

## The Women Leaders Association

*Fast Tracking Women Leaders to Lead the Future!*



Dear Reader

I'm proud to be the founder of the Women Leaders Association (or the WLA as we now love to call it). I believe it to be one of the most rewarding women leadership programmes available.

All over the world talented women are being held back from achieving their potential. Whether that's cultural, social or personal barriers. The numbers of women in senior positions is too low and the pace of change is way too slow. I was saddened, especially as a mother, to read that the World Economic Forum stated it would take 150 years to achieve gender equality back in 2016.

I set up the WLA back in 2015 with three key intents:

- 1) To provide a community for corporate women which offered a place of inspiration, collaboration and judgement-free.
- 2) To develop the courage, capability and confidence that enabled women to become authentic role models to other women.
- 3) To offer opportunities for women to give back to others through initiatives such as our WLA mentoring programme.

Since we set up the WLA in 2015, women who have joined us have met lifelong friends, have transformed their impact, their visibility and their confidence, have landed dream jobs and achieved career fulfilment far greater than they had ever expected. These women find our environment unique in that we are supportive, caring, fun and allow people to be themselves. There is no judgement and our members bring their whole selves.

I feel blessed and humbled to serve our members. We have a diverse range of women who share our values and care about making a difference in this world. If you are a senior woman who may, at times, feel she is on her own and is looking to reach out, then please read on and find out more about how we may be able to help you.

Best wishes

Sandra Green  
Founder



## The Business Imperative

There is a business imperative to bringing greater gender diversity into our workplaces. Much research has been done analysing the impact of women on boards in senior positions. Let me share a few of these insights:

- McKinsey's 'Women Matter' report found that companies across all sectors with the most women on boards significantly and consistently outperform those with no female representation (41% return on equity and 56% return on operating results).
- Catalyst's 'Bottom Line' report found that companies with the highest percentile of women on their boards outperform those with the lowest as follows:
  - 53% higher return on equity
  - 42% higher return on sales
  - 54% higher return on invested capital
- Once businesses have at least one woman on their board, they have found that the share price of these companies outperform companies with no women by 26% over a 6-year period. (Credit Suisse, 'The CS Gender 3000: Women in Senior Management'). In the same report, where there is one female in the boardroom, companies have seen an average return on equity of 14.1% (sector adjusted) since 2005 compared to 11.2% for all male boards.
- In February 2016, Ernst and Young and the Peterson Institute revealed that an organisation with 30% female leaders could add up to 6 percentage points to its net margin.
- Leeds University Business School reports that having at least one female director on the board appears to cut a company's chance of going bust by about 20%.
- A Grant Thornton report found that listed companies in the UK, US and India with at least one woman on their board improved performance over male-only boards by \$430bn in 2014.

Unfortunately, senior roles in many business sectors are still dominated by men. According to the Hampton-Alexander Review:

- There are only 7 female CEOs in the FTSE 100 companies.
- Women represent 27.7% of the FTSE 100 boards. (33.3% NEDs and 9.8% Executives).
- There are 7 All Male Executive Committees in the FTSE 100
- Apparently, there are more men named John running FTSE 100 companies than all female bosses combined.

## About the WLA

The WLA was established by Sandra Green in 2015, with three key ambitions:

- To provide an opportunity for women leaders to network authentically and find opportunities for business collaboration
- To inspire women leaders to lead with courage, impact and confidence
- To give back and become role models to others

We are fun, we are supportive to each other and we passionately believe that having more confident, talented, authentic female leaders in all walks of life makes for a better society.

What the WLA is not!

- *Women having a glass of wine & swapping business cards.*
- *Women in power suits who don't understand the issues and challenges women face in the workplace*
- *Women coming together to moan about work.*
- *Women listening passively to an interesting speaker and then not taking any action.*

We are about having the belief & confidence to step out of the shadows and let our light shine. We believe that, to quote the wonderful Marissa Peer, "We are all, every-one of us, enough"

*... 9 months on from joining the WLA I have a great new role at a company that I know **values me and my experience**. I feel energised and clear about what I want to achieve from a work, home and self-improvement perspective.*

*I've got a great inspirational network I know I can reach out to plus I've made some lovely new friends!*

***I have influenced my new company** to sponsor my full membership of WLA which shows not only their belief in me but also their belief in the power of the WLA! **Mel Carlen***

*Networking has never been my strong suit and with such a **hectic work and home schedule**, had never really felt like much of a priority. In all honesty, I wasn't sure what to expect having attended other Female Leadership events in the past and feeling disappointed (and at times quite cross), at the need to constantly highlight how downtrodden women are compared to men.*

*However, my over-riding memory of the WLA is that of **a celebration of self-confidence, belief and empowerment**. **Sara Saleh***

## Impact of the WLA

The WLA has been designed to help women leaders overcome the common challenges that historically impede women's career development. There are currently two main routes into the WLA:

- Women joining with individual membership.
- Companies sponsoring membership through our corporate programme.

As participants, the programme helps to reach new levels of personal and professional confidence. There's a fantastic and broad ranging network of like-minded leaders. And one of the highlights is the safe space created to share challenges, learnings and aspirations. Our members repeatedly state that the non-judgemental atmosphere enables them to be their true selves which they find very refreshing.

For sponsoring organisations, the WLA equips and inspires the kind of leaders needed to fill the pipeline. Investing in high potential members sends a clear message that career advancement is important and helps retain the best and brightest individuals. The enhanced leadership, confidence and knowledge impacts overall productivity, innovation and team potential.

Whether you are an aspiring leader with ambitions to get on or a senior, established leader looking to broaden your impact – this programme will help to transform your leadership. You'll start to notice you are making a real difference in organisations and in your communities.

Specific Benefits include:

- **Leveraging leadership strengths.** Getting clear on who you are as a leader, your strengths, your achievements, your key talents and strategies for removing any limiting beliefs.
- **Learning different approaches** to leadership situations whether that's negotiation, engagement, handling change, building networks, influencing, etc.
- **A wider perspective on business** challenges such as reading financial reports, improving operational efficiency and strategic decision making.
- **Develop great positive energy** which eliminates self-doubt, drives greater intention, focus and a strong self-image.
- **Opportunities to collaborate and make things happen** by connecting with women from different sectors, facing similar challenges and possibilities for change

## **The WLA Programme (s)**

The WLA provides a year-round programme of leadership development aimed at senior level women (and high potential talent).

You may be a senior female leader who is seeking to break into director roles and need inspiration, support, challenge and accountability.

Or you may be already operating at senior leadership roles and are seeking community. You may feel alone in your decision making and are looking to spend time with like-minded professionals in an environment that feels warm and inclusive.

Finally, you may be a corporate that is keen to provide talented female leaders the opportunity to thrive and develop their leadership capability. Joining the WLA enables women from very different industry sectors the opportunity to collaborate, learn and share best practise.

Read more about our membership.

## The WLA Programme – Premium Membership

Success Path	Accountability	Events	Sharpening the Saw	Coaching & Mentoring
				
<p>The five stages of development:</p> <ul style="list-style-type: none"> <li>• Awakening</li> <li>• Accelerating</li> <li>• Transitioning</li> <li>• Leading</li> <li>• Creating</li> </ul> <p>Each stage of the success path has a range of resources, articles and frameworks accessed via the online library.</p>	<p>Too often busy leaders get distracted and lose their focus. It's tempting to fall back into old styles of behaviour.</p> <p>The WLA provides:</p> <ul style="list-style-type: none"> <li>• Daily Accountability and inspirational quotes</li> <li>• Accountability partners</li> <li>• Members Online Forum</li> </ul>	<p>Every 90 days:</p> <ul style="list-style-type: none"> <li>• International Women's Day Conference</li> <li>• Leadership Conference</li> <li>• Business Conference</li> <li>• Success Mindset Conference</li> </ul> <p>Bringing together excellent speakers, workshops, networking and opportunities for collaboration.</p>	<p>Developing the potential of women leaders through regular podcasts and inspiring interviews.</p> <p>Leading edge thinking, inspiring women leaders and opportunities for continual development</p>	<p>Group Coaching calls providing opportunity to learn and have coaching hot seats.</p> <p>Opportunity to participate in the WLA mentoring programme.</p>

Would you like to:

- Have a sounding board, a place where others know exactly what you are going through?
- Achieve greater work and life balance?
- Join a network of like-minded, aspirational women?
- Feel greater confidence and fulfilment?
- Develop your business acumen?
- Have greater impact & presence?
- Stop feeling guilty or not good enough?
- Embrace your gifts and talents so you can truly fall in love with your work?
- Motivate and engage your team so that you get the most out of them every day?

If the answer is “Yes” then answer this: “Do you think you can achieve the above, by yourself?”

Too many of us try to solve everything by ourselves; we honestly try to be “Superwoman”, but unless you have some cosmic powers you are more likely to feel like “burned out Bessie” than Wonder Woman!

If you want to achieve greater fulfilment at work, and generally in life, then the members of the WLA will help you.

As the old African proverb says:

***“If you want to walk fast walk alone, if you want to walk far walk together.”***

## Hear Why Other Women Have Joined The WLA.

“When I was promoted to CEO I felt isolated and alone. So, I started to look at various networks that I could join to help with my transition into my new role. I was keen that this would suit my needs, and I didn’t want to be part of something that met regular and just had nice interesting chit chats. I wanted something meaningful, that was tangible and practical and that I felt really challenged me but also provided the support and advice I needed. The WLA does exactly that, I have been a member now for 3 years and I find it invaluable, it is a safe environment to challenge yourself, take yourself out of your comfort zone, to ask those questions that you think are silly, in a confidential environment with like-minded women. I have made some great contacts here but more importantly a solid based group of friends that I know will provide not only support but practical advice when I need it. If you invest in one thing in your professional life – invest in this network I guarantee you will not be disappointed.”

**Paula Chadwick, CEO Roy Castle Lung Foundation**

“I attended the International Women’s Day Conference last year and was surprised by how much it made me think and how much I enjoyed meeting the other delegates. In some ways, I felt a bit of a fraud as I’d really just gone along as a development opportunity rather than because I felt strongly about gender equality. Perhaps I’ve just been lucky with the managers and organisations that I’ve worked for, perhaps it’s my collaborative approach, perhaps it’s the fact that I don’t have children or I’m a lifelong football fan.....? Anyway, that day opened my mind to the genuine issues that many women face and the fact that, as a senior manager, I have a responsibility to make sure that I am doing everything I can to ensure everyone in my organisation has access to all the opportunities they deserve.”

**Sarah Scholes, Scot Mid**

“Sandra! I’ve been working with Sandra over the last few months – and as a side note it’s been one of the best experiences in my career to date - and through our various conversations she has opened my eyes to the inequality that still exists in the workplace. I think the objectives of the WLA are fantastic and the association is something I am proud to support. Also, Sandra’s passion for the association is very infectious! “

**Laura Brierley, Rodo**

“I really valued what the WLA stood for; networking and meeting senior women leaders that can help me develop, developing other women and the safe environment of sharing ideas and thoughts on business challenges. I’ve already met some great women who I wouldn’t hesitate to contact should I require advice, support or guidance. I want to encourage more women to have the confidence to stretch themselves and to be confident in their own ability.” **Aly Fadil, HR Director Missguided**

Contact: [support@thewla.com](mailto:support@thewla.com) or phone 01829 770159 and ask for Sandra. [www.thewla.com](http://www.thewla.com)  
Suite 2a, Olympus House, High Street, Tattenhall, Cheshire CH39PX

“Being in a professional environment where I’m not in the minority! The quality of the materials (Friday webinars, the newsletter) is excellent – they give me quick bursts of development which fit in with a hectic schedule and when I want something more, the day-long events are highly effective – Courageous Leadership has given me some very powerful tools and the opportunity to take time out to practice and test them.

And it’s fun – it’s great to be a member of a club that exists for people like me where we can have a laugh, share some serious things and have a glass of something cold and fizzy at the end of it.”

**Anna Gray, Royal Mail**

“I was introduced to the WLA through a dinner conversation with Emma Stringfellow at an IT Directors Forum. I liked the sound of the group so decided to come along to the event for International Women’s Day. The friendliness of the group and the candor of some of the inspiring stories shared, made it feel personal and not like a mission or a business. This is a group that is genuinely centered on action and empowerment.”

**Louise Harrington, Coop Financial Services**

“I genuinely had some personal development challenges about being a woman in such a strong male- orientated, baby-boomer environment and was looking to reach out for some support. I really warmed to Sandra when I met her and loved the idea of what the WLA is all about. As part of my personal development plan for the year, I mentioned to my boss that I really wanted to join and further develop my confidence which she was happy to support. I feel my membership has been real value for money and I have enjoyed meeting all the women in attendance and the workshops have been fantastic.”

**Candy Redfern, Bidvest**

“I’d highly recommend joining to any woman in business who wants to progress their career. It’s an amazing supportive network. Meet women from all types of industry and you learn so much about leadership skills and how to think big. “

**Ann Lucas, NHS**

## Premium Membership - Features & Benefits

### ***Complimentary Ticket to our International Women's Day Conference***

- Attendance at our flagship event.
- Discover how women, just like you, have navigated their career and overcome obstacles.
- Gain valuable insights into how other organisations are championing the diversity agenda.
- Get involved in 'hands on workshops' and take the learning back into the office
- Network with ambitious female directors and managers who believe that they have so much to give and who also want to give back.
- Lunch & refreshments provided.
- Grab a slice of cake & a glass of Prosecco at the end of the day and chat to some of the people you have met during the day.

Keynote, Inspirational female Speakers

Q & A with panel of experts.

Workshops introducing you to new skills and best practice.

Networking over refreshments, lunch & end of day networking drinks.

Lunch included.

### ***Complimentary Place on Members Leadership Conference***

We take a different aspect of leadership for each of our events. During the day, you'll get to hear from an inspirational female leader; attend workshops; experience peer coaching and deep dive into a specific topic and tactic. You'll discover:

- Strategies to unlock your potential
- How to communicate with greater confidence
- Shaping a future that aligns with our values
- Ways of leading with purpose and authenticity
- Ideas for engaging key stakeholders
- The power of influencing flexibility
- How to use emotional intelligence to maximise your results
- And many more topics

Lunch, networking and masterminding included.

### ***Complimentary Place on Member's Business Conference***

Develop a keener business acumen that enables you to make valuable contributions to your organisation's direction. Use that business acumen to speak with confidence and make a lasting impact.

- Learn from a senior female CEO / Board director as to how you can add value in your organisation.
- Listen to real live examples of case studies presented by the people who were actually there.
- Understand the mental and emotional challenges that you need to overcome when you really want to make change happen.
- Be totally comfortable around business finance and know what you should be looking for and what the numbers actually mean.

Gain an accountability buddy who will support and challenge you for the next 90 days.

Lunch & refreshments provided.

### ***Complimentary Place on Members Success Mind-set Conference***

- The opportunity to actually stand back and take stock of where you are and where you are going.
- Take time to re-invigorate your career.
- Understand how your thoughts and mind-set can either hinder or help you achieve what you really want.
- Gain valuable tools & techniques that help you develop a positive mind-set.

Gain an accountability buddy who will support and challenge you for the next 90 days.

Lunch & refreshments provided.

### ***Pay it forward - Send a colleague instead of yourself***

We all know someone who can benefit from the energy, networking and skills development of the WLA. So, if you can't make an event you can send a non-member in your place. The opportunities to help a friend or colleague get some energy & inspiration in their career.

Be seen by your colleagues as an ambassador for the diversity agenda. Be seen as someone who "gives back" or "pays it forward" You gain maximum value for money from your investment by making sure that even if you can't make an event, a valued friend or colleague receives the benefit instead.

### **Invite a guest**

A friend or colleague can also enjoy the buzz, support and learning of a WLA Conference. (We usually provide special discounts for Bring a Friend).

By inviting a colleague, you are seen as someone who looks out for her career development, almost like a mentor or sponsor.

Open your colleague's eyes to the opportunities that do exist to achieve even more in their careers and to do it in an authentic way.

Use your membership as a way of sponsoring or mentoring another female colleague on their career journey.

### **Monthly printed magazine**

- Learn about fellow members, their careers and what they are working on.
- Keep up to date with the issues facing women in the workplace.
- Be up to date with the successes that women are achieving in the wider world.
- Become an authority on the latest facts, statistics & reports about women in the workplace.
- Regular features that will give you tips and tools on how to increase your confidence, your courage and your commercial acumen.
- Be inspired by women, just like you, who are doing amazing things in the workplace or in the wider community.
- Get a "heads up" on future WLA events so that you can block them out in your diary weeks or even months in advance.
- Read your magazine whenever and wherever you like.
- Download the magazine to share with friends and colleagues.
- Read the magazine online 24/7

This colour magazine is printed on high quality silk paper.

Mailed to either your home or work address.

Monthly editions.

Downloadable editions in members-only area of website

### **WLA Success Path**

Access our online library, full of materials and resources for you, whatever stage of career you are at. The Five Stages are:

- Awakening (rebuild your confidence and get out of overwhelm)
- Accelerating (improve your impact and visibility in the workplace)
- Transitioning (handling life's changing and mapping out your career needs)
- Leading (develop the skills to become a great and authentic leader)
- Creating (create a life that is full of meaning and purpose)

You'll be able to track your learning and development and download materials so you can work at your own pace and in your own time.

### **On-line community – private Facebook group**

- Gain all the support that you get at WLA events without having to travel.
- Ask for advice and get tips and guidance from ambitious women who love sharing & giving back.
- Help others by answering their questions.
- Give encouragement by commenting on other member's posts.
- Let members know what you are up to in your career.
- Seek out opportunities for NED & trustee roles.
- Offer opportunities to collaborate on projects.
- Post job adverts in your community.
- Daily updates on news articles help make you a source of knowledge about business and the female diversity agenda.

### **Sharpening the Saw**

- Make efficient use of your time by listening to inspiring women's stories of their careers.
- Each month you get another dose of uplifting stories and messages that help you recalibrate your life and put a spring in your step (how many of your colleagues are listening to 60 mins of inspiration every month?)
- Receive a copy of the Transcript too
- Download the monthly inspirational interview so that you can listen to it on your way to work or even in the gym.

### **Exclusive opportunity to participate in our Mentoring Programme**

- Get access to a high-profile female leader to support you on your journey
- Have the opportunity to brainstorm ideas and advice from someone who has been there and done it
- Massively increase your confidence

### **Opportunity to sit in member "hot seat" at events.**

- Members help you with your career challenges
- Use the experience & ideas of fellow WLA members to tackle a challenge that you are facing in your career.
- As a WLA member this is also an opportunity for you to help others when they are sitting in the hot seat.
- Lots of brains give you loads more options that you could ever think of by yourself.

## Corporate Investment – Premium Membership

	2018	
	Discount Per Person	Price Per Person*
1 Member		£1,950.00
5 Members	£200	£1,750.00
10 Members	£400	£1,550.00

## Associate Level Membership

We also offer an entry level programme for leaders. The associate membership programme continues to be a popular and affordable programme. The investment is £36 per month (vat incl.). Members receive access to the WLA's flagship course 'Mastering Your Success Path'; Monthly Masterclasses; Inspirational Interviews and our printed magazine in the post. Associate members also get discounted tickets to our annual International Women's Day Conference held in March.

## Next Steps:

Contact the team on 01829 770159 or email [support@thewla.com](mailto:support@thewla.com) to discuss the right membership options for you.