


Picture yourself as a leader of positive change, a creator of real impact, and an inspiration to those around you.

It's time for Wathba.





True leaders are those who stand for their social and national responsibilities and serve on the front lines, facing challenges and obstacles, working creatively, and bringing true value to everything they do.

**Her Highness Sheikha Jawaher Bint Mohammed Al Qasimi
Chairperson of Rubu' Qarn, Wife of the Ruler of Sharjah**



And that's what leadership is: Having a **vision**; being able to **articulate that** so the people around you can understand it; and getting a consensus on a **common vision**.

Steve Jobs
Founder of Apple



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OUR MISSION IS



To recognise and empower the leadership potential in exceptional individuals, creating influential people capable of uplifting, inspiring, and serving the world around them.

WE BELIEVE THAT

Devotion to knowledge is the ultimate power.

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Embark on a transformational, 6-month learning journey across **Sharjah** and **Paris**, where you will develop vital leadership skills that include strategic thinking, negotiation, entrepreneurship, organisational decision-making, and more.



Wathba's Benefits

**Leadership is influence,
nothing more, nothing less.**

John C. Maxwell



44% of employees' skills will be disrupted in the next five years – it's time to keep up.

World Economic Forum
The Future of Jobs Report 2023



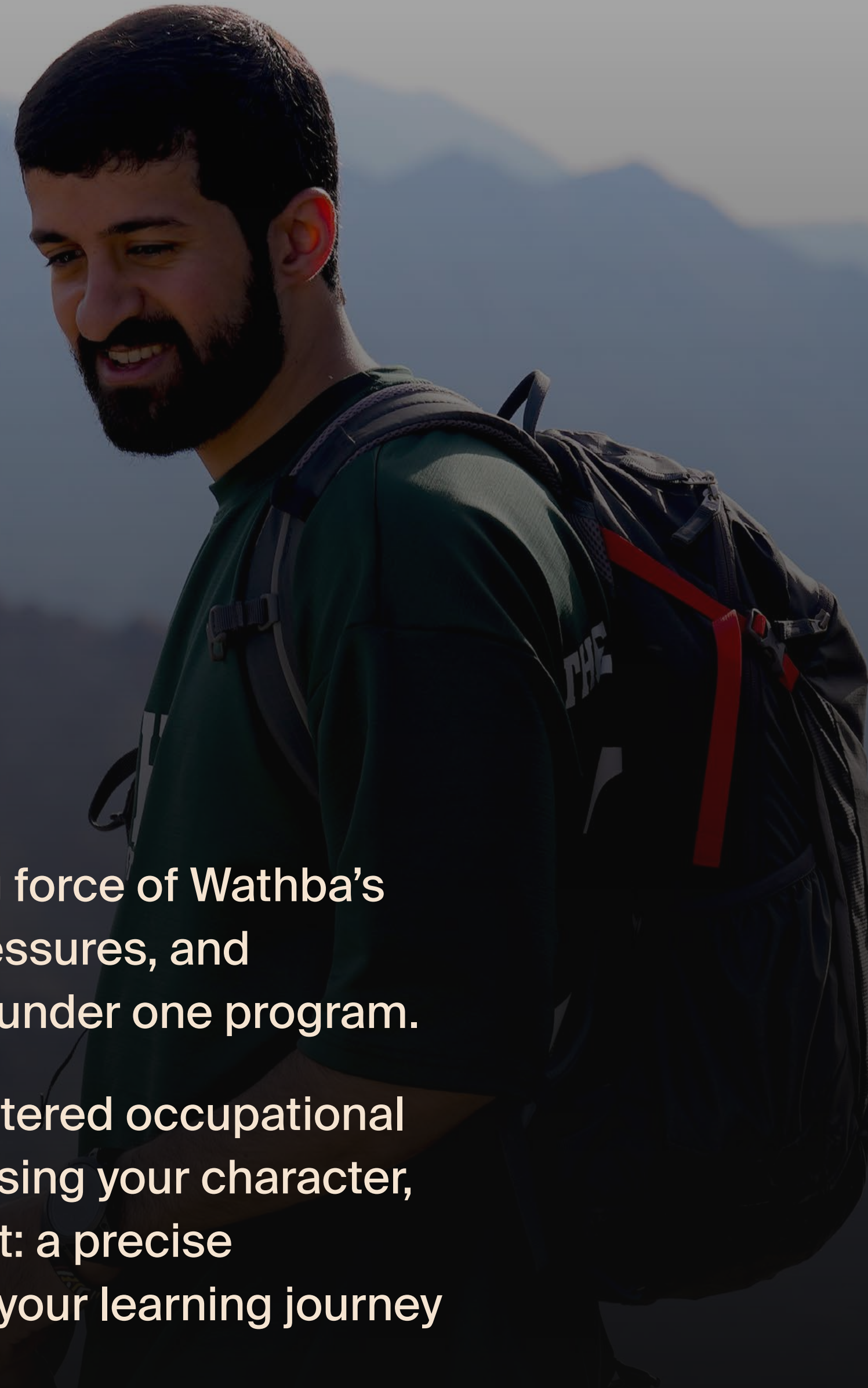


Program Benefits

Discover your unique leadership persona

We place your individuality as the central guiding force of Wathba's programming. Every rising leader's passions, pressures, and ambitions are different – we answer to all of that under one program.

Wathba is partnered with an organisation of chartered occupational psychologists who specialise in accurately analysing your character, strengths, and areas you can enhance. The result: a precise development plan that enables you to approach your learning journey with focus and intention.





Program Benefits

Master future-readiness skills across 4 dimensions

Wathba combines theoretical and experiential learning to empower your self-actualisation journey and foster impact-driven, strategic leadership skills for all participants.

In alignment with the United Arab Emirates' strategy for future-readiness, we partner with local and international institutions who specialise in human development across the mental, physical, social, and professional domains.





Program Benefits

Learn from the experts of strategic leadership at INSEAD Business School in Paris, France

Embark on an all-inclusive learning journey in Paris! Join a 4-day intensive course at the prestigious INSEAD Business School and engage with world-class educators.



The Business School for the World®



Program Benefits

Enhance your mental and physical wellbeing

Invest in your wellbeing with Wathba. Join conversations around mental and emotional health, and enjoy invigorating fitness adventures in the heart of nature.



Program Benefits

Network & engage with influential leaders across industries

Get exclusive, in-person insights from influential leaders across sectors, explore the latest trends in your field, and network with experts and peers through a variety of events, conferences, panel discussions, and more.

With the support of our extensive partner network, we tailor and coordinate activations that align with your leadership ambitions.



A Result-driven Program

Wathba Third Edition Survey

100%

Alumni whose communication and interpersonal skills enhanced after “The Art of Storytelling” course

92%

Alumni whose negotiation, public speaking, and interpersonal skills enhanced after our “Take the Lead” leadership course

78%

Alumni who reported enhanced mental and physical wellbeing post-program



Wathba Third Edition Graduation Ceremony, 2023
Sharjah Capability Development Archive



Program Journey

**Innovation distinguishes
between a leader and a follower.**

Steve Jobs



An intensive learning journey, designed & delivered by experts

3-4 weeks
December 2024

Phase 01 – Psychometric Assessment

Designing a development plan for each participant through structured interviews, presentations, group discussions, and one-on-one coaching sessions for feedback and next steps.

6 months
January – June 2025

Phase 02 – Core Learning Journey

Learn deeply through Wathba's Influential Leadership Courses, attend exclusive events and workshops, and enhance your wellbeing.

1-2 weeks
July – August 2025

Phase 03 – Progress Evaluation

Reflect on your progress through an evaluation of the targeted skills highlighted in your developmental plan, and visualise future steps post-program.

After Wathba's completion, you attain life-long membership into Sharjah Capability Development's alumni community.



Wathba's Influential Leadership Courses

Course 01

Impact the TEDx Way Persuasion & Storytelling

Unlock the power of TEDx talks to lead and communicate with greater impact. This transformative program equips rising leaders to develop and deliver their "idea worth spreading". Craft clear, engaging messages, enhance your delivery, and master the art of persuasion to win support for your perspective.



Course 02

INSEAD Strategic Leadership Masterclass

Sharjah is in need of world-class leaders in both the private and public sectors capable of driving superior performance.

This program allows you to meet escalating responsibilities and be ready for future career advancement in an ever-changing world. Learn to sharpen your emotional intelligence, leverage opportunities, mitigate challenges with agility, master the art of effective negotiation, and more.



Course 03

Mastering Data Analysis & Decision-making

This program explores methods for collecting, utilising, and presenting data using engaging visuals and powerful dashboards. Alongside learning new tricks with conventional tools such as Microsoft Excel, you will dive into Microsoft's Power BI for more advanced, interactive reporting techniques. By the end of this program, you will be equipped to turn data into clear, actionable insights, helping you make smarter, more intentional decisions that drive organisational success.



Course 04

From Scratch All About Entrepreneurship

This program helps you think like an entrepreneur, equipping you with the skills needed to ideate original solutions to real needs, build resilient business plans that bring your ideas to life, and balance your business with your career. And if you're looking to seize bigger leadership roles in your organisation, From Scratch empowers you with the CEO skills you need to excel and exceed.





Well-paced for busy schedules

Wathba's core programming is comfortably spaced over 6 months, accommodating working professionals who balance multiple commitments.

Each month, 4 days are dedicated to one of Wathba's intensive Influential Leadership Courses.

December 2024 Psychometric Assessment	Jan - Feb 2025 Course 01 Sharjah / 4 Days Impact the TEDx Way: Persuasion & Storytelling	March 2025 Ramadan
April 2025 Course 02 Paris / 4 Days INSEAD Strategic Leadership Masterclass	May 2025 Course 03 Sharjah / 4 Days Mastering Data: Analysis & Decision-making	June 2025 Course 04 Sharjah / 4 Days From Scratch: All About Entrepreneurship
July - August 2025 Progress Evaluation		





Application & Fees

If your actions inspire others to dream more, learn more, do more and become more, you are a leader.

John Quincy Adams



Application Process

Step 01 Fill the form

Visit the link here

[APPLY NOW](#)

Step 02 Shortlisting

Applications for Wathba are highly competitive, as only 100 people will be selected for the shortlisting process.

Potential candidates undergo a series of basic assessments to gauge their suitability for Wathba.

Step 03 Wathba Onboarding

30 exceptional finalists are selected to form the cohort of Wathba's fourth edition.

Expect an acceptance letter and onboarding journey as you take your first leap towards influential leadership.



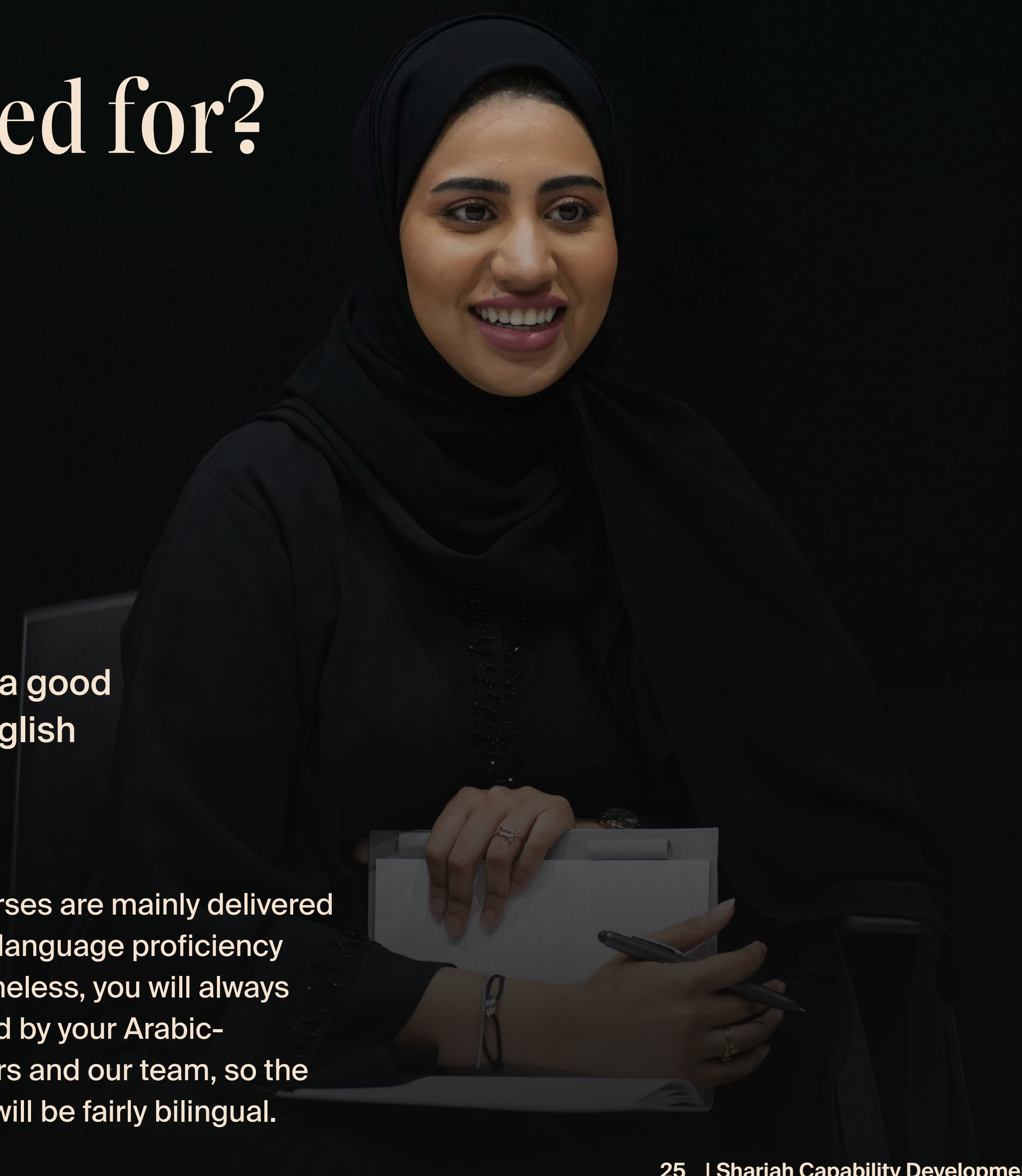
Who is Wathba suited for?

**Emirati professionals with
3+ years of experience**

We welcome all Emirati aspiring leaders, regardless of background or organisational title.

**Those with a good
grasp of English**

Wathba's courses are mainly delivered in English, so language proficiency is key. Nevertheless, you will always be surrounded by your Arabic-speaking peers and our team, so the environment will be fairly bilingual.





Program Fee

31,500 AED

(incl. VAT)

Greater value for exceptional local talents

Originally valued at 90,000 AED, Wathba provides you greater value for your money thanks to the generous support of Rubu' Qarn for Creating Future Leaders and Innovators, chaired by Her Highness Sheikha Jawaher bint Mohammed Al Qasimi.

Wathba's subsidised fee currently stands at 31,500 AED, including VAT.

Cost includes

- Travel and accommodation fees for the Strategic Leadership course taking place at INSEAD Business School in Paris
- All core Influential Leadership Courses
- All wellness activities
- All workshops, events, and activities offered throughout the duration of the program



Key Dates

Registration Window

29 October – 30 November 2024

Shortlisting & Interviews

1 – 31 December 2024

Wathba Kick-off

27 January 2025

Registration Deadline

30 November 2024

11:00 PM

[APPLY NOW](#)



Frequently Asked Questions

01 Is this a masters program?

Luckily not. We value real knowledge and experience over traditional degrees, partnering with local and international world-class partners to equip you with the skills you need to take your leadership skills to the next level.

02 I'm not in a leadership position, can I still apply for Wathba?

Of course – Wathba is for those who seek self-development, regardless of background or organisational title. The program aims to equip you with the strategic, communication, and technical skills you need to enhance your leadership prospects in any sector.

03 Will I get a certificate at the end?

Yes. At the end of the program, you will be receiving certificates of completion from each of our developmental partners, including INSEAD Business School in Paris.

04 Do I need a visa to go to Paris for the INSEAD Strategic Leadership Masterclass?

No, Emirati nationals are not required to apply for a visa to visit France.

05 Will I get new job opportunities?

Wathba prepares self-driven individuals to stand out for recruitment as they pursue their dream career. The program allows you to network with peers, professionals, and educators to help open future doors.

06 Who will be in the cohort with me?

You will spend your transformational learning journey alongside mid to senior level professionals from all backgrounds and sectors, enriching your networking opportunities and allowing for interdisciplinary exchange.

07 Do I need to attend the whole programme?

Yes. Each course forms part of a holistic journey designed to transform the way you think, speak, and carry yourself. To make the best out of Wathba, we advise you to attend our 4-day monthly courses, as well as exclusive events and wellness retreats to make sure you are reaping the greatest benefits overall.

08 I have a demanding job, is Wathba a good fit for my schedule?

Wathba's core programming is comfortably spaced over 6 months, accommodating working professionals who balance multiple commitments.

Each month, 4 days are dedicated to one of Wathba's intensive Influential Leadership Courses.

For visionaries confident in the power
of their ideas to create change, for those
who possess an inner brilliance waiting
to come to fruition —

It's time for Wathba.





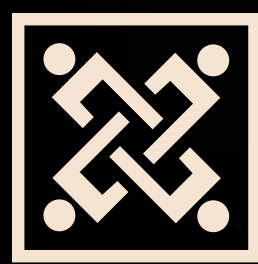
Application Deadline

30.11.2024

APPLY NOW



RUBU' QARN



الشارقة لتطوير القدرات
Sharjah Capability Development



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