

# Accelerate

Helping aspiring female leaders to thrive



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In today's challenging environment of rapid change and unpredictability it's become critical to develop leaders with diverse and innovative thinking, who can create the environment for individuals, organisations, and society as a whole to thrive.

Engaging and retaining female leaders is key to this challenge and, whilst the need to increase female representation in senior leadership is not disputed, progress toward this goal is slow.

Women, early in their career, are cognisant of this and are re-examining previously held ambitions and definitions of success. Indeed a research study by ECC in 2015<sup>1</sup> suggested up to two thirds of millennial women in professional roles were looking to change career, after just 5 years, in search of something more meaningful.

Those organisations who engage with this talent, by encouraging them to bring their valuable differences to the table, recognise they must adapt their organisation to fit women's motivations and aspirations – not the other way around. They reward women for their own personal leadership style. These will be the flourishing organisations, where future successful talented leaders, male and female, will emerge.

Accelerate is a programme for professional women in their early career which offers an environment to reflect on the challenges women face today and a space for them to build on their strengths to grow into these future leaders.

The Accelerate programme helps aspiring female leaders to:

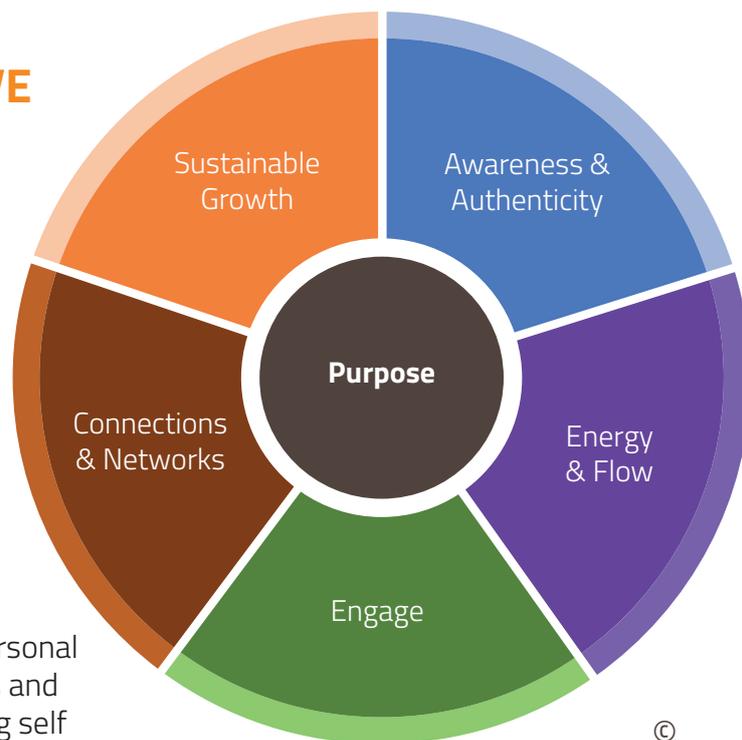
- Gain increased self-awareness and resilience to better equip them to respond to the challenges of the current business environment.
- Develop leadership style and practices that fit with their personal values and preferences.
- Identify personal strengths and how to play to them, while at the same time understand what they need to adjust, to get the best impact in their environment.
- Build connections and networks to leverage a new way of working.

<sup>1</sup> Women in the City: How Employers can Attract and Retain Female Talent for Future, ECC, 2015

# Programme Design

Accelerate has been designed using the experience we have of coaching more than 10,000 women and builds on the ECC model of Leadership - THRIVE - developed from the work of psychologists, neuroscientists and leadership experts. Thrive describes a brand of leadership fit for the new order, where creating trust, distributing power, using a networked mind-set and inclusivity are key.

## The ECC model of Leadership - **THRIVE**



At the heart of ECC **Thrive** is *Purpose*. Understanding personal values- one's moral compass and the impact this has on leading self and others.

This connects to five interrelated areas:

### **Awareness and Authenticity**

Building on purpose, motivations, inspirations, and strengths, working out the signals from the noise and becoming both aware of and prepared to share the real person, the authentic self.

### **Energy and Flow**

Recognising the dynamics of energy and the impact on confidence. Understanding how to get to peak performance through natural flow, rather than competition and drive, and creating the environment for self and others to flourish.

### **Engage**

Understanding context, using your voice yet cultivating others' viewpoints, influencing and shaping the future, building reputation, refining messages and engaging others.

### **Connections and Networks**

Identifying and building networks, making meaningful connections, being open to (as well as a catalyst for) change, developing mentors and sponsors, and offering to do this for others.

### **Sustainable Growth**

Developing a growth mind-set, proactively expanding horizons and developing emotional, mental, spiritual and physical resilience.

# Format of the Programme

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Typically run as 3 full days or 5 shorter days, the programme uses a blend of group workshops and one to one coaching sessions with exercises for individual reflection, to help integrate practical actions back in the workplace.

We tailor the content to each organisation and have adapted content to fit to shorter durations particularly where it forms part of an internal programme.



**One to one coaching** provides participants with a confidential space to explore thoughts, ideas, and questions that often arise as a result of insights from the early part of the programme and helps learning to be actioned.

## Key Features of the Programme

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- **Sponsor endorsement** - to share the organisation's strategy for gender balance so that it is clear that the programme is part of a diversity initiative and not an activity focused on 'fixing the women'.
- **Role Model panel** – to provide inspiring stories from colleagues a few levels above who share their career journey and can demonstrate how they have progressed their career alongside a busy life in general.
- **Line manager involvement** – to engage and provide support to the programme and its outputs. We help them to hold critical career conversations with their participants and help them to engage their male reports in the gender debate too.
- **An opportunity for the women** to share their ideas on what more the organisation could do to support the female career, helping them to have a voice and feel empowered.

## Testimonials & Feedback

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“ I am very excited about these changes and must say that the Accelerate program was so helpful and useful for me! Not only the training part was crucial but so was the 1-to-1 coaching session that I had. I recall what my conversation with my coach that day- almost every day. ”

Participant, Multinational consumer goods company health, hygiene and home

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“ Really helps you to see the ways in which the firm is combatting gender equality issues and how you can boost your career to make changes to maximise your potential. ”

Participant, Global Law Firm

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“ My coach had a manner that allowed me to open up about concerns and challenges. She had a wealth of experience which I personally found extremely helpful and she provided external materials I could refer to. ”

Participant, Global Investment Bank

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“ Thank you once again for this amazing training - the way you presented was clear and keeping our focus on the key questions. Finding the answers was not always that easy, however I could not forget about great inspiration coming from our group of amazing women. I think that this training changed me a lot - I have started to share the learnings and spreading this energy with others already. ”

Participant, International FMCG

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“ Coaching was very helpful and supportive and I was able to work out clear implementable actions. ”

Participant, Multinational Financial Services

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“ It was a very practical course, which helped everyone take a difficult issue and share their experiences, which makes you realise you are not in it alone. ”

Participant, Global Law Firm

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“ Three fabulous and inspiring days last week - one of the best training I've joined since I'm in my company. ”

Participant, Multinational consumer goods company health, hygiene and home

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“ During the period since the introduction of Career Directions (2014-2017) at Herbert Smith Freehills London, the proportion of female attrition within the associate population has reduced from 22.6% to 13.6%. ”

Learning & Development Manager, Global Law Firm

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“ 100% of participants agreed the coaching content resonated with the challenges they were facing. ”

Women's Initiative Programme, International Law firm based in New York

## The Executive Coaching Consultancy

ECC has deep expertise in supporting women's careers and those managing talented female employees. As an early entrant into the coaching market we have significant experience of coaching individuals in multiple industries over the past 24 years.

Our focus on helping organisations to develop leaders who understand sustainable business practices led us to specialise in the Female Career Journey back in 2005, recognising that successful companies understand that good business means diverse business.

Our research into Generation Y Women in the City pointed to the need to address the female talent exodus earlier in their careers. This has led us to design bespoke Talent Acceleration programmes for female professionals that we have run successfully across the globe. The underpinning messages around the need to pro-actively manage your career as a female through the leadership labyrinth consistently chimes with participants from a range of countries and industries.

For further information please visit: [www.executive-coaching.co.uk](http://www.executive-coaching.co.uk).