

Women's Development Programme – Image, Visibility and Networking



This one-day stand-alone module, one of four in the Women's Development Programme, helps women develop and promote a positive self-image, and achieve the visibility needed to reach their career and personal goals

Overview of the Women's Development Programme

Women bring different perspectives and voices to an organisation, to the debate and to decisions taken. Studies have shown that the environment for women in senior roles improves once about a third of leaders at that level are female, and that a 'critical mass' of 30% or more women at board level or in senior management produces the best financial results.

There is a striking correlation between strong business performance and women's participation in management. The failure of any business or economy to maximise the talents of all its people will result in below-par performance. Tapping into the under-utilised pool of female talent is vital if organisations are to respond to rapidly changing expectations.

Women tend to undervalue their own skills, achievements and experiences and the relatively low number of successful female role models often compounds stereotypes and reinforces perceived difficulties in rising up the organisational ladder.

Although things are changing, women's careers are disproportionately disrupted through caring responsibilities at various stages in their working lives. Many women are 'sandwich carers' providing care for ageing parents as well as younger generations. Recent research suggests that talent progression for women stops at around age 45 though they will have valuable skills that should be highly prized in the workplace.

A development programme which allows women to take time to reflect on their achievements so far and focus on their aspirations for the future can only bring benefits to them and the organisation supporting them. This modular programme aims to help women develop and promote a positive self-image, and achieve the visibility needed to achieve their career and personal goals.

Other modules in the programme include: Confidence Building, Building Resilience, and Goal Setting and Career Planning.

Overview of the Image, Visibility and Networking Module

Projecting an appropriate image is significant in career advancement. Image isn't just about the clothes we wear but the whole impression we give every day in our interactions with customers and stakeholders. This workshop looks at what is an appropriate image for a successful woman and how, once we have become visible to the people we want to influence, we can fulfil our goals and aspirations whilst holding true to our personal values. It explores the importance of having personal and professional networks in order to exchange information, resources and support.

Learning Objectives

On completion of the programme, participants will be able to:

- Demonstrate an understanding of how performance, image and visibility help people to gain recognition (based on Harvey Coleman research)
- Recognise how to develop and promote a positive self-image
- Describe how to achieve the visibility needed to match up with values and achieve stated goals that impact on career progression.

Content

- Introductions
- Performance, Image and Exposure
- What is an appropriate image for a successful woman?
- First impressions count. What first impression would you like to create?
- Strategies for getting noticed for the right reasons
- The value of networking
- The skills required to network effectively
- Learning review of the module

This face-to-face event:

- Allows for skills practice in a safe environment
- Provides the opportunity to build networks by allowing participants to form alliances/friendships/support mechanisms
- Uses discussion to share feedback and experiences.

The programme provides the tools, direction and confidence needed for you to advance your career and also have an impact on your organisation.

In a programme that is exclusively for women, you will be able to focus on your own development and challenges in a room full of people with similar issues and experience. You can explore your identity, strengths and weaknesses well apart from your usual context. And, importantly, the content is tailored to you as a woman.

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