



OE Cam

DELIVERING ORGANISATION EFFECTIVENESS



Unlocking Women's Leadership Potential

Join our OPEN leadership development programme

May – July 2024, Cambridge



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Decades of research* show that some women leaders help increase productivity, enhance collaboration, inspire organisational dedication and improve fairness. Research by McKinsey** also suggests that most of the leadership qualities that are most effective in addressing future business challenges are exhibited more frequently by women. Despite this, women are still underrepresented at senior leadership levels. One of the contributing factors is women not having appropriate opportunities to develop their leadership potential and practise new skills in a psychologically safe environment.

To address this, OE Cam has designed a new leadership programme specifically for women - providing a neutral, inclusive space to unlock women's leadership potential. A key aspect of our approach is tailoring content to the female voice and sharing *relevant* stories that draw on our experience of coaching women in senior leadership positions.

At the core of our programme lies a deep understanding of human behaviour and organisational psychology, enabling us to deliver a powerful and impactful learning journey. Using a number of facilitation & coaching techniques we encourage participants to believe in their strengths, apply their knowledge authentically, and contribute ideas more confidently. In doing so, we help them unlock their true potential as effective leaders.

*APA (2023)

**McKinsey "Women Matter – Time to Accelerate" (2017)

Why should I join?

Discover your unique leadership style...



Ideal for those in management seeking to make the leap to leader, our programme offers women a safe space to explore and develop their leadership style within a cohort of like-minded professionals.

Benefits for the individual:

- **Unleash your authentic leadership style:** Discover your unique leadership style, aligned with your values and personality, to lead with genuine confidence.
- **Unlock the power of positivity:** Identify and reframe negative beliefs and mindsets
- **Boost leadership impact:** Expand your toolkit with essential skills such as understanding individual responses to difficult, driving effective change, and harnessing perseverance and resilience.
- **Master difficult conversations:** Develop your skills to navigate challenging discussions and confidently guide teams through change.
- **Connect with like-minded professionals:** Build a powerful network of like-minded women, share experiences and establish support beyond the programme's duration.

Our programme harnesses the power of community. Beyond the four interactive, face-to-face modules, participants will forge lasting relationships with a peer-group of professionals. This invaluable network will provide a strong foundation of support for the future among women who share your aspirations.

All participants will receive a learning log in which to record ideas and reflections and be able to contact the Programme Leaders throughout the course. As an optional extra, we can also offer **personality profile** feedback session &/or **coaching** sessions with a Business Psychologist to focus on specific individual development needs.



Benefits to the organisation

Build capability to amplify leadership impact...

Recent research from McKinsey and LeanIn.org reports that “*more women are leaving their organisation than ever before*” with 48% of women leaders citing an opportunity to advance elsewhere as their main reason for switching jobs in 2021 - 2022*. To aid retention and amplify leadership impact, OE Cam has designed four integrated modules which build individual capability and subsequently deliver the following organisational benefits:

- **More effective leadership:** Participants will gain confidence to lead authentically, becoming more effective leaders in the organisation.
- **Greater innovation:** Leaders will be equipped with essential tools to drive innovation and adaptability within the organisation.
- **Better governance:** More women in leadership harnesses diverse perspectives, leading to better decision-making.
- **Improved organisational resilience:** With more diversity in leadership, the organisation becomes more resilient.
- **Enhanced employer brand image:** Emphasising women's leadership development sends a powerful message to stakeholders, clients and partners. Demonstrating a commitment to gender diversity and equality can enhance the organisation's reputation and attract top talent.

McKinsey go on to suggest that the ‘broken rung’ is holding many women back - at the very first step up to Manager. We know that women are dramatically underrepresented in leadership, and even those who do progress to Leader are hitting other blockers that force them to move organisation. This means that as well as providing development opportunities to unlock women's leadership skills, we must also look at the organisation as a whole to ensure there are no ‘silent blockers’ to women's success.

To discuss the organisational culture required to support women leaders, please contact us.

* McKinsey and LeanIn.org “Women in the Workplace” (2022)



Programme modules

unlocking women's leadership potential...

Module 1: The Adaptable Leader

Successful leaders adapt their style according to their environment and the task at hand. In the first module we explore various leadership styles and through connecting with your core values, help you to find your own authentic leadership style.

Topics include:

- Understanding and overcoming common barriers faced by women in the workplace.
- Embracing authenticity by exploring different leadership styles.
- Identifying your core values and understanding their role in leadership.
- **Cultivating emotional intelligence to enhance leadership effectiveness.**

Module 3: The Persevering Leader

Leaders inevitably face adversity, from challenging conversations to guiding teams through significant change. Module 3 will equip you to lead effectively in difficult, often ambiguous, circumstances while supporting yourself and others.

Topics include:

- Recognising challenges.
- Understanding our response to difficulty and harnessing fear.
- Driving and managing emotional responses during times of change.
- Fostering grit, resilience and perseverance.

Module 2: The Confident Leader

Whether you're a new or an experienced leader, moments of doubt can arise, making you question whether you're on the right track. To be an inspirational force for change requires a degree of self-belief. Our second module focuses on bolstering your confidence in your abilities as a leader.

Topics include:

- Recognising thinking traps and transforming limiting beliefs.
- Understanding who you are - what makes you, you.
- **Harnessing the power of helpful habits to get things done.**
- Building your personal brand to project a strong leadership identity.

Module 4: The Developmental Leader

To effectively explore ideas and be an enabler of others requires the recognition that every individual is unique. Module 4 emphasises understanding your team members' individuality - appreciating and working effectively with diverse perspectives.

Topics include:

- Promoting curiosity.
- Adopting a coaching style of leadership.
- Holding difficult conversations and delivering feedback.
- Cultivating a growth mindset to foster continuous development.

About OE Cam



We maximise the effectiveness & impact of individuals and teams to create more connected organisations...

Organisation Effectiveness Cambridge (OE Cam LLP) is a specialist firm of business psychologists and organisation consultants. We maximise the effectiveness and impact of individuals, teams and organisations.

For us, organisation effectiveness is about building the capability of a business to deliver its strategy. It's about improving the performance of an organisation through developing its people; supported by the right structures, processes and culture to enable the right talent to flourish. Effective organisations build a shared sense of purpose and are able to connect the vision with individual behaviours to make it a reality.

We have more than 20 years' experience delivering leadership development with long-term impact. Very often our programmes result in increased numbers of women in leadership positions – supported by work done at organisational level to sustain the change.

Today's leader is an explorer of ideas, a juggler of competing forces and an exemplar of strong values. They need to navigate through ambiguity, be agile, authentic and an inspirational force for change; all whilst being an enabler of others and having a clear vision for business direction.

A well-designed leadership programme is one that defines effective leadership in an inclusive way and provides a blended and stimulating approach to learning. Combined with coaching, our programmes provide an excellent opportunity to develop the right skills and behaviours to support the organisation in realising its strategy.



Meet our team



Business Psychologists specialising in leadership development...

OE Cam is a firm of business psychologists and organisation consultants in Cambridge. Our clients range from global FTSE organisations to local SMEs. The modules are delivered by our team of experienced Business Psychologists:



Felicity Wolfenden

Specialising in leadership and team development, Felicity is passionate about unleashing the untapped potential of individuals and teams, harnessing their unique strengths, and nurturing growth in areas of development.

Felicity is a guest lecturer at University of Cambridge and an active member of the Association of Business Psychology, and the British Psychological Society.



Lucy Cox

Lucy has a background in designing and delivering bespoke development initiatives for current and future senior leaders. She enjoys using psychological insights to design progressive development experiences that drive self-awareness, mindset change, and behaviour change.

Lucy has an MSc in Occupational Psychology, and is a member of the Association for Business Psychology.



Jodie Hughes

Jodie is a Business Psychologist with a keen interest in understanding the role individual differences play in the workplace; specifically how strengths, weaknesses & preferences impact the way people work individually and as part of a team.

Jodie has an MSc in Work Psychology and a BSc in Social Psychology.



Alexandra Shoobert

Alexandra is a leadership development expert with over 20 years of experience working with senior leaders and business owners. She helps individuals increase their confidence to achieve goals and has a particular passion for helping them find enjoyment in their roles.

Alexandra has an MSc in Occupational and Business Psychology, an MBA, a Bachelor of Commerce and she is a member of the CIPD.



What to expect



Register online or phone our Cambridge office...

This programme will be delivered in-person in central Cambridge. Public parking is available nearby and we are a short walk to the Park & Ride bus stops or 15 mins from the train station. The four integrated modules will run from 10am to 4pm, including lunch, on the following dates:

1. The **Adaptable Leader** – 14th May 2024
2. The **Confident Leader** – 11th June 2024
3. The **Persevering Leader** – 2nd July 2024
4. The **Developmental Leader** – 30th July 2024

We intentionally keep the cohorts small for more effective discussion. After completing the programme, the cohort will be invited to attend a facilitated peer group session where individuals can talk through any challenges they are experiencing and support one another. These sessions will be approximately two and six months after the final workshop. *If you are unable to attend one of the dates, we are happy to offer you an individual online meeting to go through the content.*

Research has shown that Managers are key to retaining women—but they need more support to get this right*. Our programme includes a 1-hour webinar designed for delegates' Line Manager to give them tips and tools to support their direct reports through this journey. *NB. individuals can attend the course without their Line Manager taking part.*

Programme costs £995 per person + VAT.

Recommended extras:

- Psychometric **personality profile** plus a 1.5-hour individual **feedback & development planning session** is £500
- **Individual coaching** session with a Business Psychologist to focus on specific development areas – variety of bundles available, fees available on request.

To register please visit: <https://www.oecam.com/unlocking-womens-leadership-potential>

Or to discuss the course in more detail, please email **Felicity Wolfenden** at felicity.wolfenden@oecam.com or call our Cambridge office on 01223 269009.

* McKinsey and Leanin.org “Women in the Workplace” (2022)



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