



# Women in Leadership Program

FIBA Europe – WiLEAD 2.0 - Edition 2023

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# 01 About WiLEAD

Mission and Introduction

# Mission & Introduction



- WiLEAD is a bespoke program designed to identify, educate, motivate, and develop the next generation of female leaders in Europe
- Through the stories of successful women and educational sessions, the goal is to help put qualified women in the pipeline for future staffing or volunteer needs – both within FIBA and the National Federations
- In keeping with FIBA's key global pillar to develop and grow the participation of Women in Basketball (2019-2023 cycle), WiLEAD will tackle two key strategies for this priority:
  - Develop Future Female Basketball Administrators and Policymakers
  - Increase Gender Diversity

# FIBA WiB Strategy – 6 Development areas

1. Increase female players' participation



2. Develop and leverage elite coaches & referees



3. Increase number of fans consuming women's basketball



4. Maximize the impact of women's competitions (both disciplines)



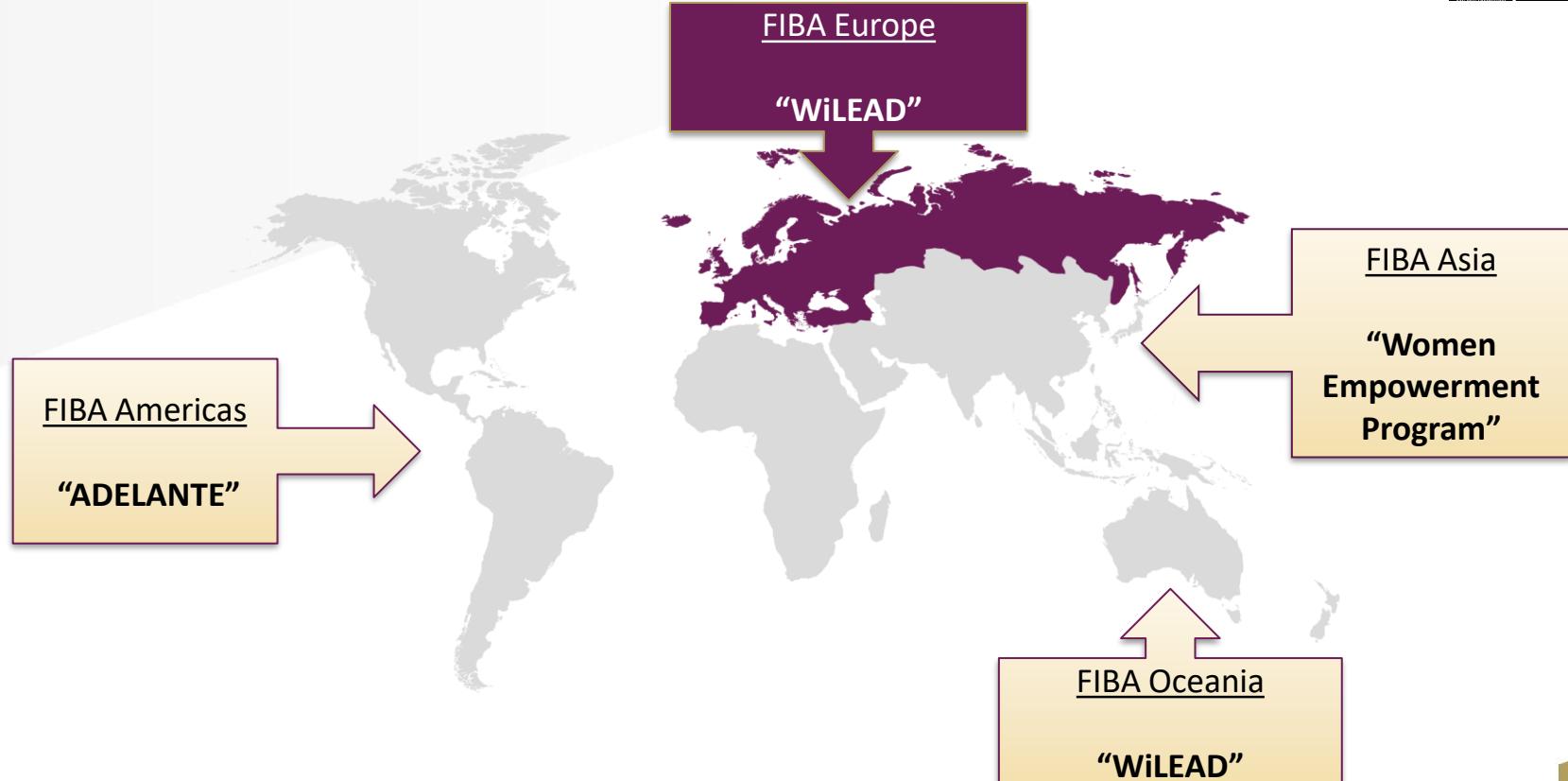
5. Increase gender diversity in NFs and FIBA elected bodies



6. Increase gender diversity in FIBA staffing



# FIBA Women in Leadership Programs



# The Goal

**This program addresses the need for higher female representation in basketball decision-making and operational bodies**

- The aim is to provide a learning and personal development program for women who are already in the basketball structures within the National Federations to gain the necessary knowledge, tools and experience required to step up in their future careers.



# Objectives

- Increase the representation of women in basketball leadership positions and decision-making bodies.
- Increase Gender Diversity by creating new pathways and support networks.
- Upskill, empower and create a stronger network for women who work in and on behalf of basketball
- Help put qualified women in the pipeline for future leaders both within FIBA and the NFs.
- Offer a platform that specifically addresses the need to improve women's access to decision-making roles.



## 02 Program Format

Plan of activities

# Program Format

**The duration of the WiLEAD 2.0 program is 5 months (from February until June 2023) and includes:**



➤ Blended learning consisting of 4 virtual seminars and one in-person workshop at the end



➤ Numerous keynote speakers who will share their journey with the participants



➤ High-quality coaches from the field of Sport, Business and Leadership



➤ Individual Leadership profile (with a leadership coach)



# WiLEAD 2.0 – PLAN OF ACTIVITIES

2023

February

March

April

May

23-25  
June 2023

|                  |                   |
|------------------|-------------------|
| Online Webinar 1 | Keynote Speaker 1 |
| ZOOM             | ZOOM              |

|                  |                   |
|------------------|-------------------|
| Online Webinar 2 | Keynote Speaker 2 |
| ZOOM             | ZOOM              |

|                  |                   |
|------------------|-------------------|
| Online Webinar 3 | Keynote Speaker 3 |
| ZOOM             | ZOOM              |

|                  |                   |
|------------------|-------------------|
| Online Webinar 4 | Keynote Speaker 4 |
| ZOOM             | ZOOM              |

|  |
|--|
| In-Person Workshop<br>LJUBLJANA<br>(Slovenia)<br>EBW |
|--|

2,5 days

The Online Webinars will last 90 – 120 minutes.

The sessions with a keynote speaker will last 60 -90 minutes.

# Program Content

## WEBINAR 1 (February 2023)

### Governance

- Opening & Introduction of the WiLEAD 2.0 program
- Project work introduction
- Training:
  - Introduction to Leadership and Values
  - Leadership and Governance
  - Influencing

### KEYNOTE

#1: How to lead & succeed in Today's World

## WEBINAR 2 (March 2023)

### Inclusion and Diversity

- Training:
  - Developing You
  - Networking
  - Collaboration

### KEYNOTE

#2: Changing culture and developing inclusivity

#3: Dealing with pressure (in a men's world)

## WEBINAR 3 (April 2023)

### Strategy and Commercial

- Training:
  - Challenging scenarios
  - Building Resilience
  - Change Management

### KEYNOTE

#4: Developing a good idea & selling it

## WEBINAR 4 (May 2023)

### Brand building and Leadership

- Training:
  - Branding You & Communication

### KEYNOTE

#5: Strategy for a specific project/event

## FINAL EVENT (Ljubljana, Slovenia – 22-24 June 2023)

- Training:
  - Crisis Management
  - Course reflections, Presentations and Learnings
- Panel discussions
- Graduation Ceremony

## 03 Participant Selection

National Federation Nomination

# Participant selection

**The target is women holding some of the following positions:**

- Women involved within the National Federation, League or Club structure
- Board member or prospective board member
- General Manager or executive member of an affiliated club, league or player association
- High-profile player identified for future leadership role

**Profile of candidates:**

- Only women are eligible; age group: 25-45
- Good written and oral command of the English language
- Must be available to attend all virtual sessions and the on-site workshop in June 2023
- Highly motivated to complete the training
- Excellent communication skills
- All 50 National Federations are eligible to participate:
  - Federations can nominate a maximum of 2 participants
  - FIBA Europe will undergo online interviews to decide on suitable participants
  - TIME-OUT and SWISH graduates can be nominated



WiLEAD – Cohort 1

# How to apply?

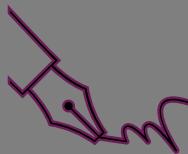
NF receives Program Guidelines and letter with registration form from FIBA Europe



NF selects suitable candidates and nominates them



Nominee completes registration form and provides resume



FIBA Europe reviews applications and conducts virtual interviews (if necessary) to choose the participants



Online Registration Form:  
<https://forms.office.com/e/RsKmQde128>



## 04 Finances

Financial Responsibilities

# Financial responsibilities



## FIBA Europe covers the following:

- Entire educational program, including all costs and expenses of keynote speakers and experts
- On-site meals, including official dinner
- Conference facilities and branding
- Event Logistics
- Local ground transportation
- FIBA Women's EuroBasket game tickets

## National Federations are responsible for the following:

- Travel and accommodation expenses for the person/s attending the 3-day final conference in Ljubljana, Slovenia (compulsory) – during EBW

