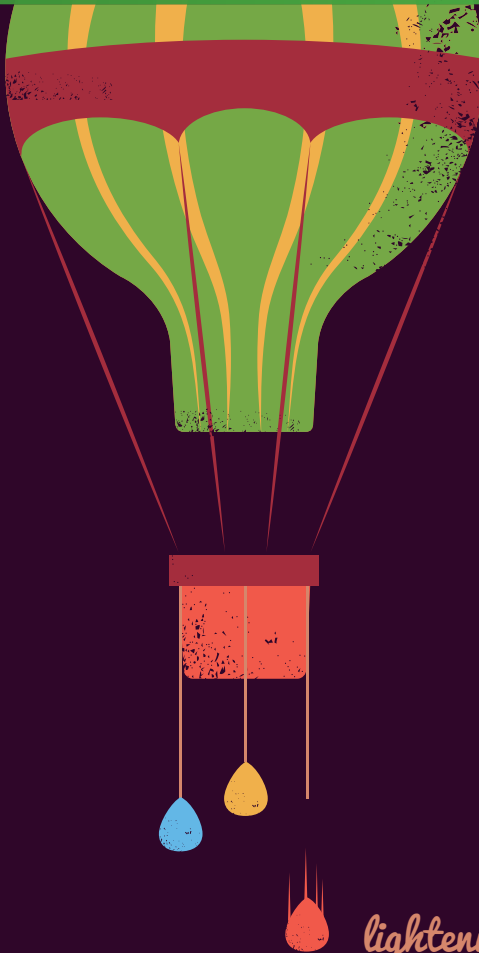


# WOMEN AS LEADERS



*lightening the load.*

# WOMEN AS LEADERS.

[www.cranfield.ac.uk/som/walw](http://www.cranfield.ac.uk/som/walw)

**For experienced women managers and professionals from both public and private sectors who are striving to reach top leadership positions.**

Here at Cranfield School of Management we are committed to helping organisations to develop the next generation of leaders from the widest possible pool of talent.

Through our International Centre for Women Leaders, we are unique in focusing our research, management development and writing on gender diversity at leadership level. Our Female FTSE work is endorsed at the highest level of government.

Since 1999, our annual Female FTSE benchmarking report has provided a regular measure of the number of women directors on the corporate boards and executive committees of the UK's top companies.

From this research, it is clear that women face a number of disadvantages in trying to reach leadership level.

That is why we have developed a leadership programme specifically for women who are ambitious. Our aim is to help you identify your ambitions and how to achieve them.

**PROFESSOR SUSAN VINNICOMBE OBE**

Programme Director,  
Women as Leaders and Director of the  
International Centre for Women Leaders

## DELEGATES FROM THE FOLLOWING ORGANISATIONS HAVE ATTENDED THE PROGRAMME;

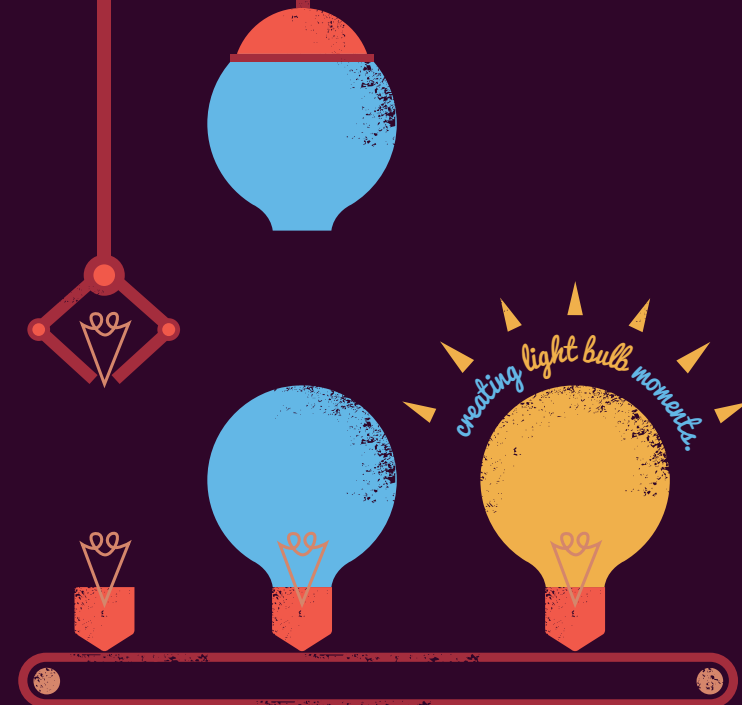
EDF Energy  
BBC  
Highways Agency  
Shell International

Visa Europe  
Lloyds TSB Bank Plc  
Ernst & Young  
British American Tobacco

*"I think where this programme really succeeds is that it gives you the conviction to progress into a senior leadership role. I would very much recommend it to women who have management leadership capability but are failing to execute this to the best of their ability. This course helps you understand how to be a better leader by being yourself."*

**JANE CHAFER**

DIRECTOR OF STUDENT RECRUITMENT,  
ADMISSIONS AND MARKETING AT THE  
UNIVERSITY OF SHEFFIELD



## WOMEN AS LEADERS.

### WHAT IS IT ABOUT?

Women as Leaders helps you to think positively about ambition, power, impression management and career success.

By joining this personal development programme you will engage in stimulating research presentations, group discussions, a 360 degree leadership profile, co-counselling sessions, facilitation groups and depart with an elite network of female professionals to work with in the future.

### WHAT WILL I GET OUT OF IT?

You will gain:

- A clear understanding of the challenges facing you in advancing to the top
- Feedback on your strategic leadership style
- Identification of what career success personally means to you
- Help on how to navigate an organisational culture where gender is probably a challenge.

### WHAT WILL MY ORGANISATION GET OUT OF IT?

Your organisation will gain an employee who is:

- More engaged
- In touch with her ambitions
- More aware of her leadership potential
- Committed to a plan of action to advance her career.

### PHILOSOPHY OF APPROACH

- Small group sessions
- Networking
- Individual profiling
- Personal coaching
- Peer feedback.

### PROGRAMME OUTLINE

This programme, led by our experts in the field of gender diversity, is based on 20 years of research into women's leadership.

It will provide you with the knowledge and attitudes to overcome the barriers and help you to develop winning strategies that will increase your promotional opportunities. The programme integrates leading edge research with participants' personal experiences to provide practical learning about leadership and how to navigate your way to the top.

*"Cranfield was a huge breath of fresh air for me. I came away confident that it was most important to be authentic and be myself and not try to become someone different in order to lead at a senior level. I gained much more confidence in my leadership abilities but also recognised that I needed to be rather more flexible in how I approached my colleagues so that they were comfortable too. It was also an excellent opportunity to take stock."*

### KATHRYN BRITTEN

HEAD OF FORENSIC ACCOUNTING,  
BDO STOY HAYWARD



*getting the most out of  
everything you do.*

## WOMEN AS LEADERS.

### PROGRAMME CONTENT

During the programme you will have the opportunity to mix with other like minded women and develop your strategic leadership skills.

- The challenges facing participants at work
- Reflecting on our lives and how they have shaped our careers
- Doing leadership differently as a woman
- A review of the paths to career success taken by award-winning women directors
- The importance of impression management skills
- Navigating a male dominated organisation
- Political skills and networking in organisations.

#### Day one

- Myths of women and leadership
- Doing leadership differently
- Myers Briggs Type Indicator – Step II
- Visionary Leadership/ transformational Leadership
- Colour, image and voice

#### Day two

- Live leadership issues
- Introduction to career anchors
- Co-counselling
- Personal debrief

#### Day Three

- Gendered cultures and coping strategies
- Impression management and promotion
- Work life integration
- Cranfield Model for Career Advancement
- Action plans

### WHO IS IT FOR?

Experienced women professional and managers who, for whatever reason, feel stuck in their careers, or feel that they would like to accelerate their careers.

### PROGRAMME DETAILS

**Fee:** £3,750 +VAT

**Faculty:** Professor Susan Vinnicombe OBE,  
Director of the International Centre  
for Women Leaders

Dr Deirdre Anderson, Lecturer in  
Organisational Behaviour

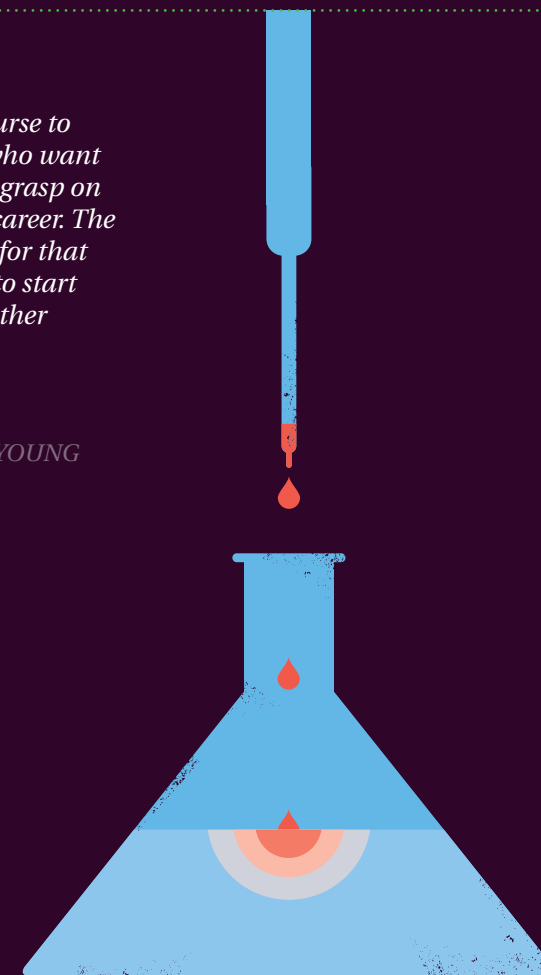
**Duration:** 2½ days, residential

**Dates:** 15 - 17 May 2012  
20 - 22 Nov 2012

*“I would recommend the course to any high potential women who want to step back and take a finer grasp on strategically planning their career. The course is extremely valuable for that as well as being a great way to start building a network among other women managers.”*

### FLEUR BOTHWICK

HEAD OF DIVERSITY AND  
INCLUSIVENESS, ERNST AND YOUNG



*your success catalyst.*

**YOUR  
CRANFIELD  
EXPERIENCE  
STARTS HERE.**

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[www.cranfield.ac.uk/som/executive](http://www.cranfield.ac.uk/som/executive)

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