



Women and Business: Leadership, Arab-Style

IMOW Curated Tours

This tour focuses on Arab businesswomen and the increase of leadership roles for women in the Gulf region. It features a slideshow about Arab women who are changing the face of business. The presentation package includes a downloadable multimedia slideshow, PowerPoint slides and a script.

The content in this presentation is part of the International Museum of Women's virtual *Economica* exhibition, which addresses the relationship between women and the global economy. To offer the audience more context about the museum and this project, we suggest presenting the *International Museum of Women: Exhibiting Change* tour or playing the related video prior to your presentation(s).

We encourage you to immerse yourself in the content, personalize it, and give the presentation your own flair. Suggestions for presenters, approximate timing, and details about the tour follow.

[Note: The slideshows and related content for *Economica* are also available in Spanish on the IMOW website at www.imow.org/economica]

TOTAL LENGTH: 6 minutes, with Extension Ideas

ADDITIONAL MATERIALS TO DOWNLOAD from www.imow.org/education/tours

- "The Business of Women" slideshow
- Presentation PowerPoint

EQUIPMENT NEEDED

- Computer with Quicktime Player and Microsoft Office PowerPoint
- Projector
- Screen
- Audio/speakers
- Microphone

SPEAKER TALKING POINTS

Launch the PowerPoint presentation



Slides 1-2

Purpose: Brief introduction to the Museum

Key Talking Points:

- The International Museum of women is an innovative virtual museum, offering online and physical experiences in multiple languages and locations. The museum acts a creative catalyst for social change, using art and multi-media to engage new worldwide audiences in activism for women's human rights.
- Its online exhibition ***Economica*** features multimedia slideshows that illustrate the relationship between women and the global economy. This mini exhibition tour focuses on Arab businesswomen and female empowerment in Qatar.

Slide 3

Purpose: Provide background information on the situation in Qatar for women in regards to education and business opportunities

Key Talking Points:

- More Arab women than men are enrolled in universities
- 70% of graduates from Qatari universities are female, and many go on to pursue masters and doctoral degrees
- The ruling elite in many Gulf Cooperation Countries – Bahrain, Kuwait, Oman, Qatar and the United Arab Emirates – are encouraging women to step into leadership roles as a way of tapping the resources of all citizens and securing the region's power in the global economy
- Arab women are estimated to have US\$40 billion dollars of personal wealth at their disposal, and Qatari families are some of the wealthiest in the world
 - This means that many Qatari women work because they choose to, not because they have to

Slide 4

Purpose: Provide background information for the slideshow “The Business of Women”

Key Talking Points:



- Sheikha Hanadi Al-Thani is a powerful Arab businesswoman and a member of Qatar's ruling family
- She is an example of a new model for Arab women's business leadership.
- CEO of Al Wa'ab City, one of Qatar's largest privately held real estate projects and Deputy CEO of Nasser Bin Khaled Al Thani & Sons Group, the country's leading business conglomerate
- Masters degree in Economics from the University of London, and a Bachelor degree in Economics from Qatar University
- Encourages increased participation from women in business and global finance
 - Helping to create organizations such as the Qatar Business Women Forum and sits on the board of the Arab International Women's Forum

Slide 5

Purpose: Get audience to think about issues presented in the slideshow

Key Talking Points:

- As you watch the slideshow, think about the following questions:
 - How are young women leaders changing the Arab world?
 - What does female business leadership do for a nation?

Minimize PowerPoint, open Quicktime video

Play *The Business of Women* slideshow (4 minutes)

Minimize Quicktime Player, switch back to PowerPoint presentation

Slides 6-7 Purpose: Illustrate lessons learned

Key Talking Points:

- The role that Arab women play in business illuminates different modes of female empowerment and breaks stereotypes of the Arab world



- Past vs. Present
 - In the past, many Arab women were discouraged from pursuing higher education and taking visibly public roles
 - However, now, women are encouraged to become businesswomen, heads of financial firms, teachers, scholars and writers
- Work-Life Balance
 - Psychologists have discovered that many Arab women, unlike their Western counterparts, are able to see themselves as both individuals and as part of a collective whole without valuing one role significantly more than the other
 - Arab women are encouraged to pursue both traditional and non-traditional roles
 - Many Arab businesses are family businesses – which helps women blend personal and professional with less conflict
- Culture of Family
 - Despite gains that Arab women have made in personal and professional freedoms, they still live in male-dominated societies, like many women around the world
 - Newfound economic power changes gender roles and relationships at home, which makes it all the more important to develop policies that protect women's rights
- The bottom line is: Women's entrepreneurship and empowerment can increase female economic independence, contribute to the growth of a country or region, create jobs, and break stereotypes

Slide 8

Purpose: Let audience know about related content on IMOW website

Key Talking Points:

- Visit the International Museum of Women's website at www.imow.org to find other content related to this issue. There you can browse Community Voices, which feature content from members of the IMOW community, listen to podcasts, access interviews with women's rights champions, read essays and reports written by experts and interact with various media and artistic pieces



- To learn more about women in business leadership, you can:
- Listen to a podcast with Jennifer Olmsted, who discusses women, work and the Arab world
- [Hear how tradition](#) is empowering women by sampling music from the CD series Women's Voices from the Islamic World

Slide 9

Purpose: Provide tangible action items for audience members

Key Talking Points:

- Read about Global Partnership for Afghanistan, an organization working to train and equip female farmers
- Browse the Arab Women's Leadership Institute's website and deepen your knowledge of the development of women leaders in the Arab region: <http://www.arabwomenleadership.org/>
- Spread the word about what you've learned from this presentation – talk to your family members, friends, neighbors – make sure your voice is heard!
- Follow IMOW online

EXPLORE MORE

- [Find organizations](#) that promote Arab women's leadership efforts and follow stories by Arab women working in media
- [Access additional stories about women and business](#)

EXTENSION IDEAS

If you are looking for ways to extend your presentation beyond 6 minutes, below are a few suggestions. You can mix and match the ideas to fit your needs, or come up with your own!

- Play two or more *Economica* slideshows together; choose from any of the seven
- Play excerpts from IMOW's podcast "[Economically Powerful](#)" where businesswoman and women's rights activist Rasha Hifzi speaks about Saudi women and their changing role in Saudi society. The first 5 minutes and 50 seconds provides a good background to start with. (*Note: this requires access to an internet connection*)



- Show the audience a [video \(TRT: 4:05\) made by The Hunger Project](#) that gives an overview of the rise of women leaders in India
(Note: this requires access to an internet connection)