



Empowering Women Programme 10 – 21 December 2018

- Two week, UK based, dynamic learning opportunity for Saudi female entrepreneurs
- Opportunity to gain practical entrepreneurial skills
- Learn and understand the application of theoretical management models
- Work experience with a UK based company
- Based in Norwich, England with trips to UK locations including London
- 12 places available
- Delivers in line with Vision 2030





Aim

- The Empowering Women programme is a new two week initiative in line with Vision 2030. The programme is a dynamic learning opportunity for female entrepreneurs.

Objectives

- 12 female participants will engage in workshops and work placements to gain practical entrepreneurial skills including:
 - Writing a business plan
 - Evaluating ideas for starting a small business
 - Leadership
 - Communication skills, including presentation skills and assertiveness
 - Teambuilding
 - Time Management
 - Performance Management Skills
 - Coaching Skills
 - Managing conflict
 - Influencing and managing change
 - Recruitment and selection
 - Business process mapping



Approach

- Based in Norwich with trips to UK locations including London, the initiative will be led by Rachel Blackburn MBA, Founder and Director of UK based international management consultancy, US2U Consulting Ltd. Participants will be encouraged to produce a learning log to record their actions and follow up on their return to Saudi Arabia.
- The outline programme is below. This includes talks with successful female business women, shadowing work placements and discussions around relevant management models, techniques and theories.
- Participants will conclude by sharing their experiences via presentations to an experienced management panel.
- Chloe Smith, Member of Parliament for Norwich North, in capacity as constituency MP will allow for delegates to visit the UK Parliament.
- The Saudi British Joint Business Council (SBJBC) will facilitate a learning event in London.
- Norfolk Chamber of Commerce will facilitate attendance at a networking event.

Fees and Scheduling

- Cost Per Person - £3760. The fee includes 13 nights' accommodation at INTO UEA in Norwich. The fee excludes subsistence, visa costs, accommodation in London and delegates' travel and excursion costs. Please note we can facilitate accommodation where participants can stay together.
- Dates – 10th December to 21st December 2018.
- Please contact Rachel Blackburn to book your place: Rachelb@us2uconsulting.com or +44 (0)1603 716852. Availability is limited.



Norfolk
Chamber of
Commerce
Committed to Business

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UNIVERSITY
OF EAST ANGLIA



Week One						
Monday Day 1	Tuesday Day 2	Wednesday Day 3	Thursday Day 4	Friday Day 5	Saturday Day 6	Sunday Day 7
Welcome Introductions, Aims, Objectives, Agenda, Learning logs	Writing a Business Plan Part 1	Producing a Marketing Plan Part 1	Communication and Presentation Skills	Travel to London	Free day in London	Day Trip including the Norfolk Broads
Lunch						
Teambuilding including belbin analysis	Writing a Business Plan Part 2	Producing a Marketing Plan Part 2	Presentation Skills Practical	Afternoon with the SBJBC in Mayfair		
Dinner						
Free time/Updating learning logs	Free time/Updating learning logs	Dinner with a guest speaker	Free time/Updating learning logs	Evening in London	Return to Norwich	





Week Two						
Monday Day 8	Tuesday Day 9	Wednesday Day 10	Thursday Day 11	Friday Day 12	Saturday Day 13	
Leadership	Visit to a company to see a practical view of a growing business	Managing Change and Conflict, and Time Management	Shadowing Work Placement Day	Prepare presentation	Leave for the airport	
Lunch						
Recruitment and Selection Skills		Performance Management Skills including Coaching Skills		Learning log presentations		
Dinner						
Free time/Updating learning logs	Free time/Updating learning logs	Dinner with a guest speaker	End of programme dinner with guests	End of programme certificates and feedback		





US2U Consulting and the Middle East

- US2U Consulting has experience of working with clients and individuals from Saudi Arabia and other parts of the Middle East - this has provided valuable opportunities for us to develop our tacit knowledge and expertise of working with the region:

Transformational Leadership with Saudi Aramco

In 2015 US2U Consulting spent the day at Worldwide Fruit in Spalding, England, with delegates from Saudi Arabia, studying in the UK for undergraduate degree and attending an overseas leadership conference. This was delivered in partnership with the University of East Anglia on behalf of Aramco Overseas UK, the UK arm of Saudi Aramco.

The visit was focused on exploring the implementation of Transformational Leadership within organisations.

"We have been working with US2U Consulting to deliver some Executive Coaching for key people in our business as part of our Leadership Development Strategy. We have found the coaching to be an effective way of engaging with our people and enabling them to develop leadership behaviours which have enhanced the performance of individuals and teams."

Senior Director, Company based in the Middle East





About us

US2U Consulting is a forward thinking Management Consultancy offering key solutions which make for better business practice and management in any organisation.

Our successful growth has been built on the ability of our Consultants to achieve results, and the reputation this has created with our clients.

What do we do?

With a strong business philosophy, we thrive on working in partnership with our clients to understand their business and design and deliver tailor made management solutions.

We work with clients in the public and private sectors, including technology, healthcare, education, food, travel and leisure and construction.

We strive to make every organisation more efficient and effective - giving it the best chance of achieving success and achieving its goals.

Our brand values

We pride ourselves on our strong brand values which lie at the core of our business. These are the qualities that define and differentiate the US2U Consulting experience.

- Tailor made solutions
- Inspirational
- Integrity
- Responsive customer service
- Strong relationships
- Encouraging diversity
- Understanding client needs

**Find out more about what we do at
www.us2uconsulting.com**

