Professional & Executive Development
HARVARD DIVISION OF CONTINUING EDUCATION

HBLF
HUNGARIAN BUSINESS LEADERS FORUM



WILL FOUNDATION

READY TO TAKE YOUR LEADERSHIP TO THE NEXT LEVEL?

The Women in Leadership League (WILL) Program empowers ambitious women leaders with the tools, knowledge, and confidence to step into more senior roles — both in Hungary and internationally.

- Participate in *Harvard University Division of Continuing Education*'s prestigious *Women Leaders: Advancing Together course in Boston.*
- Gain insights from top Hungarian business leaders across 18 key leadership topics.
- Receive tailored support through award-winning mentorship and individual coaching.
- Join a strong, supportive network of peers and experts that lasts beyond the program.
- Translate international experience into tangible impact in your organization.

THESE HIGHLIGHTS ARE JUST THE BEGINNING. DISCOVER HOW THE WILL PROGRAM CAN SUPPORT YOUR GROWTH AS A LEADER.

EUROPEAN ENTERPRISE PROMOTION AWARDS
EEPA 2025
NATIONAL WINNER

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WOMEN IN LEADERSHIP LEAGUE (WILL) PROGRAM

The WILL Program is a **unique initiative** in the CEE region, designed to support women managers and leaders in Hungary and later across CEE, **in alignment with UN and EU recommendations.** The program begins with participants attending the prestigious '**Women Leaders: Advancing Together**, a Multi-Week Leadership Program' in **Boston**, delivered by **Harvard University Division of Continuing Education**. Additionally, it includes **tailored modules addressing regional challenges, mentoring** sessions provided by the **Hungarian Business Leaders Forum** (HBLF), collective processing of participants' own business challenges, and analysis of Hungarian success stories and their key lessons.

Vision

To **increase the representation of women** in Hungary and the CEE region at the **highest levels of corporate leadership** and **decision-making**, contributing to innovation, competitiveness and sustainable growth.

Mission

To **empower women** in Hungary and the CEE region who hold leadership roles, including those already at senior or C-suite level, as well as those aspiring to such positions. The WILL Program provides targeted support through **advanced leadership training, mentoring** and **career development opportunities,** primarily for **women in business management**, while remaining inclusive of other professional fields.

THE WILL PROGRAM – TECHNICAL DETAILS

Target group: women who hold leadership roles, including those already at the senior or C-suite level, as well as those aspiring to such positions.
Duration: 10 months.
Year-round program: starting in September.

Module I

6-day in-person course (including an orientation day, 5 days on Harvard University premises, and visits to the BCG Boston office, as well as the New Balance Headquarters). Participants have 4-6 weeks to prepare with reading materials and exercises.

Module II

8 in-person, 1-day courses in the following year. In these sessions, eminent and exemplary (mostly women) **business leaders** from Hungary and CEE give lectures and participants learn from case studies based on the most relevant real-life cases of the leaders. The lecture materials are reviewed by academic experts. Participants receive pre-work assignments (reading materials, videos, self-assessment tests) before the in-person sessions.

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Extras

Participants bring their current business challenges to the group and explore them together, gaining feedback and new perspectives from peers with diverse backgrounds. Additionally, participants benefit from mentoring through the Hungarian Business Leaders Forum's (HBLF) award-winning International X-Mentor Program, which includes nine sessions during the course of the program.

Participants will become members of an **alumni group**, which will have **meetups twice a year organized by the WILL Foundation**. Thus, women will be able to **coach, support and mentor one another** as well.

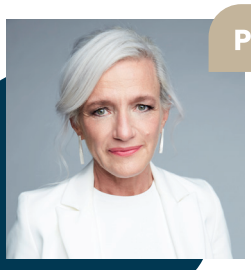
CURRICULUM

FOCUS ON NECESSARY SKILLS:

- Advanced **career strategies**
- Effective **stakeholder management**
- Building **powerful relationships**; your circle of trust and support
- **Negotiation** skills
- **Self-advocacy**, influence and persuasion
- **Navigating power dynamics:** formal/informal power/influence
- Identifying and overcoming self-sabotage; the **confidence gap**
- Mastering **communication, presentation** and public speaking
- The power of **resilience**
- Developing **high-performance teams**
- **Conflict management** and resolution
- Preparing for change and future challenges; **future skills**
- **AI** in our future
- Executive **interactions**
- Managing **crisis, change** and cultural shifts
- **Innovation** and **experimentation**
- Leading **high-stakes projects**
- Global **economic trends**

BUSINESS LEADERS (INSTRUCTORS) IN MODULE II OF THE WILL PROGRAM

Module II is conducted in Hungary.



PROF. DR. PETRA ACZÉL

Full professor, researcher, campus leader

Preparing for change and future challenges | AI in our future



DR. KITTI ALMÁSI

Clinical psychologist

Self-sabotage and the confidence gap

office@willfoundation.eu

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DR. ÁDÁM BALOG

Vice President of MKIK, Chairman of the Board at Platina Capital

Innovation and experimentation



DR. ATTILA BARANYAI

Master Trainer

Host and moderator of the WILL Program



DR. ÉVA BÚZA

Member of the Monetary Council

Conflict management and resolution



BORBÁLA CZAKÓ

Former Hungarian Ambassador to the UK, Head of the WILL Foundation's Advisory Board

Navigating power dynamics



KITTI DOBI

Chief HR Officer at MBH Bank

Managing crisis, change and cultural shifts



ZSÓFIA FEJÉRDY

Entrepreneur, management consultant, curator at the WILL Foundation

Hungarian Success Stories series



GABRIELLA HEISZLER

President-CEO of SPAR Hungary

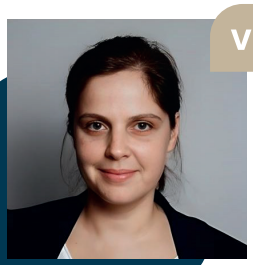
Building powerful relationships



ROZÁLIA MIKLÓS

Managing Director and Global Head of Financial Engineering, MSCI

Developing high-performance teams



VIKTÓRIA PETRÁNYI

Owner and Chief Executive Officer of Proton Cinema

Negotiation skills



GYÖNGYI PORKOLÁB

Producer, founder and leader of Womanext Association

Self-advocacy, influence and persuasion

office@willfoundation.eu

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KRISZTINA PULAY

Managing Director at ISG International Executive Consulting

The power of resilience



SILVIA SULCIOVÁ

Managing Partner and Owner at See & Solve Consulting Ltd.

Executive interactions



DR. ÁGNES SZUROMI-KOVÁCS

Founder and Chair of the WILL Foundation

Leading high-stakes projects



KATALIN VALENTÍNYI

Chief Corporate Communications and Government Relations Officer at Budapest Airport

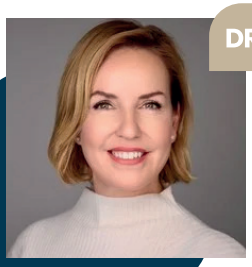
Mastering communication, presentation and public speaking



RICHÁRD VÉGH

CEO at KAVOSZ Zrt.

Global economic trends



DR. JUDIT ZOLNAY MBA

Managing Partner and Owner at Zolnay Consulting Ltd.

Advanced career strategies | Effective stakeholder management

HUNGARIAN SUCCESS STORIES

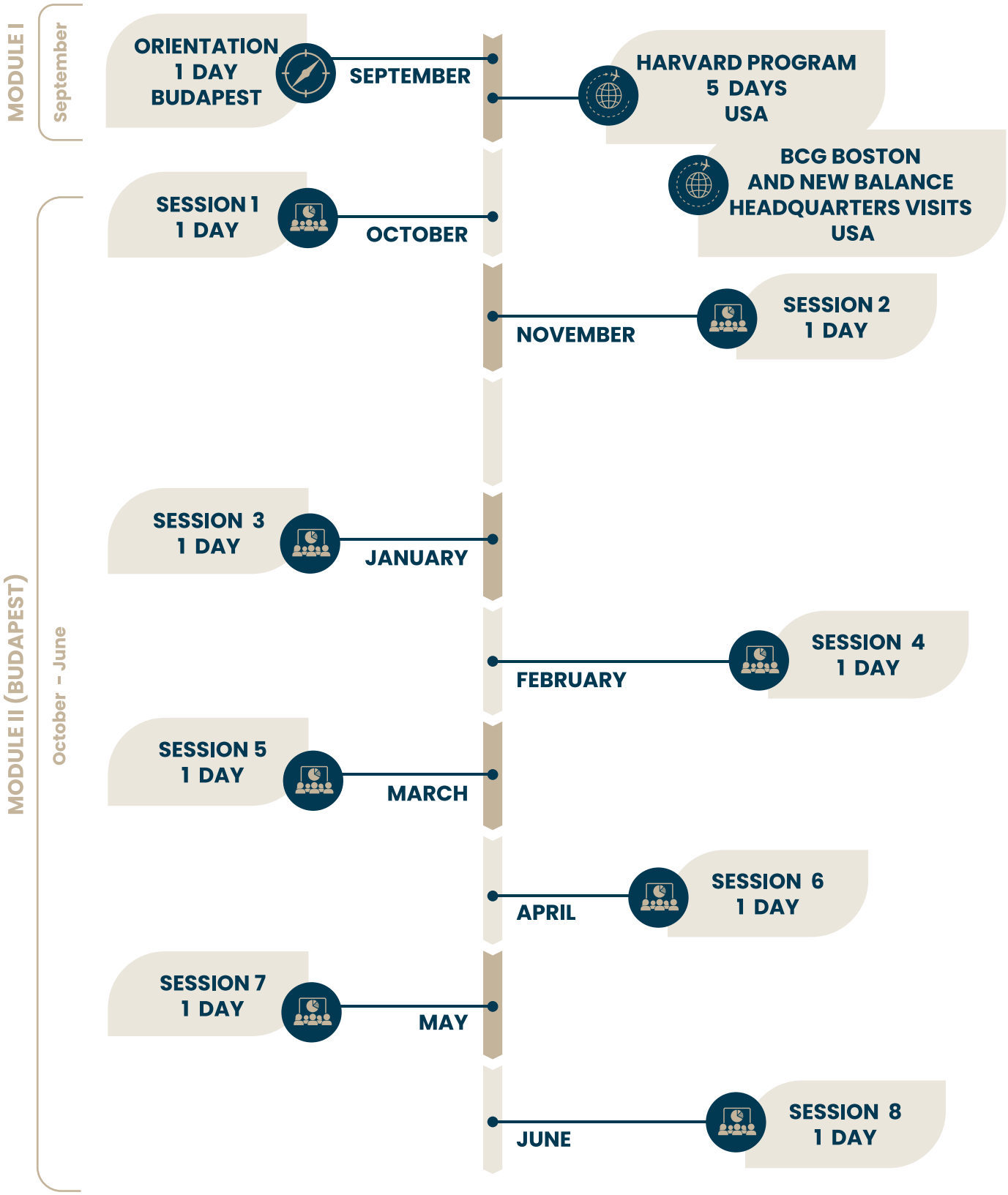
Through the Hungarian Success Stories series, participants meet the founders and leaders behind some of Hungary's most outstanding business success stories. In 75-minute, in-depth conversations, attendees engage directly with individuals who have personally built something exceptional — gaining rare, first-hand insight into the decisions, risks, and turning points behind real success.

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THE WILL PROGRAM – TIMING DETAILS



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FURTHER PROGRAM DETAILS

Due to the exclusivity of the program, the number of participants is limited.

The program fee is EUR 15,000 + VAT.

The fee **includes a comprehensive package of core program elements** for Modules I and II:

MODULE I

- **in-person participation** in Harvard University Division of Continuing Education's '**Women Leaders: Advancing Together**, a Multi-Week Leadership Program' held in **Boston;**
- **visits to Boston-based companies'** headquarters;
- **travel expenses** to the USA;
- **accommodation** during the **U.S.** portion of the program;

MODULE II

- **eight teaching sessions** from October to June;
- **nine mentoring sessions** provided through the **HBLF International X Mentor Program**;
- and additional program elements provided as part of the overall exprerience.

Applications are now open for the 2026–27 cohort of the WILL Program. **Places are limited – apply now** via our online form: willfoundation.eu/willprogram/register-interest.

For further details about the WILL Foundation, please visit **www.willfoundation.eu**.

SUPPORTERS

The development of Module II of the WILL Program has been supported by the following organizations:

bud Budapest Airport

1850 BKIK BUDAPEST CHAMBER OF COMMERCE AND INDUSTRY

MINISTRY OF CULTURE AND INNOVATION

Professional & Executive Development
HARVARD DIVISION OF CONTINUING EDUCATION

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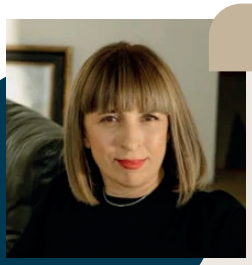
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PARTICIPANT PERSPECTIVES



DR. ILDIKÓ FEJESNÉ GYURJÁN — Executive General Manager — **Magyar Suzuki Corporation Ltd.**

"I have no complaints about my career – over 28 years, I achieved everything I set out to do, and more. And yet, in a very real sense, the week I spent at Harvard DCE through the WILL Program was a peak experience. It was a rare and defining moment in my personal development."



NOÉMI KARÁCSONYI — CEO — **SIMACEK RO**

„I have invested in my development from the moment I became a leader and have taken part in many outstanding leadership programs. Yet this time, the change in both me and my peers became visible – and others noticed it too. Thanks to the WILL Program, I lead with greater clarity, self-awareness and ease. I would recommend the program to Hungarian women leaders on both sides of the border."



SZANDRA STAUDINGER-KRUCSÓ — Digital Business Architect — **E.ON Group**

"I've always enjoyed learning and seeking out programs to broaden my knowledge. The WILL Program, however, is so much more than a course. We learn not only from industry leaders but from each other as well. The strength of the community and the diversity of perspectives add a unique extra layer to the experience. It's comforting to know I'm not alone in the challenges I face. Each session leaves me more energized and motivated to follow my passion. Beyond the knowledge sharing and simulations, it's the energy here that truly makes this program special."

HOW TO APPLY

You can express your interest via our online form:
willfoundation.eu/willprogram/register-interest

Alternatively, feel free to contact us at:
office@willfoundation.eu