

Press Release - for immediate release



W.I.N. 2006 Global Forum: Influential Women Point at the Value of Authentic Leadership

Lausanne, Switzerland, August 25, 2006. This powerful W.I.N. leadership program will assemble top speakers and agenda-setters this September in Rome, Italy. Designed to develop women in business, nurture them as individuals, boost their motivation and drive courage for change, this three-day event will provide carefully outlined plenary sessions, cutting edge workshops, stimulating coaching labs and networking events.

On choosing the theme for this year's forum, *Courage to be the change...*, Kristin Engvig, W.I.N. founder and CEO, says: *Women know very well what has to be done and how: be it at high level politics, on organizational platforms or in their families. What they need is the courage to do it, to formulate their vision, to acknowledge their power and to implement solutions that bear their caring and sharing fingerprint.*

Cherie Booth, Attorney, Human Rights Advocate, Wife of Tony Blair, is one of the key note speakers. A trailblazer in her professional life and a dedicated wife and mother in her private life, Ms. Booth will focus on balancing family and career, human rights for women and children, charity and public service.

Sung Joo Kim, CEO of Sungjoo Group and Korea's most successful businesswoman will offer her perspective of authentic leadership - getting to the top while working with integrity.

Amanda Ellis, Gender Entrepreneurship Markets, International Finance Corporation, will talk about her work on gender issues in private sector development in developing countries.

Ceri Powell, Shell's Vice President Exploration for the Middle East, Caspian and South Asia will touch on her experience as the first western woman on the Board of a Saudi Arabian registered company.

George Kohlrieser, Professor of Leadership and Organizational Behavior at the International Institute for Management Development (IMD) and a consultant to global organizations around the world, will address questions like: how can leaders overcome conflict, how can they raise performance and influence others.

To name just some of them!

Delegates will have the choice among 40 workshops treating trendsetting subjects such as exploring the complex nature of women's ambition. Why do women often feel uncomfortable describing themselves as ambitious? The workshop suggests alternative strategies that allow them to embrace power and use it to make this world a better place.

"Moving Up: Impact and Influence" by Avivah Wittenberg-Cox's renowned European Leadership Program for women will look into ways of getting promoted, being seen and heard without compromising values or style.

Other workshops address how women can use their potential, develop their vision and find their own "have-it-all" formula.

Once again the W.I.N. Forum is sponsored by world-class companies and endorsed by women's networks from all over the world. HP, Shell, Cisco Systems, IBM, Volvo, Continental Airlines, Herald Tribune, Whirlpool, Symantec, Center for Creative Leadership, INSEAD, SDA Bocconi, BlueSky Development AG, Red Cross, World Economic Forum and UNHCR have all recognized the importance of diversity, women empowerment and authentic leadership for their own competitive advantage.

W.I.N. 2006 aims to look at how women can build sustainable careers, inspire authentic action and create change for the better. Kristin Engvig says: *Women have been driving change*

off stage for a long time. The moment has come for all of them to step into the limelight, they are the change.

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References

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