

**EmpowerHER:  
Elevating women in Communications & Marketing  
to thrive in their roles**

**VIRTUAL GROUP COACHING PROGRAMME  
February 2026 – July 2026**

Thank you for your interest in EmpowerHER. I'd love to support you.

I have designed this group coaching programme for women working in Communications and Marketing who want to be recognised as strategic business leaders. If you want to increase your influence, speak with confidence to senior stakeholders, and build a career that reflects your capability and ambition, you'll feel right at home here.

**The reality I see every day**

Throughout my 25 + years as a recruiter and coach in the communications and marketing industries, I have noticed the following in women:

You have a strong track record in Communications and or Marketing.  
You're capable, experienced, and committed to delivering great work.  
You know you should be valued and be part of business conversations.

Yet it feels harder than it should to step into the position and gain the recognition you've earned.

**These questions often surface**

- How do I gain the confidence and visibility to influence at the right level?
- How do I transition from a communications or marketing specialist to a valued business partner?
- How do I lead without burning out?
- How do I make progress in my career and thrive rather than survive?

You're not lacking the skills. What you need is the space, support and direction to step forward and thrive in your role.

## What's currently holding you back

Over my time coaching and recruiting in the Communications & Marketing industries in Asia, UAE and the UK, I've seen six recurring barriers for women. These are the areas we'll tackle directly in the coaching programme:

- **Feeling undervalued or overlooked at senior level**  
You're doing the work, but it isn't always fully understood or recognised.
- **Leadership feeling heavy or reactive**  
You want to empower your team, not carry everything alone.
- **Limited visibility with senior stakeholders**  
Your value is clear to you but not consistently seen by those who make decisions.
- **Confidence wavering in high-pressure environments**  
Self-doubt holds you back from using your full voice.
- **Navigating difficult personalities and male-dominated spaces**  
Challenging dynamics drain energy and impact performance.
- **Unclear route to career progression**  
You're ready for the next step but want direction and a long-term plan.

## What EmpowerHER helps you achieve

EmpowerHER gives you the confidence, strategic capability and influence to:

- be recognised as a valued business partner
- speak with authority in senior and complex spaces
- lead high-performing teams without sacrificing your wellbeing
- increase your internal and external visibility
- progress in your career with clarity and intention

Through a blend of coaching, industry insights and the chance to mastermind and network with other females, you'll gain the tools, knowledge, confidence and strategies to thrive in your role.

By the end of the programme you'll feel confident, in control of your development, and clear about your next chapter.

## The EmpowerHER Framework

Across six months we focus on the six core pillars that drive leadership success in Communications & Marketing:

- 1. Becoming a Business Leader**  
Build commercial confidence. Understand business priorities, financials, and how to contribute at a strategic level.
- 2. Leading High-Performing Teams**  
Empower your people, give feedback with impact, set boundaries, and lead a psychologically safe, inclusive culture.
- 3. Visibility and Influence**  
Communicate your value, strengthen stakeholder relationships, and elevate your personal brand internally and externally.
- 4. Healthy High performance**  
Replace self-doubt with authentic confidence. Protect wellbeing through realistic boundaries and sustainable ways of working.
- 5. Navigating Challenges**  
Handle difficult stakeholders and environments with clarity, resilience and emotional control.
- 6. Career Planning and Navigation**  
Create your long-term career map and develop a plan to elevate your role and futureproof your career.

### What's included

- 6-month group coaching programme
- Onboarding call to set personal goals
- Bi-monthly group calls (1.5 hours) covering each module, coaching and live problem solving
- One-to-one coaching every two months
- Ongoing WhatsApp support for accountability and guidance
- Guest experts joining selected sessions
- Face-to-face meet-ups when possible
- Worksheets and tools to support implementation
- Recordings available if you can't attend a session

This is a confidential space where you can speak openly, share challenges, and strategise with women who understand the reality of this industry.

### Who EmpowerHER is for

EmpowerHER is ideal if you:

- work in Communications or Marketing and want to advance your career
- want to be seen and valued as a strategic business leader
- are ready to strengthen your leadership presence and voice
- want greater influence with senior stakeholders
- are looking for a supportive, driven and international peer community

### Investment

**EARLY BIRD RATES** SGD 2,500 / HKD 15,200 / AED 7,100 / GBP 1,450 + VAT  
Paid upfront or in three instalments

### Next steps

If this feels aligned and you want to discuss joining:

- [send an email](#) with the subject line “EmpowerHER”  
or
- [book a call](#) (scan QR code below) and we’ll talk through how the programme supports your goals and career direction

### Final note

If you’re ready to be heard, valued and recognised for who you already are at your core—a capable, strategic and influential business leader—this programme will give you the guidance, structure and support to step into that with confidence.



**Emma Dale**

I coach women in communications to build their confidence, realise their full potential, grow their influence, and thrive as respected leaders.

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Scan the code to book a complimentary discovery call with me to understand how coaching can help you thrive.

## **EmpowerHER Alumni**

### **Maureen | SEA PR Agency Lead | Singapore**

*“Emma has a special way with people, and the care that she brings to the coaching creates a safe space for us agency professionals to speak candidly about our challenges. The team approach and individual coaching approach provides the best of both worlds: a tribe of like minded professionals who can learn together through sharing of experiences and the individual coaching to cater to our specific needs.”*

### **Nicola | Marketing Director APAC | Hong Kong**

*“A brilliant programme from Emma, especially the group aspect combined with 1-on-1. Highly recommend this for female comms/marketing leaders!”*

### **Mara | Agency Director | Dubai**

*“EmpowerHer was such a valuable opportunity to develop new skills, connect with other female leaders in Comms agencies, share challenges openly, and learn from each other. Having a group of smart, driven women from different countries made the discussions even more valuable, and the guest speakers brought fresh perspectives that really resonated. A huge thank you to Emma for creating such a comprehensive and engaging agenda. Her guidance throughout the program, especially in the 1:1 coaching sessions, helped me reflect on my leadership approach and gain clarity on the next steps in my journey. I’d highly recommend this program to any woman in PR looking to grow and build a strong support network along the way.”*

### **Rebecca | PR Agency Director | UK**

*“Emma has crafted a thought-provoking and helpful program that tackles many aspects of working in comms. You will laugh, maybe cry, share and relate with other admirable women in the industry and come out of every session feeling refreshed and full of ideas!”*

### **Liane | Communications Director | Hong Kong**

*“A fantastic programme expertly put together. A wonderful group of women too which added value to the great content.”*

## A bit about me

For the past decade I have coached women in communications & marketing to build their confidence, realise their full potential, grow their influence and thrive as respected leaders.

I am a qualified coach, recruiter, and business leader with over two decades of expertise in communications and marketing. As Co-Founder and Managing Director of Prospect, I have supported countless individuals across Asia, the Middle East, and the UK in achieving both career ambitions and business success.

I spent more than a decade living and working in Hong Kong, where I gained first-hand insight into the unique challenges women face in the workplace. As a mentor on The Women's Foundation's prestigious Mentoring Programme, and through my work across the APAC region, I saw how self-doubt and lack of confidence often prevent women from stepping into leadership roles and thriving once there.

Since then, I've coached women globally—in Asia, the UAE, the USA, and the UK—helping them navigate cultural and organisational challenges, speak with confidence, build trust with stakeholders, and embrace leadership with impact. My mission, since arriving in Asia in 2010, has been to empower women to claim the leadership roles they deserve and thrive within them.

I understand the unique challenges women face in Communications & marketing roles and asks thought-provoking questions to encourage new perspectives. I challenge mindsets and reframe situations for a fresh outlook and provide objective perspectives, real world case-studies and achievable strategies to help my clients move forward and thrive in their roles.

Alongside my work with female leaders, I also coach women at career crossroads in the communications and marketing sectors. I help clients uncover their strengths, clarify their next steps, and build the confidence to pursue fulfilling careers.