



Women in Leadership Programme

Are You Board Ready?

Creating capable women who contribute to company success

21st September, 12th October, 2nd & 23rd November 2017

With Claire Button

and

Kate Atkin MSc



This programme has been designed for successful women to recognise their success, claim their confident selves and create opportunities for progression to senior or board level. Based on research, personal experience and evidence from industry, the content has been carefully crafted to create an outstanding programme for women.

Aim: to increase women's impact on business.

How: increase women's skills sets to compete on an equal ground with men, so the business has the best people to choose from.

Why: research by McKinsey in 2015 showed that companies with a diverse board are 35% more likely to have financial returns above the respective industry average, yet still companies don't have enough women willing or eager to move to a board or senior management position. In the same year the Davis Report stated that FTSE100 companies have over a quarter of women at board level, but the FTSE 250 has under 20%. The report proposed that FTSE350 companies have 33% female representation at board level by 2020. Currently, there are not enough suitably qualified women willing to take up these board positions. As women make up more than 50% of the population, even if the 33% target is reached, is it enough?

Women approach their career and business in a different way from men. A 2012 report by McKinsey indicated that most women didn't want to reach the top as only 41% of the 200 successful women interviewed declared an aspiration to join the C-suite. Why do women put their hands up for opportunities less often? It may be down to a lack of confidence, a lack of skills or a lack of opportunities to do so.

The WiL programme enables women to shine alongside men, and **reach their potential**. This comes through:

1. **Knowledge** – of their fit in the workplace; of what organisations are looking for from board members and what stakeholders require.
2. **Skills development** – such as how to network effectively and negotiate in a male dominated environment; how to speak up and contribute in senior meetings; courage to take difficult decisions.
3. **An honest look at themselves** – an appraisal of what needs developing and what skills gaps need plugging; how to articulate achievements, self-promote and ask questions; develop a willingness to push themselves out of their comfort zone; challenge limiting beliefs.
4. **Increasing their abilities** – to succeed to being "Board Ready"

Measuring Success: We will be monitoring the programme's impact through regular participant feedback and their career progression over subsequent months. Published data will be available after the first two programmes.



While each module could be stand-alone but the programme's real benefit comes from when they are undertaken consecutively, either as four half-days or as whole days.

**Module One
Getting Started**

Covering the importance of confidence, how to deal with the imposter phenomenon and starting you on the road to finding your sponsor.

**Module Two
Developing
Resilience**

Covering how to deal with the media message, interpreting language descriptors and how to cope with the life/work conundrum.

**Module Three
Building
Influence**

It's often reported that women don't negotiate or assert themselves. This module looks at the skills involved to be effective when negotiating your next position and how to assert yourself, without becoming arrogant.

**Module Four
Knowing your
Strengths**

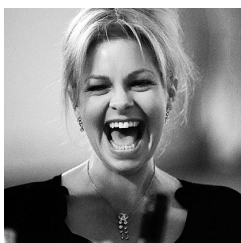
The final module brings it all together by looking at your individual strengths, using the R2 Strengths Profiler, and if you are returning to work, how these can help you. You'll leave with an action plan and ongoing support from the WiL community.



Dates: 21st September, 12th October, 2nd & 23rd November 2017
Cost: £500 per module, or £1,500 for all 4 modules booked in advance

Email kate@kateatkin.com to reserve your place

Presented by Claire Button and Kate Atkin



Claire Button is a qualified Executive Coach and Director of Life Sciences and Digital Health with Bailey Fisher Executive Search. She works closely with senior level women, and men, in terms of their career progression. These women may already hold board positions, or be considering what they could add to a company at board level. Women often approach this step in a very different manner from that adopted by men, and Claire encourages such women to reflect on their experience and contributions to the organisations they have been involved with. This often enables a woman to recognise the impact they have, and can continue to have, within an organisation.

Acutely aware of the issues surrounding women in leadership, particularly around a lack of women in, or applying for, senior positions, Claire is passionate about supporting women to acknowledge their contribution to company success, as well as reflecting on areas that need strengthening.

Having had a career break to raise her children, Claire is particularly interested in the challenges facing returnees - including both the woman's own concerns and those from potential employers. As a single mother, Claire is aware of the importance of blending work and life in the most sustainable, and beneficial, way.

Kate Atkin is an inspirational speaker, training consultant and expert in the imposter phenomenon. With nearly 20 years of experience as a trainer and facilitator, Kate has worked with many clients on business, management and communication issues. A highly skilled listener, her style is both supportive and challenging.

Kate comes from a farming background in Lincolnshire and now lives in Cambridge. She had a successful career as an international manager with Barclays Bank plc before starting her own learning and development business in September 2000.



In 2015 she completed an MSc in Applied Positive Psychology which has brought insights into well-being, meaning and positivity that she is incorporating into her work. This also led to opportunities to lecture at Cambridge University Judge Business School on their EnterpriseWISE programme and their post-graduate diploma in entrepreneurship. Kate is continuing with her research, focussing on courage, confidence and the imposter phenomenon. Kate is also author of The Presentation Workout and The Confident Manager.



Module One	
Sponsor vs mentor	<p>Mentor: someone who you go to for advice Sponsor: someone who champions you & your skills</p> <p>What is the difference between having a mentor and having a sponsor? Do you need both? Which is right for you? How do you get a mentor/sponsor? Mentoring is common at many levels in organisations and is often used synonymously with coaching. A coach draws out your current skills and enhances them, a mentor has the skills you are seeking to develop and will help you grow them with their guidance. According to a September 2010 report in HBR <i>“men and women alike say they get valuable career advice from their mentors, but it’s mostly men who describe being sponsored”</i>. To reach the top, you are likely to need a sponsor. A sponsor is someone in a senior position who will champion you and put you forward for new projects, promotion and speak highly of you in discussions with other senior people. A sponsor will only do this if they know you! So how can you create and nurture professional relationships so that when you ask someone to be your sponsor they will say yes?</p>
Networking & socialising	<p>Networking is often misunderstood as being “sales-based”. While networking can of course result in monetary sales, the purpose of the networking we will discuss on this programme is much more specific to you. There are ways to selling yourself, so that people want your skills and knowledge, without putting pressure on the person you are talking to. In addition, networking helps to build strong relationships.</p> <p>Why do some people fear networking? What are the tips and techniques which can help? This session will take the fear out of networking and enable you to network productively.</p>
Know & articulate your value	<p>Research indicates that women are not as good as men at articulating their own value. Does this apply to you? If you aren’t already self-promoting, during this session you will find how to become your own best advocate. This isn’t about being boastful or arrogant, but enabling you to express your value to the organisation in a clear, articulate manner to give you the best chance of being selected for the next promotion, project or assignment.</p>
Imposter phenomenon	<p>Many successful people, men and women, find they feel like a fraud. While this doesn’t apply to everyone, about 70% of people will at some point wonder whether they are going to be ‘found out’. During this session we will explore the research behind the imposter phenomenon and provide you with some strategies to overcome the feelings, let go of the fear of failure and embrace imperfections.</p>
Confidence & self-talk	<p>Confidence is often not acknowledged until suddenly it is no longer there. Despite appearing confident on the outside, many successful people don’t have the same feeling on the inside. This session will give you strategies to give your confidence a boost when you need it and enable you to create helpful self-talk, as well as enable you to instil confidence in others.</p>
Comfort zones	<p>We are often told to “stretch our comfort zones”. Intellectually we can appreciate that this may be a good idea, but sometimes our feelings, particularly fear and lack of motivation, can get in the way. This session will explore your own comfort zone, how you might wish to stretch it and help create a compelling “why”.</p>
Action plan	<p>What next? Designing your next step</p>
Coaching - Inner Talk and Confidence	



Module Two	
Resilience	<p>Stress is sadly becoming part of the normal working life. There is such a thing as eustress, ie good stress, but what happens when the balance tips over and stress becomes hard to deal with?</p> <p>Having some strategies to bounce back from adverse situations, to stay strong under pressure and to help you cope with all that life as well as work brings, is so important. We'll provide you with ways you can be resourceful and look after yourself when stress hits.</p>
Posture & owning the space	<p>We are all aware of the impact our posture can have on how others perceive us, yet we are not all comfortable with how to best use our physicality to create the positive impact we need whilst remaining true to ourselves.</p> <p>We will explore different ways to use posture, expressions and voice to command the response you need in a professional environment.</p>
Rebutting the media message	<p>The media reinforces the gender gap on a daily basis - often in ways we are unaware of. What are the implications of the subliminal, as well as overt, themes we receive? How do they impact our professional standing? Are insidious overtones negatively impacting the level of respect women receive, thereby reducing their level of influence at work? We will address how to notice, challenge and overcome unhelpful messages.</p>
Language descriptors (men/women)	<p>Do you find yourself dismissing a potential opportunity simply on the basis of the language used to describe the ideal attributes of the perfect candidate? Do the terms "impressive track record", "evidence of significant impact" or "demonstrable exceeding of targets" make you feel a role description isn't talking to you?</p> <p>Understanding and interpreting what is meant in a job description can mean the difference between applying for your next position, or walking away from an amazing opportunity. We will break down the language of role specification to show you how your experience is aligned to the needs of a potential employer.</p> <p>In addition we will also help you begin to craft the story you tell about yourself, your career and your skills.</p>
Action plan	What next? Designing your next step
Coaching - Crafting your Story	
Module Three	
Negotiation	<p>Negotiation is a key skill for success. Often women will be canny negotiators for the benefit of their companies, but lack the self-belief and language skills to negotiate on their own behalf. This session will demonstrate not only how to negotiate, but also, why negotiation is critical to your career success; giving you both the strategies for successful negotiation as well as the courage to ask.</p>
Assertiveness	<p>Do you struggle to say what you want to say and be heard? Are you concerned that assertiveness can be misconstrued for bossiness? Do you shy away from stating your opinion for fear of being seen as too demanding or pushy?</p> <p>Such characteristics are often associated negatively in women's minds when they wish to express their own viewpoints. This session will challenge your thinking and</p>



	enable you to find a way to be assertive in a way that is true to you. You will approach expressing your opinion in a whole new, highly effective, way.
Assumptions	<p>Our beliefs and behaviours can hold us back in so many ways - stop us applying for promotion, cheat ourselves during negotiations, pushing others forward when we are actually best suited for a role. What are the unhelpful assumptions you make every day, consciously or subconsciously, that are holding you back?</p> <p>During this session you will be encouraged to uncover and challenge such limiting beliefs, freeing you to reach for higher goals and greater achievements whilst retaining the balance that is important to you.</p>
Action plan	What next? Designing your next step
Coaching - Strengths Profile http://www.capp.co/R2StrengthsProfiler	
Module Four	
Feedback – interpreting and owning	<p>Many women find themselves reluctant to accept and believe praise - preferring to put any success down to “a team effort” or “really, it was nothing” or “I was just doing my job”. We will discuss the value to be reaped from accepting, and believing, praise.</p> <p>This session will give you the confidence to acknowledge and own your successes, to build your self-belief and to aim for even greater achievements. We also consider how to process more critical feedback in a positive, enriching manner without internalising negativity.</p>
Returning to work module	<p>Many women take career breaks for a multitude of reasons. Returning to the workplace can be extremely daunting - whether the break has been for 6 months or 6 years. We may question our up to date technical knowledge; we may worry about not staying in the office late each evening; we may feel patronised or overlooked for promotion.</p> <p>This session considers the possible challenges of returning to work and looks at strategies for overcoming such concerns - be they practical or psychological.</p>
Strengths building	<p>Knowing and using your strengths at work has been proven to increase positivity, productivity and confidence. But do you know your strengths? By undertaking the R2 Expert Profile, you will understand the true meaning of strengths as opposed to just something you are good at. You will have the opportunity to explore how to bring some of the strengths you use less frequently at work into play and how to minimise the impact on your energy of doing things you don’t enjoy, even if you can do them well.</p>
Action plan	What next? Designing your next step

These units can be delivered as half days or as two separate one-day events or as a two-day programme. They are a starting point for longer term positive impact on women and their organisations. To embed and further develop these challenging thought processes we are creating an online community which includes peer to peer debates, serious games, webinars and white papers. We are also working at an organisational level to encourage and support corporate actions, such as voluntary projects, gender neutral socialisation opportunities and other CSR activities.

For more information see www.kateatkin.com/womeninleadership