

St Edmund's College
University of Cambridge



**Empowering
Women Leaders
for a Global Future**

Dubai Edition

*Unlock your potential. Lead with purpose.
Learn the Cambridge way.*

Empowering Women Leaders for a Global Future

Professional Development Course



St Edmund's College
University of Cambridge

| 3 DAYS | 15 HOURS | WINTER 2026 |

| DUBAI | 15 - 17 MAY, 2026 |

INTERCONTINENTAL HOTEL, FESTIVAL CITY

11250 AED

3 DAYS / IN-HOUSE

Leadership

Artificial Intelligence

Business Planning

Personal Branding

Negotiating & Communication

Networking & Mentorship

Adults

Students' age

B1+

English Level



St Edmund's College
University of Cambridge

Certificate of Completion

This is to certify that

Student's Name

has completed the :

**Professional Development Programme:
Empowering Women Leaders for a Global Future**

**Three days. One Intensive Course.
A lifetime of direction.**

This intensive professional development experience is built for women who are ready to lead with purpose, strengthen their leadership presence, and navigate complex challenges with confidence.

Developed in collaboration with Cambridge academics and delivered as a part of St Edmund's Global Programme, the course combines theory, diagnostics, peer learning, and reflective development, culminating in an official St Edmund's College Certificate.

Meet Your Instructors

Our courses are led by exceptional academics and industry experts. Class sizes are kept small (Up to 20 participants) to ensure a personalised and exclusive learning experience.



DR MICHELLE DARLINGTON

Dr Michelle Darlington is Head of Learning Design and Content Development at Cambridge Judge Business School's Centre for Social Innovation. She specialises in translating cutting-edge research into transformative professional learning experiences. With a PhD in Drawing and Cognition from Loughborough University, her academic background bridges cognitive psychology, creativity, and leadership education.

Michelle has taught across postgraduate and executive programmes, including the MSt in Social Innovation at CJBS. Her current research focuses on the sustainability of community economic development organisations and their roles in cross-sector leadership. As co-founder of the Thinking Through Drawing project, she has led international research on visual literacy, creativity, and reflective practice in leadership.

Previously, she was Junior Research Fellow at the Cambridge School of Art, where she developed a cross-disciplinary postgraduate programme in design thinking.

"Leadership today demands clarity, resilience, and creativity. This programme is designed to unlock all three—in a space where women lead from strength, not conformity."

"This programme is built for reflection, not just instruction. You will leave knowing how to lead as yourself, not by imitation."



Margaret Herde

Margaret Herde is the founder and managing director of Embarr Group, a Dubai-based consultancy specialising in luxury brand strategy, communications and personal branding. With her two decades' experience working across the GCC, UK and Europe, Margaret helps premium, luxury brands, entrepreneurs and C-level executives build distinctive visibility and long-term influence. She also leads Embarr Institute, delivering curated lifestyle and professional courses in executive presence, etiquette and media training. Margaret is an advocate for women in business and a regular guest lecturer at universities in Dubai and Abu Dhabi.

Sample Timetable

| Day 1 | Leading from Within

- 09.00-12.30 **Module 1:**
Leading with Purpose in the Age of Change
 - Modern leadership frameworks
 - Authenticity, impact and adaptability
- 12.30-14.00 Business Lunch
- 14.00-17.30 **Module 2:**
Data, AI, and Digital Confidence. Strategic Innovation & AI-Driven Business Planning. (Lecture + Workshop)
 - AI and Leadership
 - Business plans and AI

| Day 2 | Power, Presence & Influence

- 09.00-12.30 **Module 3:**
Inclusive Leadership & Cultural Intelligence
 - DEI
 - Leading across boundaries
 - Creating psychological safety
- 12.30-14.00 Business Lunch
- 14.00-17.30 **Module 4:**
Personal Branding, Strategic Influence & Executive Presence in Digital Age
 - In-person and digital presence
 - Storytelling
 - Online communication skills

| Day 3 | Advocating, Resolving, Celebrating

- 09.00-12.30 **Module 5:**
Negotiation, Advocacy & Leadership Communication
 - Communication frameworks
 - Power dynamics and negotiation
- 12.30-14.00 Business Lunch
- 14.00-17.30 **Module 4:**
Building Legacy: Mentorship, Impact, and the Future of Leadership
 - Mentoring
 - Social impact and sustainability
- 18.00-20.00 **Certificate Ceremony & Gala Dinner**



Academic Programme

Module 1: Leading with Purpose in the Age of Change

Explore modern leadership frameworks that combine authenticity, impact, and adaptability. Redefine purpose for a rapidly transforming world.



Module 2: Data, AI, and Digital Confidence. Strategic Innovation & AI-Driven Business Planning. (Lecture + Workshop with Flylane)

Lecture: Understand how technology and AI are reshaping leadership.
Workshop: Develop and present mini business plans using an AI-powered planning tool



Module 3: Inclusive Leadership & Cultural Intelligence

Build awareness of diversity, equity, and inclusion. Lead across boundaries and create psychologically safe, high-performing teams.



Module 4: Personal Branding, Strategic Influence & Executive Presence in Digital Age

Develop a commanding presence in both in-person and digital settings. Refine your storytelling, body language, and online communication.



Module 5: Negotiation, Advocacy & Leadership Communication

Apply frameworks for persuasive communication, power dynamics, and effective negotiation in senior-level contexts.



Module 6: Building Legacy: Mentorship, Impact, and the Future of Leadership

Translate leadership growth into mentoring, social impact, and long-term professional sustainability.



Who should join?

This programme is designed for women intent on advancing their leadership capabilities with confidence, authenticity, and purpose who:

- Are in the early to middle phases of their career
- Have 5–12 years of professional experience
- Hold management or team-lead roles
- Seek transition into senior leadership, entrepreneurship, or cross-sector influence

Ideal for:

- Professionals navigating career inflection points
- Consultants or entrepreneurs strengthening strategic leadership
- Future board-level leaders
- Women committed to personal growth beyond corporate metrics

Your journey to a brighter future starts here

“St Edmund’s Global Programme offers something rare, a truly reflective space where leadership is explored, not just taught. The experience deepened my confidence and gave me the clarity I needed to move forward with purpose.”

Jess

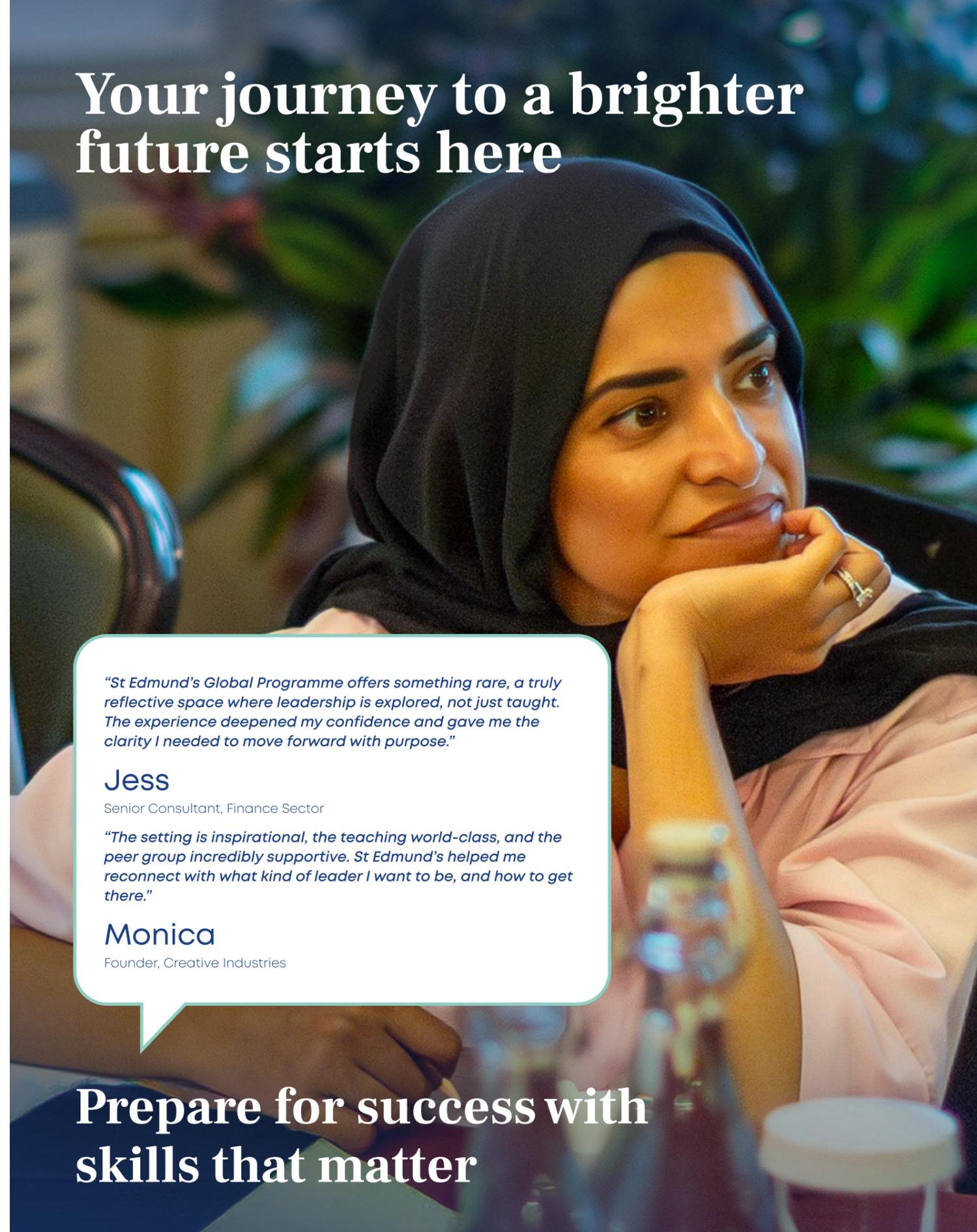
Senior Consultant, Finance Sector

“The setting is inspirational, the teaching world-class, and the peer group incredibly supportive. St Edmund’s helped me reconnect with what kind of leader I want to be, and how to get there.”

Monica

Founder, Creative Industries

Prepare for success with skills that matter



Be Inspired. Be Cambridge.

At BlueBridge Education, we believe in the power of education to spark curiosity, unlock potential, and foster personal growth.

Our mission is to ignite a lifelong love of learning and equip students with the skills, confidence, and vision to thrive in a changing world.

Our programmes go beyond the classroom, combining academic excellence with practical skill development in small groups led by top academics and industry experts.

Scott Annett

Dr. Scott Annett

Bye Fellow of Homerton College,
Associate Professor of English Literature

**For more information or to book
the course, please contact:**

Elena Shmakova

Business Development Director

elena@bbegroup.co.uk

[+44 7894 645149](tel:+447894645149)



BLUEBRIDGE
EDUCATION

