

The background of the entire page is a photograph of three women sitting at a table outdoors. The woman on the left has dark curly hair and is wearing a pink and blue chevron-patterned top. The woman in the center has blonde hair and is wearing a dark green sweater over a yellow top. The woman on the right has brown hair and is wearing a white top. They are all smiling and looking towards the camera. Overlaid on the top of the image are two large, stylized circular shapes made of concentric arcs in yellow and light purple. The text 'new female leaders' is written in a large, white, serif font, with 'new' and 'leaders' on the same line and 'female' on the line below. Below this, the word 'ACCELERATOR' is written in a smaller, white, all-caps serif font.

# new female leaders ACCELERATOR

THE LEADERSHIP PROGRAM FOR WOMEN WHO WANT TO LEAD AUTHENTICALLY

DUTCH EDITION - SPRING 2024

new female  
new female  
leaders

# WELCOME TO NEW FEMALE LEADERS

We are a platform for authentic leadership for female leaders.

I have founded New Female Leaders - a social enterprise - in 2019. I believe - and research underlines this - that gender diversity in leadership is necessary in order to cope with the changes humanity currently faces.

New Female Leaders is not about 'fixing women'. Instead, we help you develop your own authentic leadership style, so you'll be able to lead authentically no matter the context you are in.

I am really proud to introduce you to our team. Feel free to reach out to us via the contact details on the final page, or schedule a Discovery Call.

Hope to meet you soon.

Caroline Glasbergen  
founder New Female Leaders



Caroline Glasbergen



new  
female  
leaders

new female  
leaders  
ACCELERATOR

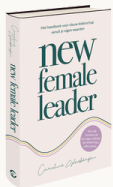
## HOW TO WORK WITH US

There are several ways to participate and enjoy the services of New Female Leaders. Our podcast is available for free via the regular podcast channels. Whenever you are interested to learn more about our 5C model and vision, read the book of Caroline: [New Female Leader](#).

Next to The Accelerator, where you develop your authentic leadership style with women from a variety of companies and backgrounds, we also offer an in-company program, with the aim to realise a cultural change within your organisation. Don't hesitate to contact us, via the contact details on the final page.

## OUR PORTFOLIO

### new female leaders PODCAST



#### # 1 PODCAST ON AUTHENTIC LEADERSHIP FOR FEMALE LEADERS

Since 2019, Caroline has interviewed more than 150 female leaders about their authentic leadership style. Caroline now also records solo podcasts.

#### BOOK NEW FEMALE LEADER

Includes our 5C model, the foundation of our method.

Published with AW Bruna LEV. Available in both Dutch as English.

#### THE ACCELERATOR | AUTHENTIC LEADERSHIP PROGRAM

Develop your own authentic leadership style with our 5C-model. Together with women from a variety of companies and backgrounds. Unique multi-level Leadership Program for female leaders only.

### new female leaders ACCELERATOR

#### THE RIPPLE | IN-COMPANY AUTHENTIC LEADERSHIP PROGRAM

Create a ripple in your organisation and reap the true benefits of diversity with our in-company cultural change program. For female leaders, (male) allies and junior female leaders.

### new female leaders THE RIPPLE

### HOUSE OF new female leaders

#### ALUMNI NETWORK OF THE ACCELERATOR

Enjoy the support and empowerment of a network of like-minded female leaders. House of New Female Leaders opens its doors for you once you join The Accelerator Program

## OUR MISSION

“

"Support female  
leaders in leading  
authentically.  
No matter their  
context."

new female  
leaders

## OUR VISION

“

"In the future, there will  
be no female leaders.  
There will just be  
leaders."

new female  
leaders

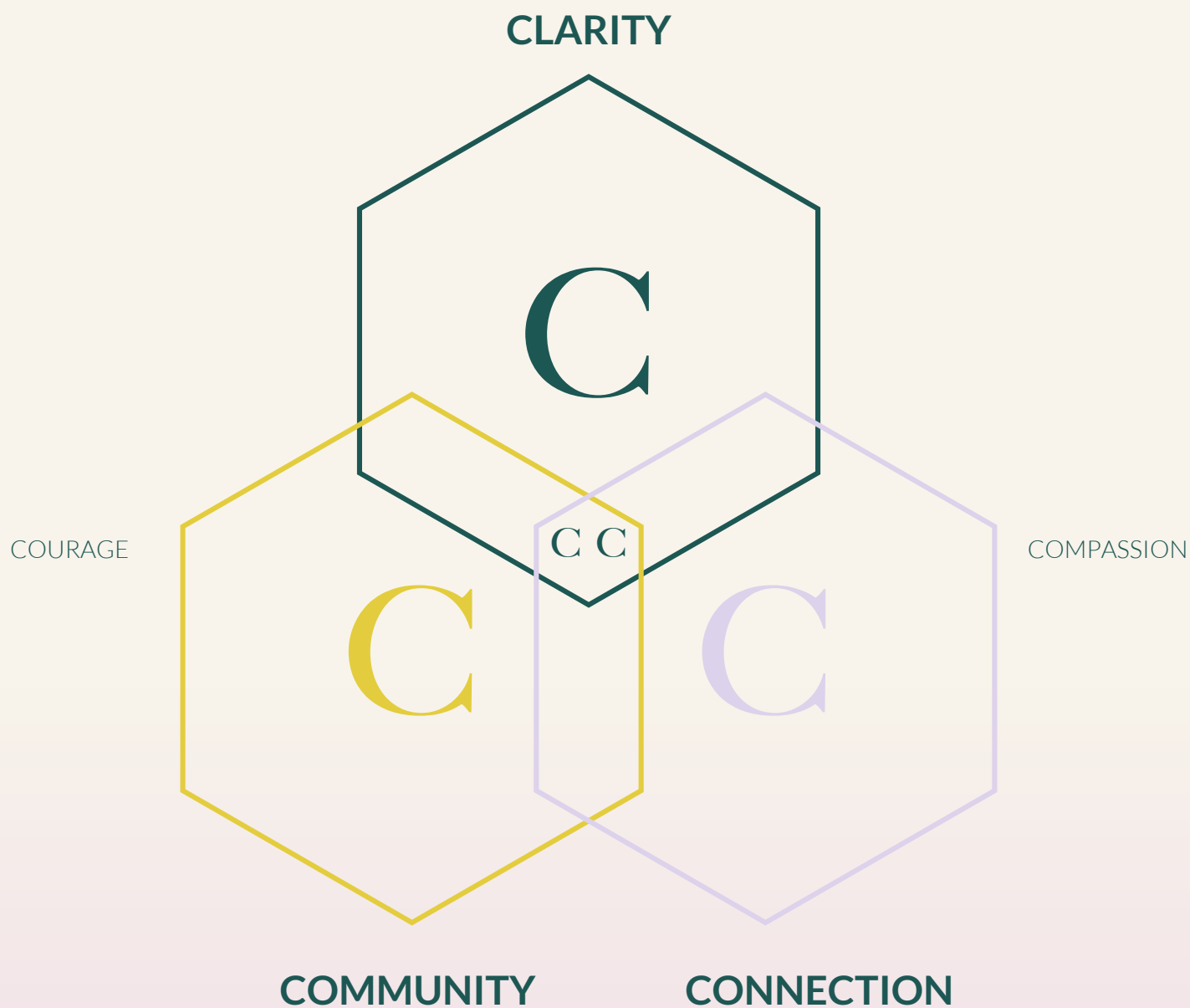
## OUR PROMISE

“

"The point is not to become a leader, the point is to become yourself."

new female  
leaders

## OUR 5C MODEL



**new** female  
leaders



new  
female  
leaders

new female  
leaders  
PODCAST

new  
female  
leaders

# DIVERSE TEAMS PERFORM BETTER, WHEN AUTHENTICITY IS VALUED & CELEBRATED

We all know it by now: diverse teams perform better than non-diverse teams.

McKinsey conducted research among 1000 companies in over 15 countries. They found that the business case for diversity continues to strengthen.

Top tier diverse teams perform 25% better in terms of profitability (vs. national industry averages). Moreover, the number one diverse company performed 48% better in terms of profitability compared to the least gender diverse company\*.

Important note to this outcome: research also shows that “diverse teams only perform better than homogeneous teams when authenticity is really valued and celebrated.”

The challenge: research shows that authentic leadership is more challenging for women, as a consequence of stereotyping, masculine company cultures and the double-bind dilemma \*\*. As a result, women adapt to the environment, don't (always) speak their truth and companies don't benefit from the advantages gender diversity brings.

\*\*<https://www.frontiersin.org/articles/10.3389/fpsyg.2015.00959/full>

\*<https://www.mckinsey.com/featured-insights/diversity-and-inclusion/diversity-wins-how-inclusion-matters>

# THE GOOD NEWS: IT'S POSSIBLE!

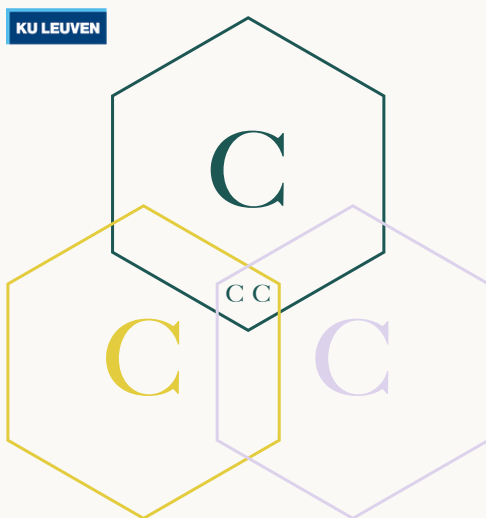
Based on more than 130+ interviews with successful female leaders from various industries, like

- Marguerite Soeteman - Chairman Executive Board AON
- Marian Spier - CEO and founder of TEDxAmsterdamWomen and social entrepreneur
- Marlies Dekkers - CEO Marlies Dekkers
- Sigrid Kaag - Former Minister of Foreign Affairs
- Janneke Niessen - Tech investor & entrepreneur

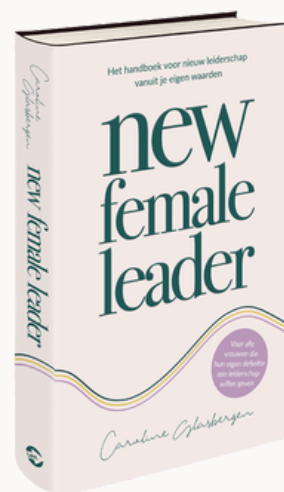
we developed, in cooperation with the University of Leuven, The 5C MODEL.

This model works for women to both make an impact as a leader AND do this in an authentic way. The 5C model is the backbone of our way of working and our Leadership & Executive Coaching Programs.

We help female leaders develop their own authentic leadership style, so they will be able to lead authentically, no matter what the context.



The 5C Model of New Female Leaders



Book New Female Leader (2021)

More information or do you want to apply? Schedule a Discovery Call via this link: <https://bit.ly/3EQpgmk>

# ire view



"I now have clarity what authentic leadership means to me. The impact is much bigger than only at work."

Meet  
KELLY RAPMUND / HEAD OF  
PEOPLE

new female  
leaders

# A ONE-OF-A-KIND NEW LEADERSHIP PROGRAM

The Accelerator is not your standard Leadership Program.

Our set-up, based on the 5C-model, combines both (scientific) theory as well as direct personal experience. The program combines the advantages of offline and online meetings.

We successfully use different didactic styles, including: 1-1 Executive Coaching, Masterminds (group coaching), keynotes by high level experts and role-models, interactive workshops and personal assignments.

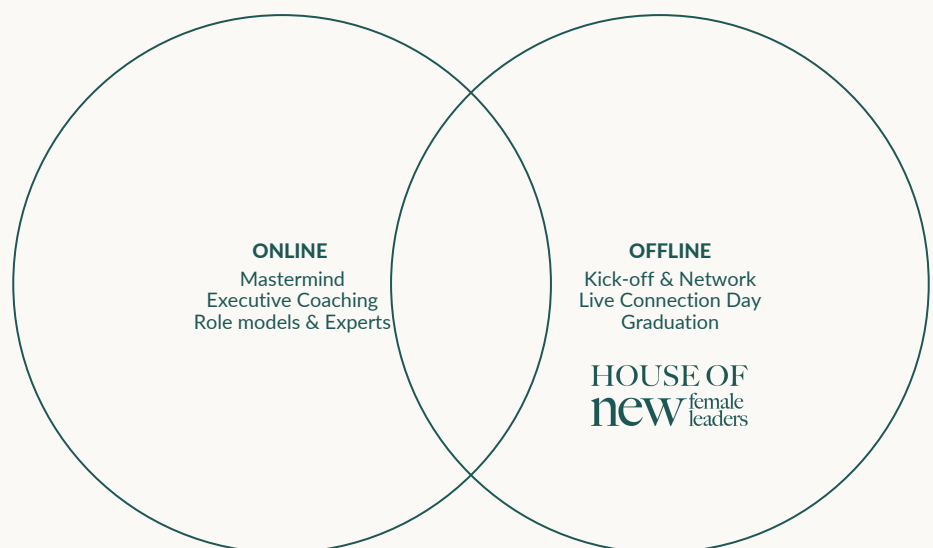
While you expand and develop yourself, you're also writing your personal Authentic Leadership Plan (ALP). While writing this plan, you will define your authentic leadership style.

Each and every ALP is unique. We don't teach you how to lead authentically, you will find your own authentic way of leading.

In addition, participants will be part of our alumni network House of New Female Leaders, with more than 100 female leaders.



Elements of The Accelerator



Combination of on- and offline

More information or do you want to apply? Schedule a Discovery Call via this link: <https://bit.ly/3EQpgmk>

# re view



"I loved the program. I gained so much energy from it. and I loved meeting other like-minded female leaders."

Meet

DORIAN PLUIMERS / COUNTRY  
MANAGER

new female  
leaders

## RESULTS

The results of our program are, of course, very personal. What would it mean to you to be able to truly lead and live authentically? However, after five cohorts of our program, we see some very exciting long-term effects that impact the majority of our participants:

96%

### **AUTHENTIC LEADERSHIP**

As many as 96% of our participants are better able to stay connected to themselves and their values. They lead authentically as well as having more self-confidence in doing so.

50%

### **RETENTION RATE**

Half of the participants who were planning to leave their organisation before participating in The Accelerator program decided to stay afterwards. This is because they realised they can make an impact.

50%

### **PROMOTION**

We are really excited to report that 50% of our participants were promoted during or after their participation in The Accelerator.

78%

### **ROLE MODEL**

After participation, 78% reported feeling and acting as role models in their organisations and having more impact and influence on the behaviour of others in their organisations.

61%

### **JOB SATISFACTION**

And, 61% reported that they enjoy their work more! Which leads to improved talent retention and less absenteeism.

More information or do you want to apply? Schedule a Discovery Call via this link: <https://bit.ly/3EQpgmk>

## PROFILE OF OUR PARTICIPANTS



### FEMALE LEADERS AROUND 30

You already have leadership skills and you are managing your first team or project, or about to do so. You want to find out more about yourself, your authentic leadership style, your work context and how to stay connected to your values and authentic style.



### FEMALE LEADERS AROUND 40

Do I stay or do I go? What will be my next step, do I go for that promotion? And how can I lead authentically and in line with my values, also in the next management level? I know that at this level, I'll work with men or women with mainly masculine leadership qualities.



### FEMALE LEADERS AROUND 50

I have reached management or director level and I want to give back and step into my responsibility as a role model. There is still plenty to learn about myself, e.g. how can I develop my feminine qualities (even) more and show other female leaders you don't have to lead from only your masculine qualities?

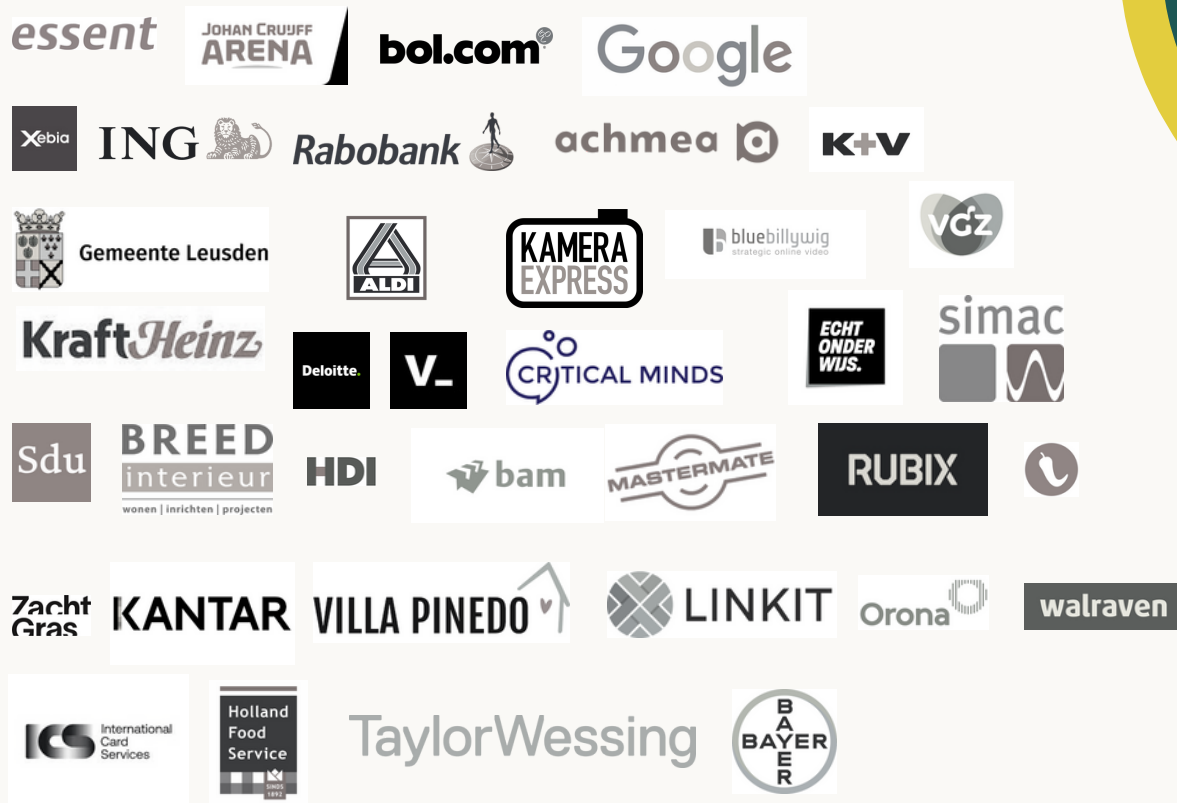
## CORPORATE MEETS ENTREPRENEURS, PROFIT MEETS NON-PROFIT AND VICE VERSA

Around 65% of our participants are (future) leaders in for-profit and non-profit organisations. About 35% is self-employed or leads their own company. Being a leader does not mean you have to lead a team. We don't care about age or position. However, we do require a minimum level of working experience, self-development and ambition to make an impact.

Examples of positions are: Sales Manager, Supplychain manager, Data analyst, Research Director, Marketing Manager, Strategy Consultant, Lawyer, HR Manager, Customer Care Director, Partner, CEO, CIO, Operations Manager, Head of People, Social Media Manager, or Founder.

The mix between corporate, medium-and-small-sized businesses and entrepreneurs in our Masterminds (group coaching), as well as the diversity in sector, background, age and work-experience, create a unique learning environment for all participants. You will quickly find out that you are not alone and that what often feels very personal, is actually very universal.

## SOME ORGANISATIONS THAT JOINED



## SELECTION PROCEDURE

In order to make sure that everyone benefits from The Accelerator, we speak to every participant first. That's why you need to schedule a Discovery Call with the New Female Leaders team before you can join The Accelerator.

We want to understand your motivation for joining as well as your current work experience. We also want to learn more about the self-development work you have already done.

As mentioned earlier, we do not focus on age or position. We celebrate diversity and everyone's contribution.

However, we do want to make sure that we maximise the experience for everyone.

We look forward to speaking to you! Book a call via the link below.

More information or do you want to apply? Schedule a Discovery Call via this link: <https://bit.ly/3EQpgmk>

# ire view



"The Accelerator has been an eye-opener for me. It helped me to let go of the past and to start a new chapter. I now have more confidence, which helps me to make a bigger impact."

Meet  
UPIEK RIPTONINGRUM/DATA  
ANALYST

new female  
leaders

## OUR EXECUTIVE COACHES

New Female Leaders stands for premium quality and excellent results. That's why we only work with the best coaches, trainers and speakers.

Our Executive Coaches have a Master degree and are certified by various organisations. They have gained significant experience in the business world, hence know what it means to lead within this context.

Our role models and experts are all industry captains within their own industry. They are inspiring, know the ropes and have gone through their own journey of authenticity as well.



CAROLINE  
VAN DEN BOGAARD  
EXECUTIVE COACH  
PROGRAM DIRECTOR



JULIA HART  
EXECUTIVE COACH



ELLEN DEKKERS  
EXECUTIVE COACH



INGE DESSING  
EXECUTIVE COACH



## A SELECTION OF OUR SPEAKERS (2023)



CAROLINE GLASBERGEN  
FOUNDER  
NEW FEMALE LEADERS



JONI BAIS  
TED SPEAKERS COACH



BIANCA BAX  
PARTNER BAIN CONSULTANTS  
DEI EXPERT



ADEMLOES  
BREATHWORK EXPERT



MAX STROM  
AUTHOR, TEDX SPEAKER  
INTERNATIONAL BREATHWORK TEACHER



EMMA LOK  
DIRECTOR WOMEN INC



SUZANNA JANSEN  
AUTHOR, SPEAKER & EXPERT



MARLIES DEKKERS  
ROLEMODEL &  
BUSINESS WOMAN

# SPRING 2024 PROGRAM AND PLANNING

Please find below the dates for the Dutch Spring edition 2024.

Note that dates for the International (English) edition differ.

Exact planning is subject to change

It is important you can join (most) of the sessions in order to benefit of the program.

Week	Date/ Week of	Time	What
1	8-12 Jan 2024	Phone / ZOOM 15 minutes session this week	Introduction call with your Executive Coach
2	Jan 19	LIVE 10 AM - 5 PM	Live start Accelerator
3	Jan 24	LIVE 6.30 PM - 9 PM	House of New Female Leaders - network
3	22- 26 Jan	ZOOM 1 hour session this week	1-1 coaching #1 & Networking Mastermind & Research Context
4	Feb 2	ZOOM 10 AM - 12 PM	Expert/Role model - Work Context & The System
5	Febr 9	ZOOM 10 AM - 12 PM	Mastermind Talent & Values
6	12-16 Feb		Study week & networking
7	19 - 23 Feb		Vacation Week
8	March 1	ZOOM 10 AM - 12 PM	Expert/Role model - Family System - Courage & Compassion
9	March 6	LIVE 6.30 PM - 9 PM	House of New Female Leaders - network
9	4-8 March	ZOOM 1 hour session this week	1-1 coaching #2
10	March 15	ZOOM 10 AM - 12 PM	Breathwork & Mastermind Expert/Role model Connection
11	March 22	ZOOM 10 AM - 12 PM	Expert/Role model Leadership & Connection
12	25-29 March		Studyweek
13	April 5	LIVE 10 AM - 5 PM	Live Connection day Mid Accelerator
14	April 12	LIVE 10 AM - 12.30 PM	House of New Female Leaders & Study week
15	15-19 April	ZOOM 1 hour session this week	1-1 Coaching #3
16	April 26	ZOOM 10 AM - 12 PM	Expert/Role model Connection / Speak up
17	29 April - 3 May		May Vacation
18	6 - 10 May		Study week
19	May 15	LIVE 6.30 PM - 9 PM	House of New Female Leaders - network
19	May 17	ZOOM 10 AM - 12 PM	Mastermind Community
20	May 24	ZOOM 10 AM - 12 PM	Mastermind Role models
21	27- 31 May		Study week
22	June 7	LIVE 10 AM - 5 PM	Final Presentation Pecha Kucha, Graduation & Finale
Q3, 2024	Sept 27	ZOOM 10 AM - 12 PM	Mastermind ALP check in: Inspiration & Support
Q4, 2024	Dec 13	ZOOM 10 AM - 12 PM	Mastermind ALP check in: Inspiration & Support

More information or do you want to apply? Schedule a Discovery Call via this link: <https://bit.ly/3EQpgmk>

# re view



"I feel stronger and more connected to myself. I know much better what I value and what I stand for."

Meet

MARTINE VAN DER VELPEN /  
PARTNER & CHAIRWOMEN RVT

new female  
leaders

# HOUSE OF NEW FEMALE LEADERS

The House of New Female Leaders is the alumni network of The Accelerator, in which our Female Leaders meet eight times a year in special locations.

The focus is mainly on connecting with each other, but our meetings also regularly have a speaker or facilitator from our community.

Or we sometimes experience something together in the form of a workshop a Mastermind led by our coaches. Anything is possible!

The House is your - and our - playground! When you join The Accelerator, you will automatically be part of this valuable alumni network, with more than 100 female leaders.

## BENEFITS

- Connect as New Female Leaders
- Experience support and Sisterhood
- Remain sharp about yourself & your definition of leadership
- A place where you feel at home, can take the stage and shine your light!
- Where beautiful initiatives and co-creations can arise and colleagues and friends are also welcome; yes you can bring a friend!
- Share your doubts, frustrations, opportunities, successes and challenges
- Let people know what you are up to and receive support and opportunities from your network
- Keep your Authentic Leadership Plan alive and kicking
- Celebrate your success together

We look forward to welcoming you too!



More information or do you want to apply? Schedule a Discovery Call via this link: <https://bit.ly/3EQpgmk>



together  
we  
grow

HOUSE OF  
**new** female  
leaders

## FAQ



### WHEN ARE THE SESSIONS?

Basically, sessions always take place on Fridays between 10 AM and 12 PM, with the exception of 1-1 coaching and live events. Check the time schedule in this brochure.



### TIME INVESTMENT

You get out of it what you put into it, but on average you spend about four hours a week (including sessions) with The Accelerator



### HOW OFTEN DO WE GET 1-1 EXECUTIVE COACHING?

You have three executive coaching sessions in the program; however, you can always choose to add more coaching to your program



### WHERE ARE THE LIVE SESSIONS?

We always seek out central and special locations in the Netherlands



### THIS PROGRAM IS IN DUTCH, IS THERE AN ENGLISH PROGRAM AS WELL?

Yes, there will be an International Program in English in Spring 2024



### HOW LONG DOES THE PROGRAM LAST?

The Accelerator lasts for 22 weeks. After that, there are two more Masterminds to support you in implementing your Authentic Leadership Plan and, of course, you can come to the House of New Female Leaders meetings.



### HOW MANY SESSIONS ARE THERE OF HOUSE OF NEW FEMALE LEADERS?

In 2024 there will be 8 networking sessions



### WHAT IS A MASTERMIND?

A Mastermind is group coaching where you talk about a topic together with up to eight like-minded women. The beauty is that you learn not only from the coach, but also from each other. Your brainpower literally expands, hence the term: Mastermind.



### HOW MANY PARTICIPANTS ARE IN A MASTER MIND?

A Mastermind consists of a maximum of eight women + an Executive Coach from New Female Leaders



### DO NFL COACHES HAVE BUSINESS EXPERIENCE, ARE THEY TRAINED AND CERTIFIED?

Yes, our coaches are trained, have substantial and relevant experience in business and are also certified with one of the professional associations for coaches



### CAN I TAKE ADDITIONAL EXECUTIVE COACHING?

Yes, you get three sessions as part of the program, but you can always purchase additional sessions if you feel the need.

## INVESTMENT

THE ACCELERATOR 6 MONTH AUTHENTIC LEADERSHIP PROGRAM	
#	WHAT
1	Discovery call
1	Book New Female Leader by Caroline Glasbergen
1	Intake Questionnaire
1	Introduction call Executive coach
1	Live one day Kick off event
1	Live one day Connection event
1	Live one day Closing event
3	1-1 Executive Coaching
8	Mastermind Coaching Female Leaders
5	Interactive Workshops with Experts and Role models
8	House of New Female Leaders Network events
1	House of New Female Leaders membership year 1
1	Online Learning Platform Mighty
1	The Accelerator Maintenance program
Total	€ 4990 ex VAT

## Contact

**Caroline van den Bogaard**  
Program Director New Female Leaders  
accelerator@newfemaleleaders.org

+ 31 6 15 37 43 71



www.newfemaleleaders.org  
Or schedule directly a call: <https://bit.ly/3EQpgmk>

More information or do you want to apply? Schedule a Discovery Call via this link: <https://bit.ly/3EQpgmk>

LET'S GO!

“

"Authenticity breeds  
diversity and diversity  
ignites change."

new female  
leaders