WOMEN IN LEADERSHIP CHALLENGE

International MBA



BUSINESS SCHOOL

YOUR LEADERSHIP MATTERS

The Women in Leadership Challenge is designed for women like you: ambitious, driven, and ready to turn ideas into action. Women who see challenges not as barriers, but as opportunities to redefine how leadership works.

This is your space to be heard, to think boldly, and to propose real solutions that can shape the future of business.

WHY THIS CHALLENGE EXISTS

Because talent alone is not always enough.
Because women's voices still need stronger platforms.
Because leadership needs new perspectives — now.

Through this challenge, the International MBA recognizes and supports women who combine **strategic vision, leadership potential, and a genuine commitment to advancing gender balance** in organizations and across the global business landscape.



WHAT'S IN IT FOR YOU

- A chance to **showcase your leadership thinking** before starting the MBA
- The opportunity to turn your ideas into a **real, structured proposal**
- Visibility in front of an academic and admissions committee
- **Four candidates** will be awarded tuition **awards of up to 50%** for the IE International MBA

But beyond the award, this is about owning your voice and positioning yourself as a leader of impact.



THE CHALLENGE

INNOVATIVE SOLUTIONS TO IMPROVE GENDER BALANCE IN BUSINESS

We invite you to answer **one powerful question:**

If you had the tools, the platform, and the influence — what would you do to accelerate gender balance in your organization or in the global business world?

Your proposal can focus on:

- Your current workplace
- An industry you know well
- A global business challenge you care deeply about

What matters most is **clarity, relevance, and impact.**

HOW YOU CAN PARTICIPATE

Choose the format that best allows you to express your ideas and leadership style.

OPTION 1

VIDEO PITCH

Up to 3 minutes. Recorded with your phone is perfectly fine.

Use this format to:
- Tell your story
- Explain the challenge you see
- Present your solution and its potential impact

We are evaluating **ideas and leadership clarity**, not production quality.

OPTION 2

STRATEGIC SLIDE DECK

Maximum 10 slides (PDF)

Your deck should cover:
1. The problem you aim to address
2. Your proposed initiative or program
3. How it would be implemented
4. The impact it could generate
5. How success would be measured

This format is ideal if you enjoy structured thinking and strategic analysis.

You must submit your challenge proposal directly to your Admissions Advisor, who will be assigned once you have submitted your International MBA application.

HOW YOUR PROPOSAL WILL BE EVALUATED

Your submission will be reviewed based on:

- **Relevance** – Is the challenge real and meaningful?
- **Innovation** – Does your idea bring a fresh, strategic perspective?
- **Feasibility** – Can it realistically be implemented?
- **Impact** – Could it make a difference in the short and long term?
- **Communication** – Is your message clear, compelling, and well-structured?



YOUR NEXT STEP STARTS NOW.

APPLICATION DEADLINE: NOVEMBER 27TH

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