



Women Who Lead in Tech

with DELL
2021



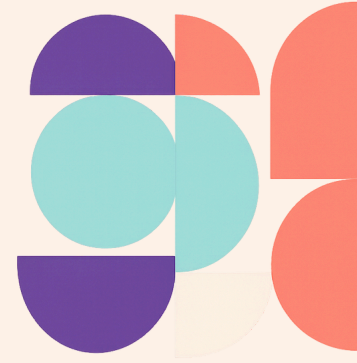
From Representation to Real Influence

Female Leadership & Development

When a company commits to Diversity, Equity, and Inclusion (DEI) at scale, the challenge isn't the policy, it's the practice. For Dell Technologies, where over 35% of the global workforce identify as women, the goal was to translate intent into daily leadership behavior.

Dell launched an evidence-based Female Leadership Transformation Program in the Benelux region.



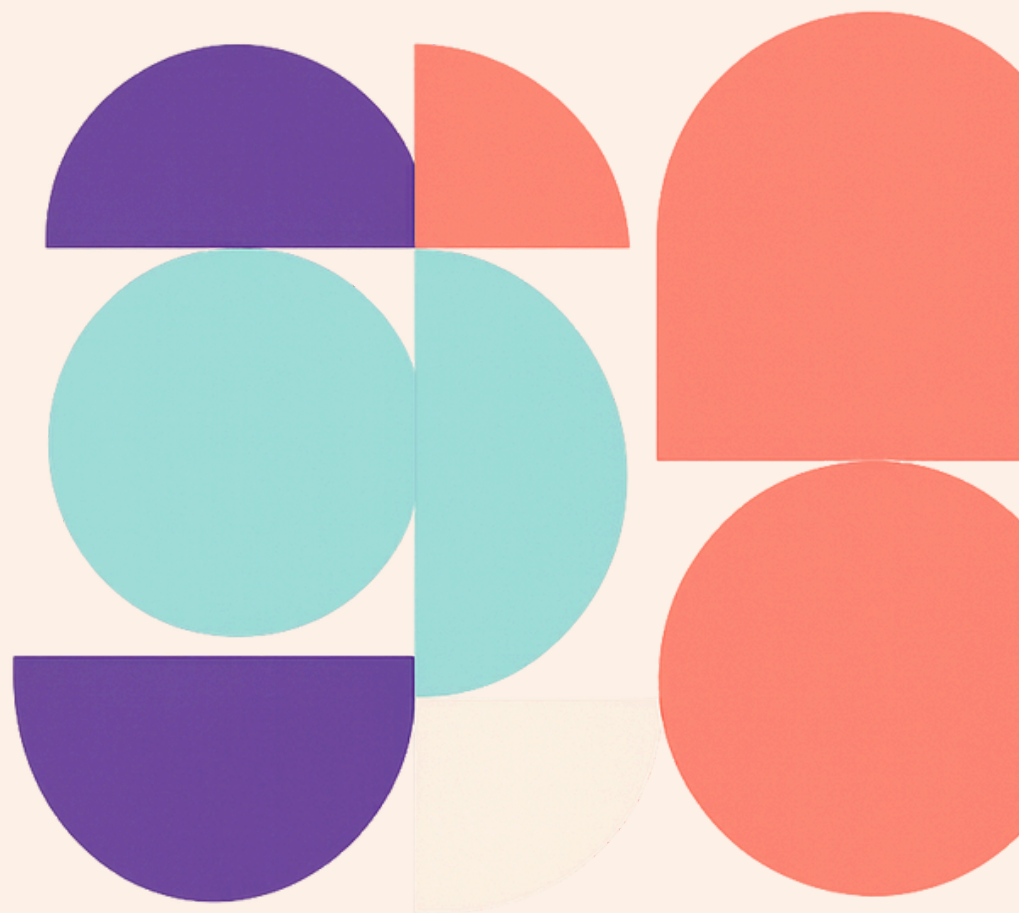


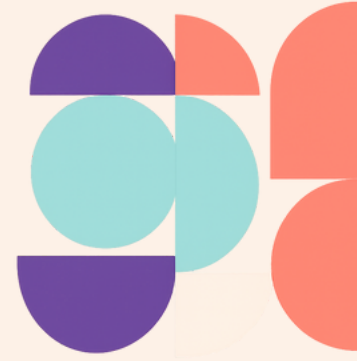
Overview

Dell's ambition was clear: to move beyond representation and build a culture where women lead with influence, not just presence.

The company sought a program that went beyond awareness or training. It needed a transformational experience: one that built leadership capability, emotional intelligence, and authentic connection across levels.

Future Positive partnered with Dell to co-create a Female Leadership Transformation Program rooted in neuroscience, behavioral psychology, and experiential learning. The program was designed to unlock leadership potential while fostering allyship and inclusive behaviors throughout the organization.





CHALLENGE

From Policy to Practice: Enabling Women to Lead with Confidence

Even with strong DEI frameworks in place, Dell faced a familiar challenge: how to ensure inclusive leadership was lived every day, not just discussed.

Key challenges included:

- Translating global DEI goals into regionally relevant leadership behaviors
- Building confidence and visibility among women in technical and commercial roles
- Developing emotional intelligence and empathy as leadership strengths
- Engaging male allies to drive cultural change beyond gender programs
- Measuring the program's real impact on leadership performance and inclusion outcomes

Empowering women is not just about improving representation. It accelerates performance, culture, and trust.

"This program changed how our leaders show up, not just for women, but for everyone. Inclusion is less about targets and more about trust." F. Duijvestijn, Lead Female Development, Dell Technologies

SOLUTION

Co-Creating the Female Leadership Transformation Program

Together, Dell and Future Positive designed an immersive leadership development journey for women across the Benelux region. The program blended evidence-based learning, experiential workshops, and coaching to deliver tangible behavioral change.

Our Approach Included:

1. Emotional Intelligence & Empathy Training: building awareness, self-regulation, and interpersonal influence.
2. Resilience & Confidence Coaching: addressing inner barriers and expanding leadership presence.
3. Inclusive Leadership Workshops: equipping participants to lead diverse teams and foster psychological safety.
4. Allyship & Sponsorship Engagement: involving managers and male allies to drive systemic inclusion.
5. Action-Based Projects: applying learning to real business challenges with measurable outcomes.

This holistic approach ensured women didn't just gain skills: they gained visibility, credibility, and a voice in shaping the culture.

Empowering Women.
Elevating Leadership.
Strengthening
Culture.

IMPACT

& ROI

90%

of participants reported
greater confidence in leading
and influencing

15%

were promoted or took on
expanded leadership roles
within 12 months

35%

increase in emotional
intelligence and empathy
scores





Ready to Accelerate Your DEI Strategy?

Future Positive helps organizations translate DEI ambition into measurable leadership transformation.

From global programs to regional leadership initiatives, we co-create frameworks that empower people, shift culture, and deliver sustainable business impact.

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