

DEVELOPING LEADERS

in the East of England



The business case for gender diversity at all levels in the workplace is clear and progressive organisations are seeking diversity of experience, behaviour and thinking.

Our Women's Leadership Programme is aimed at supporting female leaders to broaden their leadership skills, confidence and build a network of like-minded professionals.

Developed by Pure and People & Performance, this programme is designed to enhance confidence, develop leadership skills and build networks; all whilst gaining exposure to high profile, successful business leaders. In an innovative dual approach, it also supports organisations in building succession plans that engage talent and overcome any barriers or obstacles, and in developing inclusive workplace cultures where aspiring female talent achieve their potential.



“The Women's Leadership Programme has been of tremendous value. I have been delighted with the way that the leadership programme has given my team member the time and opportunity to explore issues around leadership and personal development with other very bright women. The facilitation on the programme has been first rate and I believe the participants have benefited significantly by being involved.”

Lynn Morgan,
Chief Executive,
Arthur Rank Hospice
Charity (sponsor)

“We're thrilled to appoint Jo as our new Finance Director and Company Secretary. Over the last 18 months she has shown great potential and has developed through a number of courses including the Women's Leadership Programme, which will prove invaluable to the business as we move forward.”

Ian Watson,
Chief Executive Officer,
Start-Rite (sponsor)

Why take part in the Women's Leadership Programme?

The Women's Leadership Programme (WLP) is different to standard women's development programmes in that it seeks to support organisations through the role of the sponsor in parallel with developing women.

Benefits of the programme for aspiring female leaders:

1. Helps you define your ambition and develop a plan to achieve your aspirations
2. Supports you in developing confidence to deliver on your plan
3. Explores your leadership style and your authenticity
4. Provides access to the WLP alumni and a professional support network of leading business women in the region
5. Examines how you might be holding yourself back
6. Identifies the barriers in organisations and how to overcome these
7. Provides access to experienced successful leaders through our guest speakers programme and their top tips for success

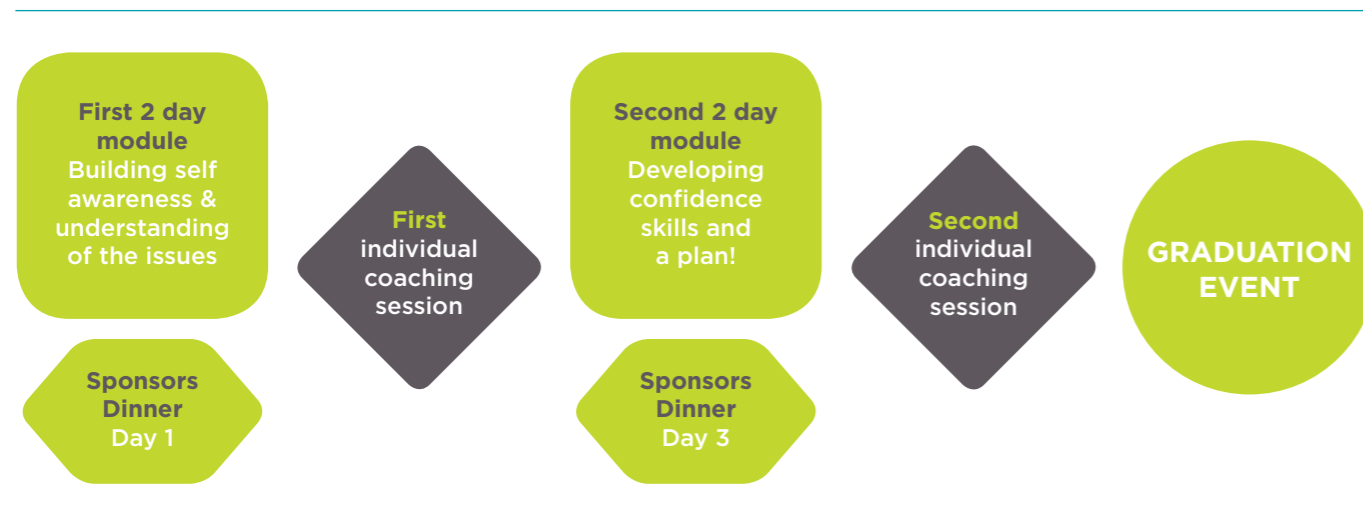
Benefits of the programme for organisations:

1. Supports succession planning by developing talented women as leaders of the future
2. Helps to define your gender equality strategy and sets targets for improvement
3. Helps retain senior women, securing a diverse talent pipeline
4. Supports your organisation to sponsor and mentor your talented women
5. Explores approaches to develop an inclusive culture and organisational values
6. Delivers improved organisational performance over the longer term
7. Provides access to other sponsors and a network of senior women

Over 60% of programme alumni are now in a broader role or have been promoted within their existing organisation. They are taking on more responsibility and adding increased value to their organisations.

How does the programme work?

Held twice yearly, the programme runs over three months and includes a total of four days facilitated learning, a Myers Briggs psychometric assessment, two individual coaching sessions, two dinners where sponsors from the supporting organisation can also attend, and a graduation event. Plus, ongoing informal advice and support from the programme facilitators.



All participants and their organisational sponsor will be invited to dinner during the evening of the first and third day across the two modules, where guest speakers will share their experience and advice. The programme is not residential, although delegates are able to stay at the venues and we would encourage this to facilitate as much networking as possible.

“The Women’s Leadership Programme is thought provoking and has armed me with a number of useful models and ideas. A key takeaway was realising that some issues are partly my own personal beliefs and not as a big as you imagine. It was astonishing to witness the growth and development of all of the participants during the programme.”

Lisa Bowman,
Director of Finance and Services, Elveden Farms Limited (Alumni)

The programme content and style

The programme will present the findings from research on gender equality and specifically what works. The style is facilitated action learning approach with delegates reflecting on and sharing their own experiences.

The course content will include:

Day 1

- What’s so special about women leaders?
- What are my aspirations
- Who am I? Myers Briggs Type Indicator
- Asking for feedback

Day 2

- Power and conflict at work
- Building my resilience and well being
- Courageous conversations – asking for help
- Delegating effectively at work and home

Day 3

- Leadership styles and authenticity
- Building my courage and confidence
- Overcoming internal and external barriers
- Identifying practical steps to progress

Day 4

- Building credibility and influencing skills
- Developing coaching and mentoring skills
- Working with your sponsor to develop your organisation
- Thinking strategically

“The Women’s Leadership Programme enabled me to focus on some key skills that will help me in my career progression. The focus on confidence and belief in yourself and your ability helps me every day at work and has helped me want to strive harder to hit my career goals. More importantly, the other women on the course were an inspiration to me, and I learnt a lot from listening to their experiences. I highly recommend this course to any women that want to learn skills to help with their careers.”

Rebecca Davies,
Human Resources Manager Lintbells (Alumni)

Who is the programme for?

The programme is for women aspiring to be leaders. Each programme is tailored to the experience level of the group, be it women already in senior management positions looking to move into board level posts or managers ready to progress their careers and move into more influential roles.

Why women only?

We recognise that the experience of female leaders is often different to their male colleagues, and as a region, the East of England has few women in senior management and board roles. This programme brings together like-minded professionals in a safe and non-judgemental environment, supporting them to better understand themselves and develop strategies to take the next step in their career.

Course fees

The cost to attend the course is £2,950 + VAT. This includes all course material and food and refreshments (2 dinners for the delegates and their sponsor and the graduation event). Overnight accommodation is optional and is charged at cost. Payment options are available upon request.

"The facilitators create a very supportive learning environment in which it is safe to admit hopes and fears and share experiences. I found it a very positive experience and I learnt a huge amount."

Jo Wicker, Assistant Director of Corporate Support, Victory Housing (Alumni)

About the facilitators



Christina Youell, Director, People & Performance

Christina has held a number of Board positions and works with executives, their teams and boards to improve their effectiveness; often by focusing on how they are together. She is passionate about helping individuals achieve their potential. She has an MSc in Executive Coaching and understands what it takes for women to be successful leaders.

She has designed and delivers this unique Women's Leadership Programme to secure a diverse talent pipeline in the Eastern Region. As well as being an Executive Coach, she is a highly effective facilitator, an experienced mediator and she has a reputation for creating a safe and supportive learning environment.



Caroline Batchelor, Director, Pure

Caroline, a graduate from Manchester University, joined Pure from its inception in September 2002 and has over 17 years recruitment experience. Since 2006 she has been responsible for recruiting HR professionals across Cambridgeshire, covering all levels and sectors. She regularly attends CIPD evenings and organises HR events to enable her candidates and clients to share knowledge. She has developed long standing relationships by her ethical approach to recruitment and thorough understanding of how to deliver a quality service.

With a qualification in coaching, Caroline is able to support her candidates to develop their own potential in terms of their career development.



Lynn Walters, Executive Director, Pure

Lynn is a co-founder and Director of Pure and leads Pure Executive. She has significant experience recruiting board roles (Executive and Non-Executive) for organisations in the East of England. She enjoys advising and building senior management teams, building trusting, lasting relationships and connecting people. Lynn also founded Best Employers Eastern Region, an employee engagement initiative and alongside the Women's Leadership Programme, supports both people and organisations across the East of England to develop and thrive.

**To book a place or for further
information, please contact:**

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