



21st CENTURY WOMEN'S ENTREPRENEURSHIP, LEADERSHIP, POSITIVE PSYCHOLOGY & MENTAL HEALTH SUMMIT (EDITION 7)

NOVEMBER 08-09, 2024 | Hotel Medium Valencia, Spain

Why Building Authentic Relationships Matters
When Developing High-Impact Teams &
Strategies.

The talk will cover how female leaders can create real impact through empathetic leadership, and what it takes to enable impact at scale through a marketing strategy focusing on core values and relationship building.

The rise of AI and the fast development of technology has caused many female leaders to rethink and refocus their daily work. We are being asked to achieve high goals with a tight budget. We often find ourselves focused on obsessing over numbers, and last-minute firefighting, neglecting our core values and own needs, to make a positive impact for those around us.

Speaking from my own experience working directly with global brands, founders, and CEOs, the bigger picture and holistic approach to moving a business forward is often overlooked. Short-term gains are prioritized over long-term strategy. A lack of cross-departmental collaboration leads to silo building, which creates a toxic work environment and a long-term decline in revenue as the bigger picture and human factor are neglected. Furthermore, we are facing the shocking number of over 50% of the US population experiencing burnout.

So how can we, as female entrepreneurs have a positive impact on these situations?

The talk will focus on creating an inclusive work environment and safe space for employees, using empathy to foster collaboration and generate impact, while staying true to your boundaries and core values as an empathetic leader.

It will also focus on combining emotional intelligence and big-picture thinking, to create impactful global brand and marketing strategies, aiding the development of a natural "deeper" understanding of people to create customer insights.

THE REAL IMPACT OF EMPATHETIC LEADERSHIP

Ines Hubmann

Owner, Profect Marketing

Biography

Ines Hubmann is the owner of Profect Marketing, and a fractional CMO that helps international companies in the social impact space and brands with a greater purpose increase brand awareness, building international momentum. She offers customized 1:1 training and workshops for founders and CEOs, helping to integrate empathetic leadership in the workplace. She strongly focuses on using empathetic skills to support collaboration and change in the workplace. Ines equips leaders with the right tools to enable inclusive environments in high-impact companies.

For the past 10+ years, she has worked for and with leading startups and corporations, covering marketing strategies in over 9 countries. Her love for travel and curiosity to discover new places has led her to live in 4 countries and travel to over 30 countries. Her creative nature led her to study film and publishing. She is passionate about empowering other leaders to thrive through kindness and appreciation, while bringing her curiosity, open-mindedness, and creative storytelling skills to her daily work.