



# Women in Football Leadership Programme

ACADEMY

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A photograph of two women in professional attire engaged in a conversation. The woman on the left is wearing a grey blazer over a black and white patterned top. The woman on the right is wearing a dark blue blazer with a large bow at the neck. They are both smiling and looking at each other. A teal-colored rectangular overlay with a diagonal cutout is positioned in the center of the image, containing white text.

THE WOMEN IN  
FOOTBALL LEADERSHIP  
PROGRAMME  
AIMS TO SUPPORT  
THE CAREERS OF  
WOMEN CAPABLE OF  
INFLUENCING THE  
FOOTBALL INDUSTRY

# FOREWORD

Studies have shown that organisations with mixed senior management teams tend to outperform those with no women in positions of power. Football has traditionally been dominated by men, but gradually more women are moving into leadership roles. Still, more work needs to be done.

UEFA understands that there is a real need for more balanced representation of women and men

in key positions. Furthermore, UEFA acknowledges its responsibility to encourage and facilitate this shift. Through the Women in Football Leadership Programme, UEFA is committed to supporting and accelerating the process of placing more women in decision-making roles.

Theodore Theodoridis  
UEFA General Secretary

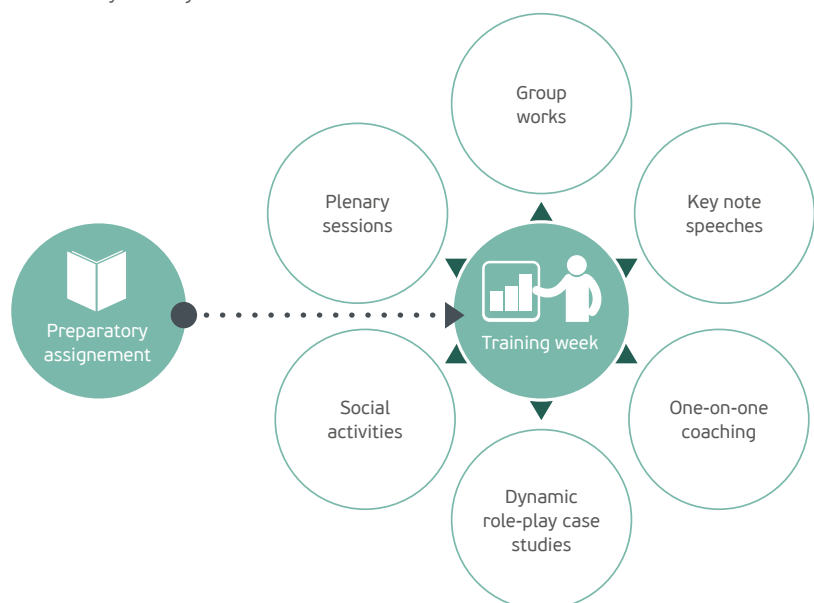
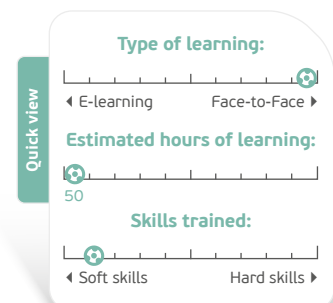


## Women in Football Leadership Programme

**The Women in Football Leadership Programme aims to support the careers of women capable of influencing the football industry today and in the future through a powerful leadership training week.**

### Programme overview

The Women in Football Leadership Programme is designed for women in football who have the potential and motivation to progress into senior leadership positions within their organisation or are already in such roles. Participants work on and discuss aspects of leadership, while also focusing heavily on self-awareness and how this can support their career development. With the coaching included during the programme week, participants are challenged in both personal and professional aspects. Organised in collaboration with FIFA, the programme also provides a platform for exchange and networking between participants with a rich variety of backgrounds.



#### Who

Women working for national associations and their stakeholders, in or with the potential to take on decision-making positions



#### When

Annually



#### How Long

1 week



#### Where

Nyon and Zürich, Switzerland (in alternance)



#### Price

€6,700 (covered by UEFA for representatives of European national associations and by FIFA for representatives of other national associations)



#### Number of participants

24



#### Certification

Certificate of completion



#### Language

English



## Takeaways

After completing the Women in Football Leadership Programme, participants will have:

- developed a clear understanding of what skills are needed for leadership, and how these are reflected within their own professional characters;
- an increased level of self-awareness and an understanding of how this benefits their personal and professional goals;
- extended their network and created strong links with women working in positions of authority in football or ready to step into leadership roles;
- built additional confidence to set and pursue ambitious career goals and fulfil their potential.

## What the organisers have to say



“Developing a new generation of female leaders in football is crucial to promote greater gender balance in representative roles across football and its decision-making bodies. By identifying talents and providing them with a platform that can unleash their potential, elevate their capabilities and, most importantly, empower them to step up and take on leadership opportunities, the Women in Football Leadership Programme encourages both personal and professional growth. Through our valued partnership with FIFA, the programme provides a global perspective on the administration of football and ensures that an inspiring network of like-minded female football leaders can be guaranteed across the world.”

■ **Nadine Kessler, Head of Women's Football, UEFA**



“FIFA believes it is essential to improve the gender balance within football's decision-making bodies. Having more women rise to leadership positions in football should be the norm and not the exception. With this in mind FIFA, UEFA and the IMD Business School have organised the Women in Football Leadership Programme, to provide a platform for female executives in football to grow, flourish and take on more prominent roles within their organisations. I look forward to the programme kicking off so that we can support and encourage female participants to be the best they can be and to Dare to Shine at the highest levels of the football industry.”

■ **Fatma Samoura, Secretary General, FIFA**



“We are honoured to partner with UEFA and FIFA in delivering the Women in Football Leadership Programme. The future of football can only benefit from greater diversity across its leadership. IMD looks forward to empowering participants with the right tools, knowledge and support to reach their full potential in decision-making roles in football.”

■ **Ginka Toegel, IMD Professor of Leadership**



IMD develops leaders to transform organisations and contribute to society. Based in Lausanne (Switzerland) and Singapore, IMD has been ranked in the top five for executive education worldwide for 15 years and in the top three for the last eight years (Financial Times).

Led by an expert and diverse faculty, IMD has a long record of delivering 'Real Learning, Real Impact' for ambitious women in leadership roles, from acclaimed MBA and EMBA courses to custom programmes designed specifically for the needs of female executives.



## Testimonials



## Application process

The course is open to women working for national associations and their stakeholders, in or with the potential to take on decision-making positions.

To apply, complete the application form on: [UEFAacademy.com](https://UEFAacademy.com) and submit it to [academy@uefa.ch](mailto:academy@uefa.ch).

## About the UEFA Academy

Building on the professional excellence UEFA has developed throughout its history and the learning initiatives created over the last decade, the UEFA Academy seeks to inspire the education of individuals and organisations to continuously elevate the game of football. For participants working for UEFA member associations, UEFA covers the programme fee and all travel and accommodation costs.

## Strategy

For the first time in its history, UEFA has launched a dedicated women's football strategy. It commits UEFA to a five-year strategic framework with the aim of supporting, guiding and lifting both women's football and the position of women in football across Europe by 2024.

It focuses on building the foundations within UEFA and its member associations to give European women's football the best possible platform to thrive. UEFA is investing in programmes and initiatives to support a balanced delivery of this plan from grassroots to elite levels. This includes the further development of women who wish to work in football and the implementation of educational, leadership and mentoring programmes to achieve cultural gains and increase opportunities. The Women in Football Leadership Programme is one such programme and we firmly believe that it helps us in our goal to double the number of women on UEFA bodies by 2024. The further integration of women into football will only increase diversity and secure the game's future.

The UEFA women's football strategy aims to reach the following goals by 2024:

- Double the number of women and girls playing football in UEFA's member associations to 2.5 million.
- Change the perceptions of women's football across Europe.
- Double the reach and value of the UEFA Women's EURO and the UEFA Women's Champions League.
- Improve player standards by reaching standard agreements for national team players and putting safeguarding policies in place in all 55 member associations.
- Double female representation on all UEFA bodies.





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# Contact us

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