

*Women in Leadership:  
Integrating  
all the dimensions of Life  
in your Lives*

December 5th 2023



Prof<sup>a</sup> Dra. Nuria Chinchilla

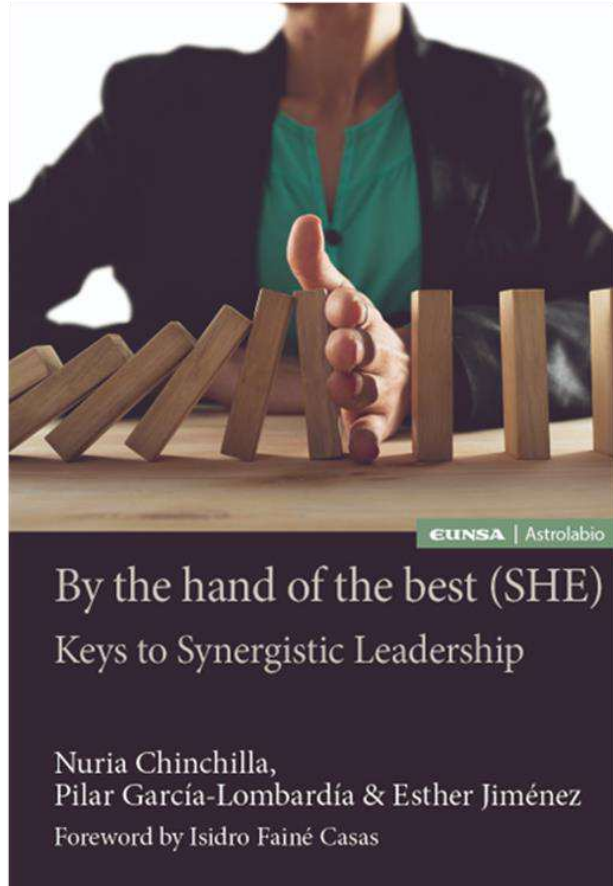


*The challenges we  
face:*

**Disruption**  
**Uncertainty**  
**Dehumanization**  
**Toxicity**

**INTEGRATE  
LIFE**





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Successful **Women** integrating their lives in this context, have:

- a clear **purpose** in life
- **passion** for what they do
- **courage**

They tell us their **experience...**

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*A new paradigm for sustainable success*



Several studies confirm the correlation between gender equity and competitiveness in a country:

- Increased productivity
- Better results for future generations
- More representative decision-making



Economic and Social Development

1 MISSION

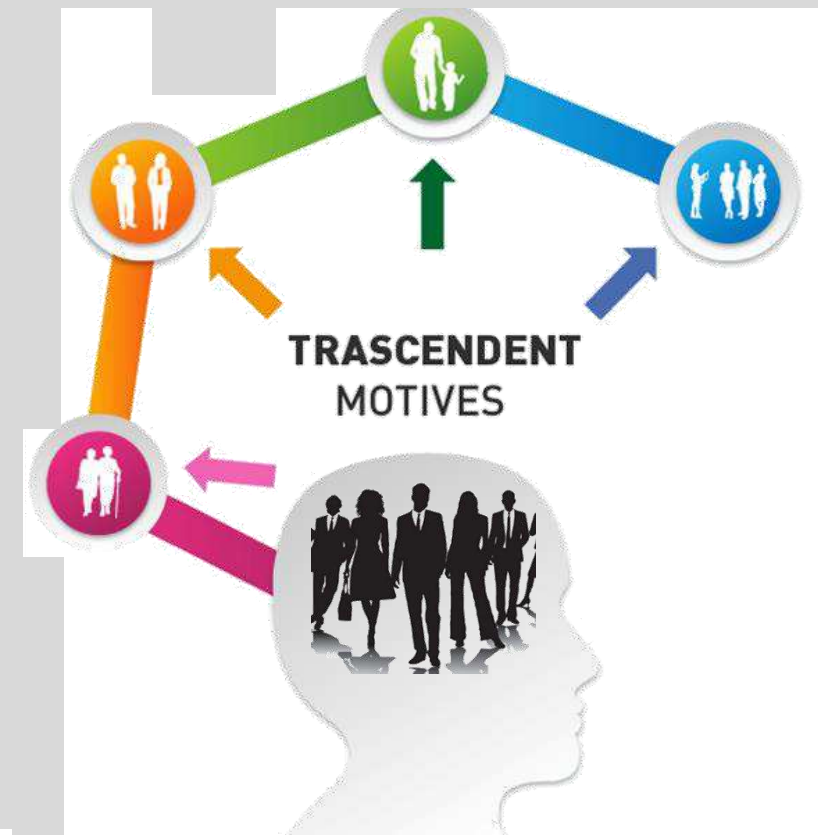
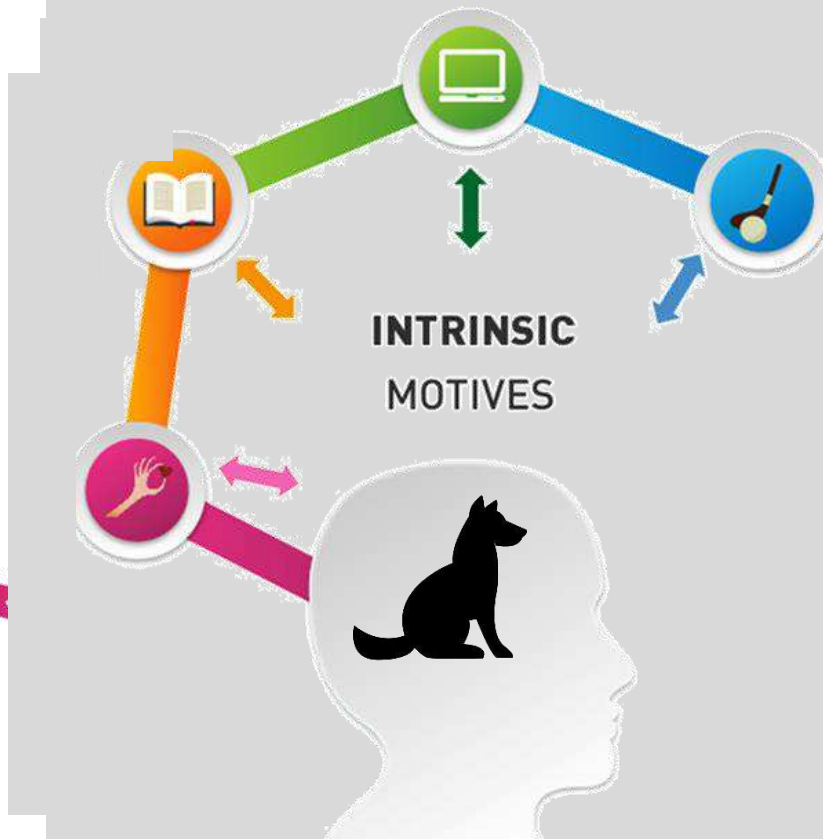
2 VISION

3 VALUES

1 VALUES

2 VISION

3 MISSION





## Masculine traits

Competitive  
Decisive  
Aggressive  
Systemic  
Independent  
Rational  
Goals-oriented  
Short Term  
Straight  
Centered in the action  
One task at a same time

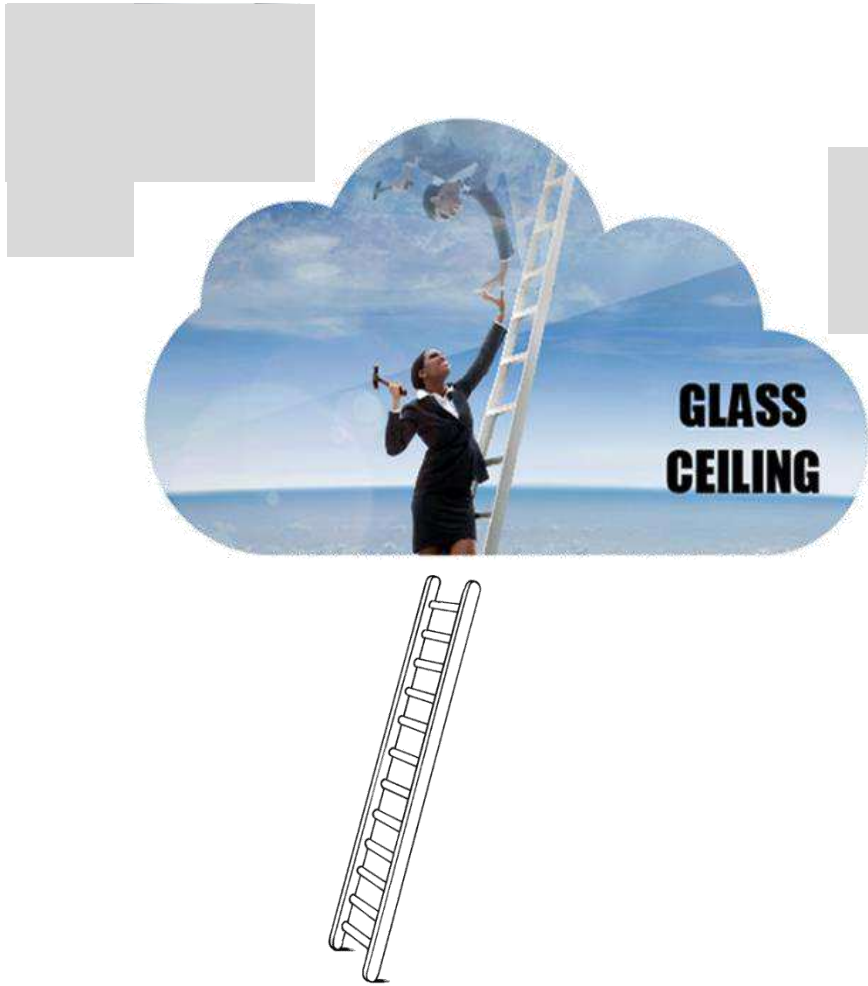


## Feminine traits

Collaborative  
Communicative  
Assertive  
Empathetic  
Social  
Intuitive  
People-oriented  
Long Term  
Patient  
Caring  
Multitasking

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- Hiring
- Training
- Promotion
- Evaluation
- Remuneration

- Priorities
- Self-Esteem
- Fear to fail
- Delegate
- Negotiate
- Networking





**Talent** = Aptitude x Attitude  
{Competencies x Motivation}  
x Opportunities



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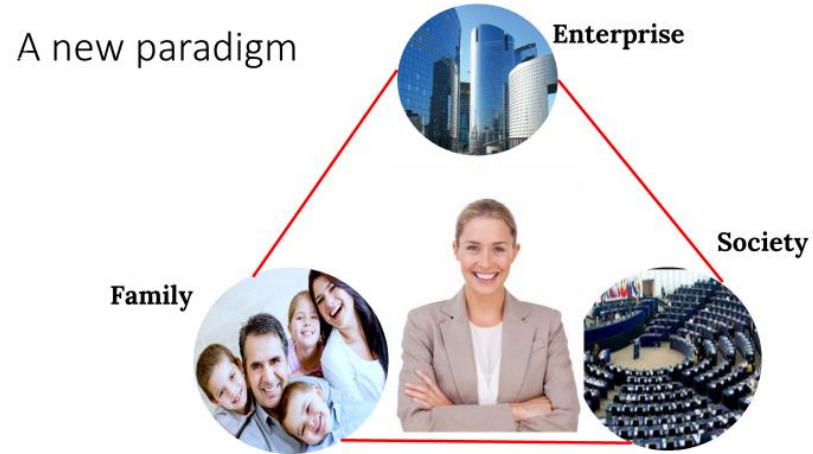
The protagonists are not superwomen.

They are flesh and blood **women** who have felt fear at some point, but have managed it.

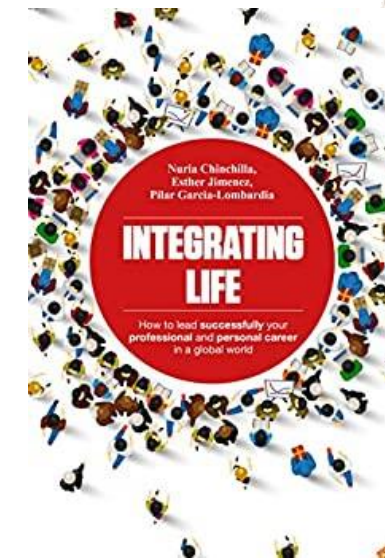
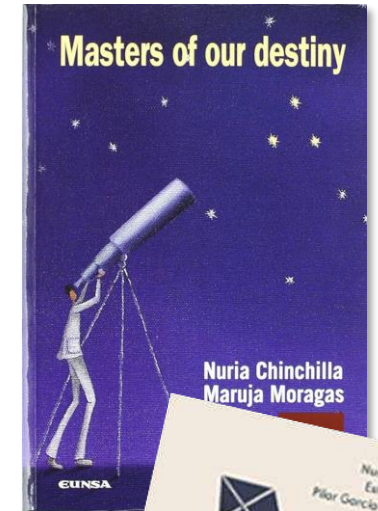
**Women** who have made mistakes at some point, but have mended their ways.

**Women** who have broken and overcome glass ceilings and, especially, their concrete ceilings, those false beliefs that sometimes lead us to sing "I can't".

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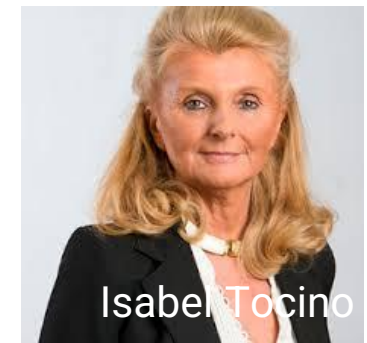
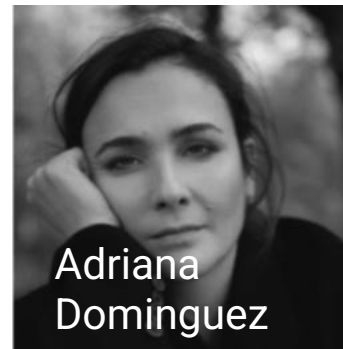


## Integrated life experiences





# Women in Leadership: Integrating all the dimensions of Life in your Lives



# Women in Leadership: Integrating all the dimensions of Life in your Lives

## What do they have in common?

An integrated life

Leadership based on self-knowledge and self-leadership

Hard work, never give-up

A clear purpose





# INSIGHT



ANA MARÍA LLOPIS

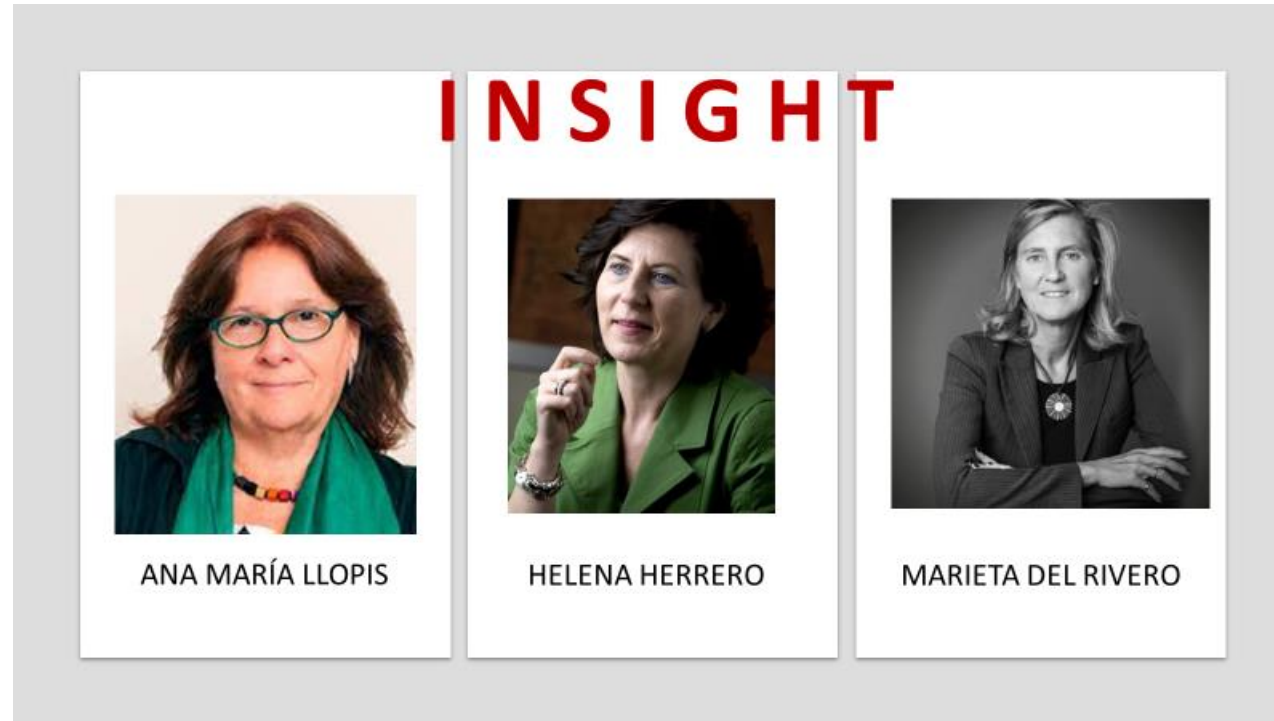


HELENA HERRERO



MARIETA DEL RIVERO





*Let's get to know them through their own words...*

## Ana María Llopis



*PhD from Berkeley University in Materials Engineering*

*Graduate in Physics and Mathematics*

*Founder and former CEO at Openbank*

*Board Member of the British American Tobacco until 2011*

*President of DIA until 2018*

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*At the end of 2016 she suffered ischemic stroke that affected her mobility*

*She currently chairs “ideas4all”*

*She’s married and has a son*

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*“You have to be bold and take risks, you have to remove your fears and have a lot of confidence in yourself”.*

*“I’m an enemy of perfectionism: I think it can be a burden. Failure can be very positive”.*

*“I would tell women who are starting their careers to think about what they love, what they are passionate about... And don't be afraid, pursue it.”.*

*“My father always told me that the sky was my limit, and I believed it”.*

**SELF-  
CONFIDENCE**

**PASSION**

**COURAGE**

**MISSION**

**FAMILY**

## Helena Herrero



***Graduate in Chemistry, IESE MBA***

***President of Hewlett Packard Spain and Portugal***

***Board member in Gas Natural Fenosa***

***Member of the Board of Directors of APD***

***Member of the Board of Directors of the American Business Council***

***Member of the Princesa de Girona Foundation***

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*She's married and has two daughters and a grandson*

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**LEARNING**

**PASSION**

**COURAGE**

**MISSION**

**FAMILY**

*“Women, we, many times don't know how to ask for help. Life is a path that is made by walking, but you are the one walking, and sometimes, you will need help. And that's okay.”*

*“If you are passionate about life, then everything flows, nothing is uphill. This flow is determined by the need to learn and passion.”*

*“My travel companions, my husband, my children, are everything to me. They give me life, energy. It's crucial that the person who accompanies you in life is truly your companion, sharing your values.”*



## Marieta del Rivero



*Board member in Cellnex*

*Partner at Amrop Seeliger & Conde (headhunters)*

*Member of Advisory Board of Mutualidad de la Abogacía;*

*Former CEO at Nokia Iberia*

*President of the International Women's Forum (IWF)*

*Member of the Board of Directors of Spanish Executives Association*

*Best Female Manager Award by ASEME*

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*She's married and has two sons*

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**PROACTIVITY**

**PASION**

**COURAGE**

**MISSIONN**

**FAMILY**

*“When I talk about purpose and leadership I'm talking about being the protagonist of your life, about taking the helm. Luck is not chased, luck is attracted.”*

*“We women have to learn to raise our hands more. We are no less ambitious, but we express our ambition differently.”*

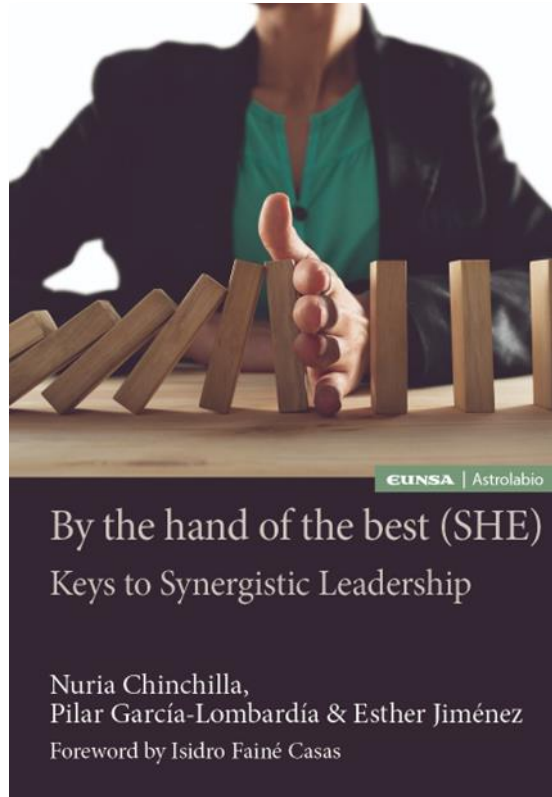
*“We must return to society a part of what we have received. That's my motto.”*

*“My husband is my best friend. Without him I would not have been able to develop my career. It's my anchor.”*

## WHY “BY THE HAND”?

*It's not about imitating.*

*It's about having role models, understanding how they have faced obstacles and shattered their ceilings, and embarking on our own journey towards an integrated life.*



**Femininity**

**Family**

**Flexibility**



**Complementarity  
+ Care**

**Corresponsability +  
Competencies**

**Confidence +  
Commitment**





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*Thank you*



Q&A

**Blog : <http://blog.iese.edu/nuriachinchilla>**

