



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

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

Dogs have been present in the life of humans and have managed to survive all our historical periods since we became Homo Sapiens. They have been the subject matter of countless studies, several of which discuss the importance of this species in helping us be who we are today.

We can learn from the dog just how valuable teamwork can be if all team members have the same goal and work hard to achieve it, all the while recognizing and being aware of their strengths and limitations, both intrinsic and extrinsic.

The woman, like the dog, is another example of survival. Women do not speak the language of men (as the great Meryl Streep once remarked during a television interview), much like the dog does not speak the language of humans. (By language we refer to the ways of communicating, feeling and expressing those feelings.) However, both have learned to coexist and communicate in order to achieve our goals, i.e. the survival and proliferation of the species on the part of one and the recognition of rights on the part of the other.

Thanks to our emotional intelligence, us women have been able to adapt to our environment, mold ourselves and persevere after every setback, taking advantage of the most tense and difficult situations. This is why female leaders have empathy, resilience and humility, abilities ideal for making the best of every situation.

Throughout my life and career of more than 20 years dedicated to a masculine and I would even say sexist sector such as the dog training sector, I have learned that, just like the dog, silent, disciplined and proactive work can lead us to fulfill dreams that we never thought would come true.

Dogs have taught me how to be the best leader I can be over decades of observing them and their interactions, witnessing up close how they are capable of adapting to our world and society, while keeping intact some parameters of their own species such as their own language.

THE SURVIVAL OF A LEADER

Sonia Villalba

Founder, En Kanstak Educación Canina, Spain

I have been able to learn how leadership is associated with negotiating, having empathy, listening and creating new ideas in order to reach our goals. I have also understood that leadership relationships should not be rigid and hierarchical, but flexible and collaborative. Female leaders must continue to demonstrate that hard

work, discipline and the willingness (and humility) to be and do better are key resources when it comes to reaching our goals.

Owing to millions of years of experience, dogs demonstrate to us on a daily basis what THE SURVIVAL OF A LEADER looks like.

Biography

Sonia Villalba Tudela has a BA in Public Relations and Advertising and an MA in Digital Media. She is a certified dog trainer and behaviorist, Member of the Association of Professional Dog Trainers, and has studied dog behavior for three decades in Spain and abroad. She holds an Animal-Assisted Therapy Certificate and is accredited for the treatment of cynophobia. She specializes in the modification of unwanted behaviors in dogs, especially canine aggression, through the daily study of the incidence of overstress and motivation, investigating the bases of human psychology to establish comparative studies between the two species. She is the author of "Relationship between Serotonin Levels and Aggressive Behavior in Dogs". A qualified life coach, she is especially interested in motivational tools to achieve the best results in her work. She has appeared in several radio and television programs in Spain as an expert in dog behavior. She is also the chairman of Kanstak Sport, an association for dog sports and "Asociación Internacional para el bienestar humano y canino", association dedicated to the research of human and canine well-being through comparative psychology. Sonia Villalba Tudela is the founder and CEO of Kanstak Educación Canina (Kanstak Canine Education)