

Al Tharwa Al Naema: Towards women's leadership development



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Women in education in the Kingdom of Saudi Arabia face challenges. A recent unique study identified their needs. A competency framework was developed in order to develop their knowledge, skills, and dispositions.



In 2017 400 females participated in a study to identify the needs of female students.



Using a design-thinking approach, the team developed a training program based on the findings from the 2017 study.

250 females participated in the program in 3 cities in KSA during 2019.

The findings revealed that the most important competencies are:

Communication was the most important competency based on the respondents' perspectives, as many respondents were not able to communicate with their families nor with their instructors in the university. The most essential challenge they faced was critical thinking due to the limited opportunities available.



Communication

Critical thinking



Career Readiness

Social and Religious Responsibility



Personal Responsibility



The program has already had significant impact.

Communication skills have been improved for **92%** of participating women.

Problem-solving skills have been improved for **84%** of participating women.

48% of women joint social initiatives and volunteering groups as a result of their participation in the program.

65% of women could clarify their professional career path for the first time in their life.



Recommendations from the study helped Saudi organisations to develop their activities such as providing internship programs and social incubation centres.



This study also guided other studies targeting the exploration of the needs of girls and women in Arab countries.



Many organisations in KSA are contacting the team to utilize the recommendations from the study and the training program.



The team also developed another version of the training program which was implemented in many Arab countries under the name (Talenter).



The project changed my life, I could identify my values, my responsibilities, and my future path, and I was trained on how to manage my resources!

Lamyaa Al-Oteibi – a trainee



This project is valuable with ideas and practices, it was the ideal way to develop my life and personality!

Rahma Al-Yami – a trainee



This course really focuses on our needs. The training delivered by a creative instructor, using integrated and motivational training tools. It changed my views to life, and I am starting to achieve my future vision!

Rahma Al-Yami – a trainee

