

# CD RISE

A CORPORATE READINESS CERTIFICATION PROGRAM FOR  
YOUNG WOMEN STEPPING FORWARD ON THEIR  
CORPORATE JOURNEY



CD RISE is a 4-week intensive corporate readiness program facilitated by experienced women leaders.

Brought forth by:



**CORPORATE DIVA**

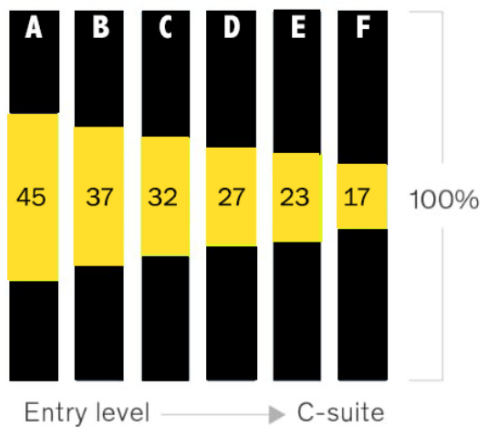
BUILDING WOMEN LEADERS

# THE NEED

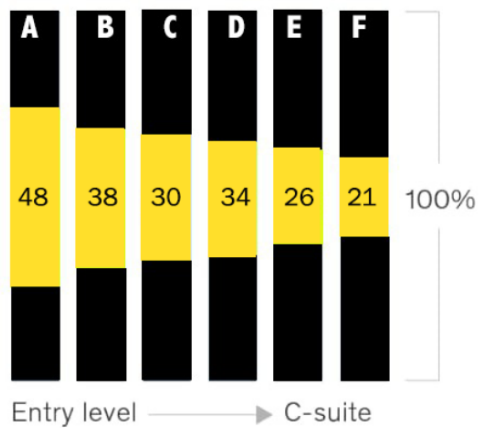
Representation of women in senior leadership has increased, however, women continue to be underrepresented at every level

A = Entry-level B = Manager C = Senior Manager/Director D = Vice President E = Senior Vice President F = C-suite

Women in 2015



Women in 2019



Source: 2019 McKinsey & Company and LeanIn.Org Women in the Workplace study

McKinsey  
& Company

**3%**

Need for equal funding

Female led startups get only 3% of the total venture funding

**20%**

Need for equal presence

Only 1 in 5 C-suite executives is a woman

**63%**

Need for equal pay

Women are paid only 63% of what men get

**72%**

Need for equal opportunity

For every 100 men only 72 women are promoted

And hence the need to bridge gender gaps, as early as at the start of their career

# THE FACILITATORS



Dipika Trehan

A graduate from Delhi University and an MBA in HR from IMT Ghaziabad. Coming from an Armed Forces background, Dipika's exposure to Diversity and Inclusion goes back to decades. Leadership skills & communication run deep in her DNA. Being a professional delivering excellence to experiencing sabbatical as an expatriate, to adapting to global cultures, language, absorbing the exposure to varied leadership styles to re-starting on an entrepreneurial note, Dipika has come a full circle in terms of the life cycle women professional. Recognised as Top Global Leaders in Diversity and Inclusion, 2020 by ET Now. Recipient of a 4 week scholarship, awarded by the Govt. of Israel to represent India at Innovation in Women's health program. Conferred with the award of "Iconic Women" at the WEF, 2017, an alumna of The Cherie Blair Foundation for Women in Business, was recognised and applauded for her work by Mrs. Cherie Blair in person.



Shreya Krishnan

SVP Marketing and Communications at Anviti Insurance Brokers, CSR specialist and a Corporate Grooming Consultant. She's on the advisory boards of four organizations and four NGO's. She also dabbles in Activism, Dance, Theatre, Poetry, Blogging & Acting. She considers herself an Earth Warrior. She recently co-authored a book titled, 'Words Matter, the language that girls need to speak' Top 50 Most Talented CMO's in India, Top 100 Most Influential Marketing Leaders by CMO Asia and World Marketing Congress in 2015 and 2016 and The Top 50 Most Talented Corporate Communications Leaders in India by Corporate Affairs in 2015 and The Greatest Marketing Influencers in 2017 and 2018 are some of the industry awards that she has been conferred. More recently she has been listed in the 40 under 40 class of 2017 young leaders in Communications by Reputation Today.



Dola Halder

Currently the Brand Head of Doritos with PepsiCo India, has 8 years of stellar experience in the field of Sales and Marketing having worked on and with some incredible Brands like Kurkure, Doritos, Pepsi, Mt Dew, KFC, Pizza Hut and Subway. She is a passionate marketer and innovation expert and outside of her fulfilling work, strongly feels for the causes of Inclusion, Diversity and Mentoring. Dola has been a core member of PepsiCo India's D&I Council since 2018. A big champion of Mentoring, Dola interacts with budding professionals and student communities via her Guest Lectures, Live Seminars and Online Modules and has in process impacted 1.5Lakh+ individuals. A SRCC and IIM K alumna, Dola has been titled Corporate Diva 2019 by The HOW Forum and was handpicked as PepsiCo's Future Leader for demonstrating best in class business performance and leadership skills.

# THE PROGRAM

## Program structure

**Orientation:** Understanding What Lies Ahead

Primary Facilitator: Dipika Trehan

Covers a primer on the world of work, need for professionalism, office politics, conflict, being a woman in workplace, prevalent biases, processes, and expectations. Emphasize that it's very different from the sheltered student life and that navigating it requires a different level of skill. Being an A student is no guarantee for success; delivered by means of case studies and real-life examples

*Duration: 1 Hour*

## Module 1: The Essential Corporate Success Toolkit

Excelling in Current Role.

Primary Facilitator: Shreya Krishnan

Communications - How to communicate effectively in meetings, over the phone, and on emails

Expectations, Negotiations and

Conflict management - Navigating with and between peers, bosses, and other colleagues to be able to work effectively and in collaboration with other team members

Business etiquette - Imbibing professional finesse, personal grooming and executive presence

Time management and the power

of smart work - how to manage your time

effectively to deliver on your KRAs with ownership and accountability

*Duration: 1.5 Hour*



# THE PROGRAM

## Module 2: The Essential Corporate

Success Toolkit – Excelling in Future Role

Primary Facilitator: Dola

Identifying, aligning and leveraging opportunities, Conscious growth, Building Brand Self, Networking, Upskilling

*Duration: 1.5 hours*

## Module 3: Addressing Failure, Managing Change and Building Resilience

Primary Facilitator: Dipika Trehan

Releasing, accepting and managing the corporate truth of Change and Failures. Coming out more resilient to move ahead with confidence

*Duration: 1 Hour*

## Module 4: The Final TIP – Theory Into Practice

via Interactive Masterclass With a Successful Woman Leader

This is the concluding module where most of the elements learnt during the program are brought forth as a holistic summary through the life journeys of iconic women leaders.

*Duration: 45 mins*

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**Certification program Course fee: 4000+ GST**

# SALIENT FEATURES



A network of top-notch mentors, coaches and experts.

Life long senior buddy support from a Tribe of women professionals, leaders and entrepreneurs.

Access to the Corporate Diva platform, enabling upskilling, no matter what level in the corporate ladder you are.

AND....

# SUPER CONNECTIONS

## ...BEYOND THE PROGRAM

### Founder

Dipika Trehan, A graduate from Delhi University and an MBA in HR from IMT Ghaziabad. Coming from an Armed Forces background, Dipika's exposure to Diversity and Inclusion goes back to decades. Leadership skills, communication and courtesies run deep in her DNA. Being a professional delivering excellence to experiencing sabbatical as an expatriate, to adapting to global cultures, language, absorbing the exposure to varied leadership styles to re-starting her impact journey on an entrepreneurial note, Dipika has come a full circle in terms of the life cycle women professional. She is now determined to make a mark in developing women leaders and moving the statistics of gender inequality towards balance, harmony and equal opportunities.

She began her career in HR, training and development. Having stayed abroad for close to a decade she understands the nuances of leadership. She has enriched herself with expertise on Diversity and Inclusion, Managing cross cultural barriers, Shattering the glass ceiling, and more importantly, in segueing women leaders beyond the Glass cliff, as they climb the leadership ladder.



Kavitha Rao  
Founder, Learners Route



Rashmi Shetty  
Founder, The Third Eye



Amrit Ahuja  
Business & Communications Executive



Cherian Kuruvila  
Business Mentor and Executive Coach



IT. Gen Randhir Kumar Mehta  
Ex Indian Armed Forces, Ex Military



Major DP Singh  
Kargil war veteran, India's first Blade



Anurag Batra  
Chairman & Editor in chief BW



Seema Ahuja  
Sr Vice President & Global



Preeti Dubey  
EQ Specialist and Leadership



Harsh Johari  
Executive and Leadership Coach



Vani Gupta Dandia  
Marketing led Business Consultant



Parul Malik  
Life Skill Coach



Divya Mehrotra,  
Entrepreneur



Dola Halder,  
PepsiCo



Swetha Rajmohan,  
VMware



Sangeeta R.C.,  
Ex Amicorp



Monarky Jain,  
Indigo



Himna Bindu  
IBM Services

**“Don't worry about  
being successful but  
work toward being  
significant and the  
success will  
naturally follow.”**

**- Oprah Winfrey**



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