

WeQual identifies already successful senior women, who are one level below C-suite in order to tackle the slow progress in appointing women to executive committee roles.

*Our mission is to achieve gender parity at the top of the world's largest companies.*

## Entry Criteria:

The company you work for should be publicly listed on one of the major stock exchanges in the UK, mainland Europe, Africa, or the Middle East. The company you work for should also have an approximate market value of at least US\$1.5bn between March 2021 and March 2022. Saudi Arabian companies with a market value of more than US\$1.5bn are only eligible if their shares are available to private shareholders on a recognised bourse (eg Nasdaq, FTSE, NYSE or the Saudi Stock Exchange, Tadawul).

Please contact [awards@wequal.com](mailto:awards@wequal.com) for clarification of eligibility.

## How to Enter:

Go to [wequal.com/awards/emea](https://wequal.com/awards/emea) and click **ENTER THE EMEA AWARDS**, register and choose your category. We encourage you to do this as soon as possible.

**ENTER NOW**

## Guidance Notes:

The eight questions are designed to give us a deep insight into who you are as a leader, and the results you gain. Please remember, it's not an exam, and you can't get it wrong. Previous WeQuals have often commented that the process of answering the questions provided an opportunity for deep reflection, as well as celebration of the road already travelled.

## WeQual Assessment

The eight powerful questions have been derived from leadership, psychology, neuroscience, and performance research, identifying the necessary factors and characteristics of top leaders. We have been careful to ensure questions allow you to showcase your strengths regardless of style, gender or ethnicity.

At a high level, your answers will provide us with a deep insight into your leadership approach, cognitive ability, how you lead others, your drive and resilience, integrity, mindset, emotional intelligence, your approach to equality, and knowledge of the business.

## Top tips for answering the questions:

- Remember that the questions refer to your career as a whole and your professional experiences, rather than your current position.
- Set aside time to answer the questions. It will be worth it.
- Read the question carefully - what is it asking for? Use the text under the question as a guide as to what to include in your answer.
- It might help to bullet point the question components, and add a key phrase against each before you write your answer.
- When assessing impact, the focus becomes not what you did, but the end result. How can you evidence the outcomes?
- Be clear, open, reflective and honest. We are interested in you, your motivations, and what you've learned, as well as your results.
- You don't have to do it all in one go: the questions are designed to be thought-provoking and will require reflection.
- It might help to type up your answers in MS Word or equivalent, check for typos/grammar, then copy and paste into the answers. Ensure your auto-save is on.
- Take your time. You can save your entry as you go.
- Ensure you make full use of the word count to answer each question

## Key Dates

Entry deadline: 25 September 2022 at 23:59

Finalists will have one 30 minute call with one WeQual Executive Interviewer  
between 21 November - 16 December 2022.

The exact dates & times will be given when you are notified as a finalist

Finalists are announced publicly, week commencing 5 December 2022

WeQual Winners will be announced the week commencing 30 January 2023

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## 8 Preview Assessment Questions

As you answer each question, ensure you use the text under the question as a guide as to what to include in your answer. Be honest, clear, open and reflective in your answers. Applications should be written from your own perspective.

**01**

**Provide an example of your leadership approach when deciding priorities and setting direction in the face of competing demands.**

Briefly describe your context and the competing demands. What was important to you in your decision making? How did it relate to the wider vision and strategic objectives of your company? How did your leadership characteristics help you achieve success (within your business unit, company and/or sector)?

**02**

**Provide an example of taking responsibility for creating and developing a strategic response to address a complex problem.**

What challenges did you face? How did you develop your strategy? How did you gain stakeholder buy-in? What impact has it had on your business unit, company and/or sector?

**03**

**Provide a recent example of delivering a key objective through others.**

Tell us about what motivates you as a team leader and what methods do you use to achieve results. Give examples of how you engage/educate/mentor and provide feedback. What has been the impact on your business unit, company and/or sector.

**04**

**Provide an example where you overcame considerable setbacks to achieve a desired outcome.**

Using a personal or professional example, tell us what motivated you to keep going, what you had to overcome, and the result. What have you learned about yourself, and how you use that experience in how you lead today?

**05**

**Describe an instance where your integrity was challenged.**

What was the dilemma you faced? What did you stand to lose? What was your thought process and emotional response? What did you do? On reflection, how do you feel now about the decisions you made? What did you learn? How does this experience guide your leadership decision making today?

**06**

**How does your approach to personal development impact your leadership effectiveness?**

How do you ensure you stay open to new insights and that your mindset is constantly challenged? What impact does feedback have on how you lead? When thinking about your next role, what are your development needs and how are you addressing them? What evidence can you identify where your own development is positively impacting your business unit, company and/or the wider sector?

**07**

**Provide a recent example of where you have actively championed or supported those who are under-represented.**

Explain your motivation regarding diversity, equality and/or inclusion. In your example, we want to know what you did, who stood to benefit, and the corresponding impact on their lives, community and/or company.

**08**

**What is your proudest business achievement? How did your deep knowledge of the business enable you to drive results?**

Ideally, this would be a recent example. We want to know how your extensive business knowledge and drive was instrumental to achieving success. What did you do and what were the results? What was the impact on your business unit, company and/or the wider sector?