

**DearMonday,**

# **FUTURE-READY LEADERSHIP**

**Strong women transform leadership. For teams, organizations, and a successful world of work tomorrow.**  
The Female Leadership Academy by Dear Monday.

# ARE YOUR LEADERS READY FOR THE NEW WORLD OF WORK?

## THE NEW REALITY

- AI and automation are reshaping the workplace
- New expectations – Gen Z demands purpose, authenticity, and flexible leadership
- Constant change has become the only constant in modern organizations

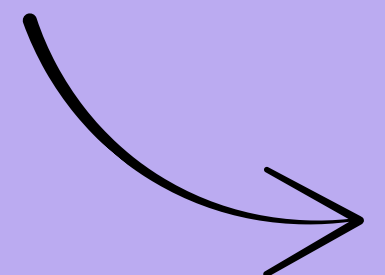
## THE CHALLENGE

- Many leadership programs focus on legacy skills (e.g., tool-fixation; linear thinking)
- High potentials are **not prepared for tomorrow's demands**
- **The result:** Overload leads to the loss of valuable talent

## 👉 RISKS FOR YOUR COMPANY:

- **40% decline in leadership roles:** The lack of women in leadership reduces satisfaction and loyalty while increasing turnover
- **Reduced innovation and competitiveness:** Organizations without female leadership fall behind
- **1.5x higher likelihood of leaving:** Companies that do not invest in women lose top talent
- **Lack of female role models:** Undermines diversity goals and weakens employer branding

## OUR ANSWER:



# SHAPING THE LEADERS OF TOMORROW WITH DEAR MONDAY

**OUR MISSION:** We unlock the potential of your female executives, turning it into a long-term success factor for your organization.

## WHAT WE DELIVER:

**Structured female-first leadership education**  
Systematic development instead of fragmented, one-off initiatives.

**Holistic future skills & leadership competencies**  
Mindset, resilience, and emotional intelligence as the foundation of strong leadership.

**Sustainable retention of your high-performing women**  
So high potentials stay, step into leadership, and grow with your organization.

**YOUR ADVANTAGE:** Future-ready female leaders who stabilize your business, strengthen your teams, and lead your organization into the future.



# THE FEMALE LEADERSHIP ACADEMY

Our six-week intensive program to strengthen your leaders' **self-leadership and people leadership** capabilities – combining modern leadership practices, solid management fundamentals, and relevant future skills.

**NEW**

## LEADERSHIP CORE & IDENTITY

### MODULE 1

#### INNER WORK

Empower yourself

Self-leadership and personal effectiveness

### MODULE 2

#### COOPERATIONS

Empower your team

Team leadership and employee development

### MODULE 3

#### SIGNATURE LEADERSHIP

Lead with purpose

Strategic leadership for complex times

## FUTURE SKILLS

#### LEADING WITH AI

Using AI tools effectively



#### EMOTIONAL INTELLIGENCE

Building resilience



#### MONDA AI COACH

24/7 sparring partner & digital coach, grounded in DM values and leadership principles



**3000+**  
**GRADUATES**

since 2018

**95%**  
**REPORT IMPROVEMENT**

after 14 days only

**73**  
**NPS SCORE**

vs. 45 Benchmark

**TOP 10**  
**BUSINESS PODCASTS**

awarded by  
Harvard Business Manager



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# WHY IT PAYS OFF FOR YOU

The Female Leadership Academy is your strategic partner for retaining top talent, future-proofing your organization, and securing a **decisive competitive advantage**.

## 01 FUTURE READINESS. NOW.

**Agile Leader: Actively shaping the future.** Leaders drive transformation instead of merely reacting to change.

**Technologie-Adoption:** Fast and confident integration of new tools and technologies through hands-on capability building.

**Resiliente Teams:** developing teams that master challenges with flexibility and composure.

## 02 SUSTAINABLE TALENT RETENTION

**Measurable ROI:** Preventing 2-3 employee exits equals **savings of € 360k-€ 720k** in replacement and onboarding costs.

**“We invest in you”:** A clear signal to your high potentials. Targeted, long-term investment in talent development.

**Visible growth:** Increased employee retention through transparent, individualized development that truly makes an impact.

## 03 YOUR HUMAN COMPETITIVE ADVANTAGE

**Excellence through peer networks:** Peer-to-peer coaching in curated mastermind groups for exceptional depth of reflection and problem-solving.

**A vibrant community:** A strong, active alumni network. Digital, live, and culminating in a closing summit.

**Trust & leadership mindset:** Fostering a more human-centered corporate culture. Leaders communicate at eye level and actively co-create.

# FEMALE LEADERS: PROVEN PERFORMANCE, UNTAPPED POTENTIAL.

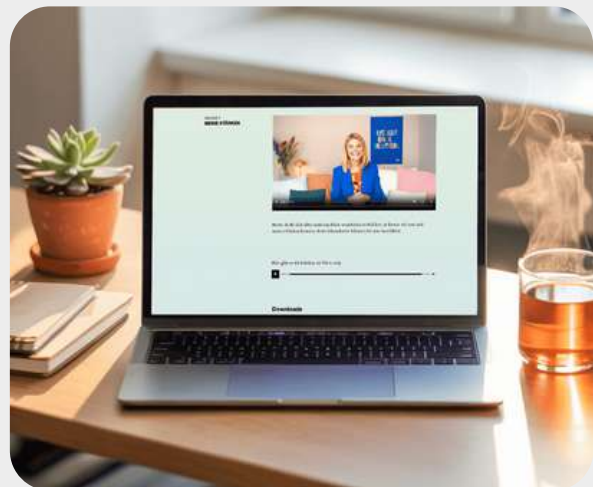
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# HOW THE FEMALE LEADERSHIP ACADEMY WORKS

6 weeks of daily digital learning + 7 live sessions + 1 comprehensive workbook + 6 months of AI coaching – a thoughtfully designed hybrid learning concept that combines maximum flexibility with intensive support and delivers sustainable impact.

## VIDEOS

Daily, professional input, **well-founded explanations of methods, and practical examples** delivered personally by Vera Strauch – available on demand at any time and with **lifetime access**.



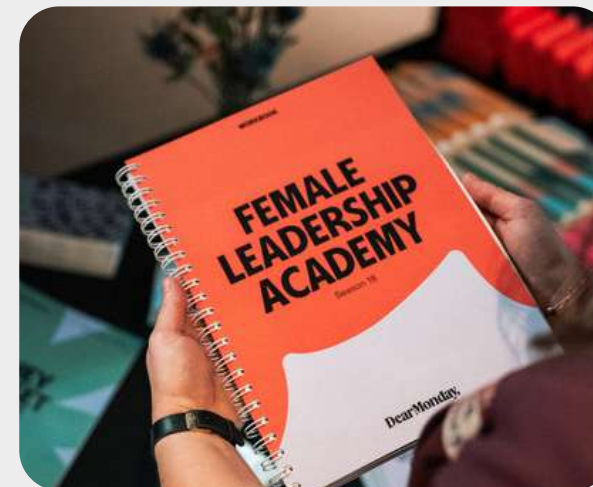
## LIVE + PEER-GROUPS

**Weekly live sessions with leadership experts**, genuine mastermind-style exchange, and a strong community of approximately 250 women per cohort who grow and learn together.



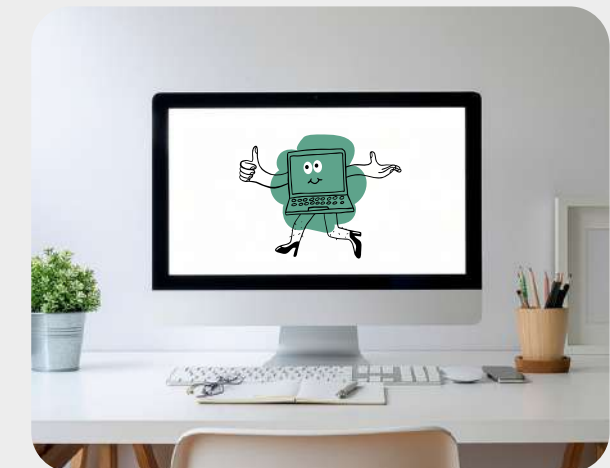
## WORKBOOK

A practice-oriented workbook that guides the learning journey – featuring proven leadership templates, clearly structured reflection exercises, and **tools that can be applied immediately in day-to-day work**.



## MONDA AI

The Dear Monday AI: an **exclusive, values-based sparring partner** – available 24/7, providing personalized support and ensuring **maximum data security**.



# PROGRAM STRUCTURE AND CONTENT

Female Leadership Academy

## MODULE 1

### INNER WORK

Empower yourself

## MODULE 2

### COOPERATION

Empower your team

## MODULE 3

### SIGNATURE LEADERSHIP

Lead with purpose

#### WEEK 1

#### MY SETUP

7 Lessons

- My Goals
- My Strengths
- My Habits
- My Inner Critic
- My Network
- My Leadership Principles
- **NEW** My Leadership Style

#### WEEK 2

#### MY MINDSET

6 Lessons

- **NEW** Curiosity & Inspiration
- Proactivity
- **NEW** Fluid Mindset
- **NEW** Social Influence
- Focus
- Success & Happiness

#### WEEK 3

#### MY STRATEGY

6 Lessons

- **NEW** Self-Leadership & Leading Others
- Power Dynamics
- Inner Narratives
- Assertiveness
- Intrapreneurship
- My Vision

#### WEEK 4

#### MY COMMUNIKATION

6 Lessons

- Non-Violent Communication (NVC)
- **NEW** Emotional Management
- Constructive Feedback
- **NEW** Solution-based Communication
- Coherent Leadership
- My Values

#### WEEK 5

#### MY TEAM

6 Lessons

- Strengths-based Leadership
- **NEW** Executive Communication
- **NEW** Conflict & Difficult Conversations
- Decision Making
- Role Clarity
- My Manifesto

#### WEEK 6

#### MY STYLE

6 Lessons

- My Life Flow
- My Inner Team
- **NEW** Self-Confidence
- My Presence
- **NEW** My Plan
- My Future Self

### CELEBRATION



**Female Leadership Summit**  
in Hamburg  
(optional add-on,  
Nov 26)



#### Live-Session 1

Networking

#### Mastermind-Meet-Up

Connect & Align



#### Live-Session 2

Visibility

#### Mastermind-Meet-Up

Uniqueness



#### Live-Session 3

Own your voice

#### Mastermind-Meet-Up

Expanding your Network



#### Live-Session 4

Powerful Presence

#### Mastermind-Meet-Up

Organizational Excellence



#### Live-Session 5

**NEW** AI in Leadership

#### Mastermind-Meet-Up

Leading Change



#### Live-Session 6

**NEW** Resilient Leadership

#### Mastermind-Meet-Up

Commitment

#### Live-Session 7

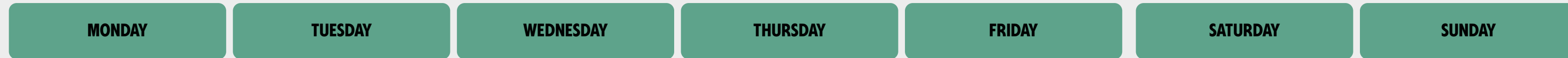
Community & Belonging

#### Certification

# A SAMPLE WEEK

Female Leadership Academy

Approx. 6-9 hours per week



### VIDEOS & EXERCISES

- Daily (Weekdays)
- Approx. 15-30 min/morning
- Approx. 15-30 min/evening
- Fully flexible scheduling

MODUL 1 mit Vera Strauch

TAG 3 MONKEY-MIND

### VIDEOS & EXERCISES

- Approx. 1-2 hours over the weekend
- At your own discretion

### LIVE-SESSION

- 1.5 hours per week

←..... Recordings of the live sessions available

←.....

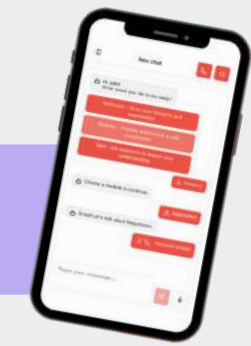
### MASTERMIND-MEETUPS

- Approx 1.5 hours/week
- Individually organized within the group

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+ AI-COMPANION, AUDIO-GUIDE, BONUS MATERIAL, WHATSAPP VOICE MESSAGES:  
Access at your own pace and convenience



**Note:** Participation is entirely flexible – you are free to skip specific topics or formats or complete them at a later date to suit your personal schedule.

# MEET THE EXPERTS

As an intercultural psychologist and coach, **Rebecca Lübke** supports participants through their individual transformation and solution-oriented processes.

**Fatma Erol-Kilic** is a certified behavioural and communication trainer. She focuses on deepening your expertise in assertiveness and self-assertion.

Dear Monday founder **Vera Strauch** was one of the first women in the industry to lead a mid-sized company in the construction sector before the age of 30. In 2018, she pivoted to become a professional trainer and developed the FEMALE LEADERSHIP ACADEMY. She is a leadership expert, podcaster, author, and host of the program, guiding participants through the course via daily video insights and live sessions.

**Cordelia Röders-Arnold** is CMO at Dear Monday, founder of the NGO #stattblumen, and social media expert. Her key topics in the program: Powerful storytelling, visibility, and personal branding.

**Sarah Rojewski** is an AI expert and change manager. Her focus is on implementing AI in a human-centred way, reducing fears, and unlocking opportunities.

**Sonia Kawonougah**  
A dedicated lecturer and coach for voice and presence with over 20 years of experience.



**DearMonday,**

**AND MANY MORE:**

<https://dear-monday.de/coaches-uebersicht/>

# WHO IS THE ACADEMY FOR?

## FOR WOMEN WHO

👉 **Responsibility in work and life** – we all lead: our lives, teams, projects, families, friends, and clients.

➡ **Aspiring leaders** – for those ready to take on more responsibility or transition into management, regardless of age or experience level.

👤 **Professionals and leaders** – whether you are an established manager, a project lead, or an expert in your field.

🌱 **Personal growth seekers** – for those with a curiosity for self-reflection, meaningful exchange, and personal evolution.

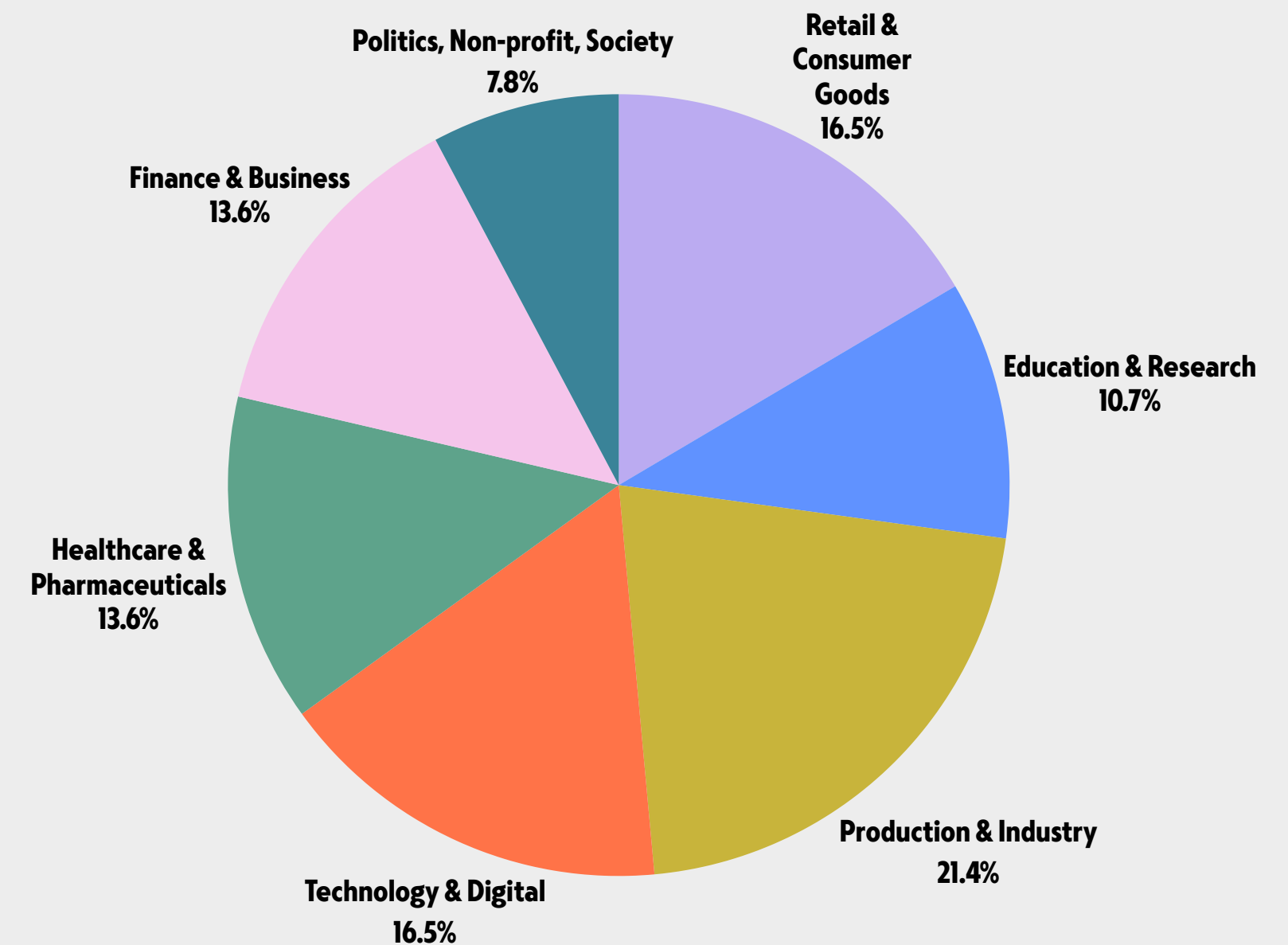


# OUR COMMUNITY

Our community unites **over 3,000 women** who support each other, grow together, and shape the leadership of tomorrow – sustainably and far beyond the Academy. **Leaders from business, public administration, academia, and society.**  
**Strong in purpose, diverse in background.**

## Examples of job titles:

Senior Product Manager • Head of HR • Pharmacist Teacher  
• Director Media • Social • Web Analytics • Police Officer •  
Architekt • PR Specialist • Speech Therapist • Pastor •  
Strategy Consultant • Scrum Master • Event manager •  
Special Education Teacher • Business Operations • Design  
Strategist • Professor • Engineer • Judge • Veterinarian •  
Climate Protection Manager • City Councillor



# AFTER THE ACADEMY, WOMEN FEEL...

FEEDBACK  
FROM OUR  
ALUMNAE

- significantly more confident and sovereign in their leadership roles.
- empowered to make clear, values-based decisions, even in complex situations.
- strengthened to inspire and lead teams with confidence, visibility, and impact.
- sustainably connected – for authentic exchange and mutual support.
- ready to transfer their learnings directly into projects and processes.
- highly motivated by practical tools, expert mentors, AI-supported reflection, and a unique, empowering space for women.



## STRENGTHENED LEADERSHIP

94 % of our graduates notice positive changes in their leadership behavior within the first 14 days.

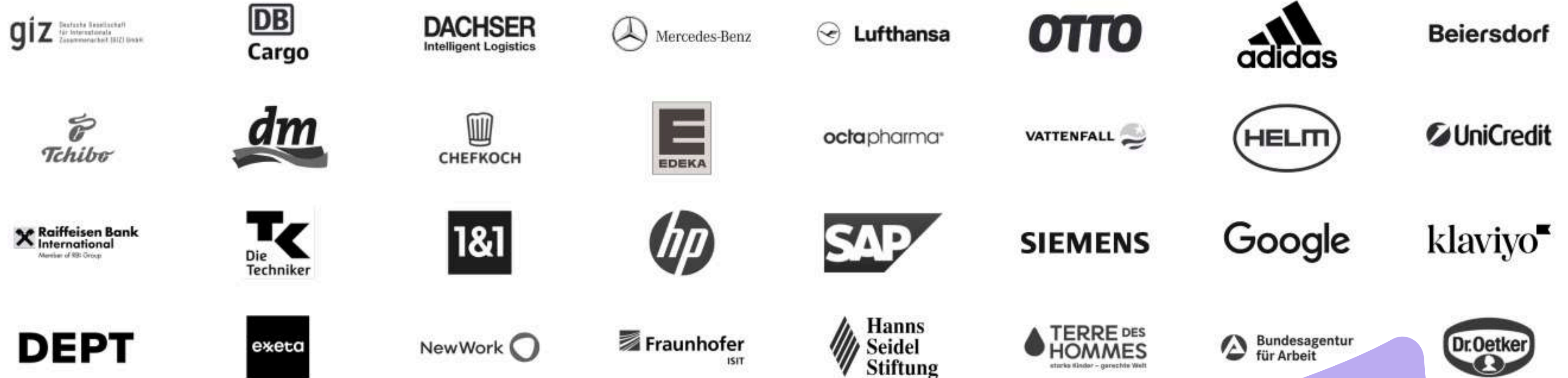


## EXPANDED NETWORK

95 % sustainably strengthened their network and expanded their internal and external networking skills through the Female Leadership Program.

# YOU ARE IN EXCELLENT COMPANY

These organizations have already strengthened 3,000+ leaders through the Female Leadership Academy:



“With the FEMALE LEADERSHIP ACADEMY, we have found a highly effective way to make women bolder, more confident, and more visible. We now bring our participants together in an alumni network to ensure these experiences continue to thrive within the team.”

– WESA | Gesa Oldenbüttel, Learning & Development Manager und Birte Zöllner, Head of HR

# OVERVIEW

## DATES & FACTS

- 6-week digital program
- Daily input and exercises
- Future Skills Assessment (NEW)
- AI & Leadership (NEW)
- Academy-AI-Companion (NEW)
- Live-Sessions with expert facilitators
- Printed workbook and supplementary materials
- Peer-to-Peer Coaching
- Female Leadership Summit in Hamburg + regional Meetups (NEU)
- Personal support by the Dear Monday team

PER  
PARTICIPANT  
**2,495 EUR**  
(incl. VAT)

### PROGRAM SUMMER 2026

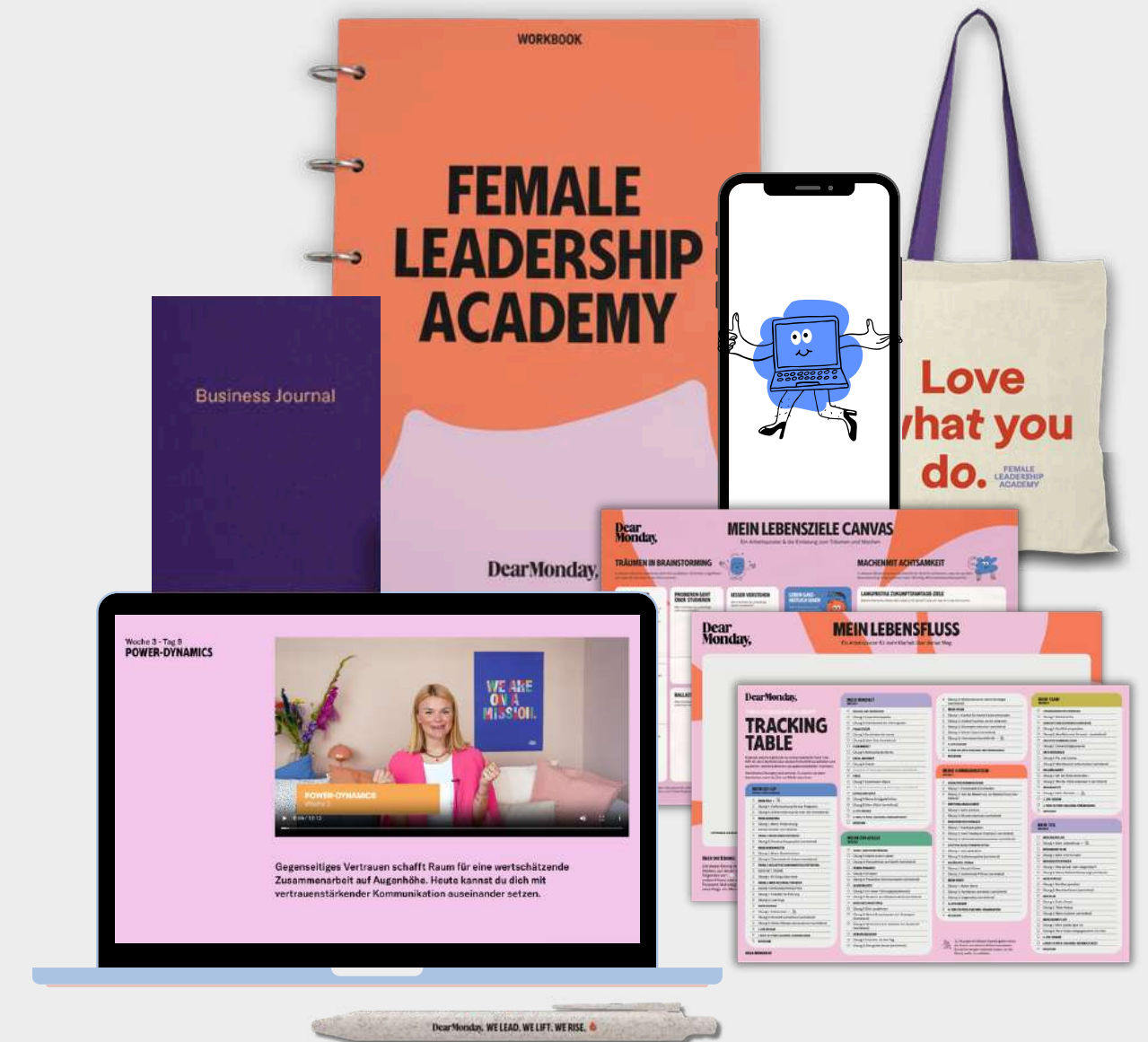
Summer term: June 8 - July 20, 2026  
Application deadline: May 7, 2026

### PROGRAM AUTUMN 2026

Autumn term: October 12 - November 23, 2026  
Application deadline: September 10, 2026

### PROGRAM SPRING 2027

Spring term: March 8 - April 19, 2027  
Application deadline: February 4, 2027



# DearMonday,

# NEED MORE INFO?

“Is the Academy the right fit for my needs?” or  
“What happens after the Academy?”

Get all your questions answered by:



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