

Iron Lady Organization Overview

Iron Lady is India's leading leadership platform for women, founded by Suvarna Hegde (Founder/CEO) and Rajesh Bhat (Founder/Director). The organization's mission is to enable "A Million Women at The Top" through strategic leadership development programs.

Key Statistics

- **78,000+** women professionals trained in high-impact leadership strategies
- **117+** women achieved Rs 1 Crore+ annual income milestone^[4]
- **500+** women reached C-suite positions
- **10,000+** senior leaders in their community
- Partnerships with TISS, NSDC, and NASSCOM Foundation for certification

Iron Lady Programs Offered

1. Leadership Essentials Program (LEP)

Format: 4-week digital bootcamp with comprehensive leadership training

Price: INR 35,000 (approximately \$406)

Content Structure:

- Module 1: The Strategic Battlefield - Define vision, identify competition, craft winning strategy
- Module 2: The Art of Positioning - Personal branding and strength showcasing
- Module 3: Unapologetic Power - Build unshakeable confidence, overcome self-doubt
- Module 4: Strength-Based Excellence - Discover unique talents and leverage strengths

Key Learning Components:

- Business War Tactics including "shameless pitching," "strategic maximization," and "unapologetic mindset"
- Case studies and practice sessions based on real situations
- Weekly sessions from industry experts and business leaders
- 1-year community learning support after main program completion
- Self-guided learning combined with weekly live sessions

2. 100 Board Members Program

Duration: 6-month online program

Format: Weekly Q&A sessions

Purpose: Prepare women for board positions and fast-track journey to the top

3. 1-Crore Club Program / C-Suite League (Master of Business Warfare)

Purpose: Help women achieve Rs 1 Crore+ annual income

Focus: Proven tactics to reach C-suite positions and grow from there

Target: Support 1,000 women to reach the Rs 1 Crore milestone in next 3-5 years

4. Introductory Workshop Programs

WhatsApp Class Format: 2-session program at Rs 99 (discounted from Rs 499)

- Session 1: Goal-setting and BHAG (Big Hairy Audacious Goal) for 3 months
- Session 2: Eligibility to join Iron Lady Community
- Live and interactive sessions conducted in English

Iron Lady Program Format and Delivery

Online/Offline Structure

- **Primary Format:** Online programs with live Zoom sessions
- **Hybrid Approach:** Dynamic mix of classroom sessions, app-based learning modules, and personalized mentoring
- **Flexible Learning:** Self-guided learning combined with expert interaction
- **Community Events:** Exclusive sessions for Iron Lady Community members

Iron Lady Program Languages

- All programs conducted in English

Iron Lady Target Audience

- Women who have initiated their professional journey
- Professionals looking to fast-track careers into higher management roles
- Business owners seeking growth strategies
- No specific age limit mentioned

Iron Lady Certification Details

Certificate Providers

- **Iron Lady Certification:** All programs provide certification from Iron Lady
- **TISS Partnership:** Some programs certified by Tata Institute of Social Sciences
- **Industry Recognition:** Partnerships with NSDC and NASSCOM Foundation for impact measurement

Certification Process

- Completion certificates awarded after finishing program modules
- Community membership eligibility after program completion
- Ongoing learning and development tracking

Iron Lady Mentors and Leadership Team

Iron Lady Core Leadership Team

Suvarna Hegde - Founder/CEO, Iron Lady

- 20+ years of coaching experience
- C-Suite League Mentor
- Business warfare practitioner
- Leading the organization's expansion to support 1,000+ women to Rs 1 Crore income

Rajesh Bhat - Founder/Director, Iron Lady

- TEDx Speaker
- 25+ years of research and implementation experience
- Expert in Business War Tactics methodology

Iron Lady Board Members and Senior Mentors

Simon Newman - Global CEO Mentor and Chairman

- Ex-CEO of Aviva Singapore
- Industry veteran with extensive leadership experience

Sridhar Sambandam (Sridhar S) - Turnaround Specialist and Leadership Coach

- Ex-CEO of Bajaj Auto
- Expert in business transformation strategies

Chitra Talwar - Board Member and Founding Team

- Strategic guidance and support role

Program-Specific Mentors

Anju Jain - Leadership Coach

- Renowned entrepreneur leading specific program sessions
- Weekly live session facilitator for Leadership Essentials Program

Iron Lady Mentoring Approach

- **Industry Expert Sessions:** Weekly sessions from successful CEOs and ex-CEOs
- **Personalized Mentoring:** Individual coaching and guidance
- **Peer Feedback:** Group coaching and community support
- **Real-world Application:** Case studies and practical implementation focus

Iron Lady Program Methodology

Core Frameworks

- **Art of War Principles:** Strategic business application
- **Business War Tactics:** Proprietary methodology developed over 25+ years
- **Strength-Based Excellence Model:** Personalized development approach

Learning Methodology

- Case studies based on real corporate situations
- Practice sessions with immediate feedback
- Strategic leadership skill development
- Corporate influence tactics training
- Unapologetic ambition building

Iron Lady Community and Ongoing Support

Iron Lady Community Benefits

- Access to exclusive events and sessions
- Networking with 10,000+ senior leaders
- Ongoing mentorship and support
- Special guest sessions (e.g., Indra Nooyi events)

Success Tracking

- Regular impact measurement through partner institutions
- Success story documentation and sharing
- Career progression monitoring
- Income milestone celebrations