Cabral (FDC), Carla Adriana Arruda Vasseur is responsible for all international open enrollment programs, as well as any inbound programs related to North American markets.

Previously, Carla was the program director for the executive MBA family and custom programs at FDC. Carla joined FDC from Citi, where her last role was VP of revenue services, channels, and product development strategy at CitiMortgage.

Carla earned her BS in civil engineering at the Universidade Federal de Minas Gerais – UFMG and MBA from ESADE Business School in Barcelona, Spain and the Fuqua School of Business at Duke University.

FEATURED FACULTY

Ricardo Augusto Alves de Carvalho
Professor and Researcher,
Fundação Dom Cabral (FDC)

Iris R. Firstenberg, PhD
Adjunct Professor, Psychology,
UCLA

Ricardo Augusto is a professor of social anthropology, art and management, sustainability, people management, organizational and Brazilian culture, organizational behavior, trends and scenario analysis, and leadership at FDC. He is guest professor at REIMS Management School, France. Ricardo is also a specialist in public administration from Fundação João Pinheiro, Brazil and social and clinical psychology from Laboratoire de Psicologie du Travail, Conservatoire National des Arts et Métiers, France.

Ricardo holds a post-doctorate in management from Reims Business School, France, a PhD in sociology of mutations from the Université de Paris VII, France, an MA and BA in psychology from Universidade Federal de Minas Gerais, Brazil.

Dr. Iris Firstenberg is an adjunct associate professor of psychology, UCLA and adjunct associate professor of management at UCLA Anderson School of Management. She teaches courses on problem solving, decision making, and innovative thinking in the psychology department and Anderson MBA programs.

Iris is the recipient of the 2002 UCLA Department of Psychology Faculty Distinguished Teaching Award and the 2011 UCLA Extension Distinguished Teaching Award.

Iris received her PhD in cognitive psychology from UCLA, where she also received her MA in cognitive psychology and BA in linguistics and psychology.
OTHER SMITH EXECUTIVE EDUCATION PROGRAMS

HKUST-Smith Leadership Program for Women
Leadership development for women doing business in Hong Kong and other Asian regions. HKUST-Smith combines the Hong Kong University of Science and Technology’s strengths in science, technology, and business management with Smith’s signature all-women classroom design.

Smith-Tuck Global Leaders
Global executives are challenged to expand their capacity to drive global strategy and execution in the context of profound disruption. This program combines Smith’s signature all-women learning environment and Tuck School of Business at Dartmouth’s dynamic, highly personalized approach to executive development.

Smith College Leadership Consortium
The Leadership Consortium is designed in collaboration with world-class organizations to move high-potential women executives up the leadership pipeline. This high-impact program is as close to a custom program for the women at your organization as it gets.

PROGRAM AT A GLANCE

APPLICATION
To register, please email leadership@smith.edu

DEADLINE
Space is limited, reserve seats now.

FOR MORE INFORMATION
Executive Education for Women Smith College Northampton, Massachusetts 01063 U.S. +1-413-585-2642 leadership@smith.edu www.smith.edu/execed

PROGRAM DATES
September 2016

PROGRAM FEE
TBA

LOCATION
Fundação Dom Cabral Campus Aloysio Faria Nova Lima – MG Brazil

ABOUT SMITH COLLEGE EXECUTIVE EDUCATION FOR WOMEN
Established long before other leadership programs were open to women, Smith College Executive Education for Women has nearly 40 years’ experience developing and advancing high-potential women at Fortune 500 organizations.

Smith’s approach to executive education integrates academic rigor with a dialogue centered on current, real-world issues in business. Smith’s signature all-women classroom model accelerates leadership development for women executives by supporting women’s natural collaborative and participatory learning style. At Smith, women learn in an environment where they can build bonds of trust, mutual respect, common experience, and a global network for life-long learning.

ABOUT FUNDAÇÃO DOM CABRAL (FDC)
Ranked Latin America’s best business school 10 years in a row, Fundação Dom Cabral is a Brazilian business school with a world-class reputation for excellence. FDC builds the analytical decision-making and leadership skills of executives, entrepreneurs, and public managers.

FDC blends management theory and practice to meet the challenges of organizational development. Professors engage in dialogue and committed listening with companies and organizations to create integrated educational solutions.

Through its strong ties to international institutions, FDC provides access to cutting-edge management technology centers and thought-leadership streams.