

Brain-Savvy Wo+man: A leadership programme for women



About this programme

This on-line leadership programme is designed specifically for women to help them recognise their strengths, increase their confidence, define their ambition and achieve their career goals.

It is based upon Head Heart + Brain's extensive understanding of neuroscience as it relates to personal motivation and development, and workplace interactions, plus our own research into the practical challenges that women face at work.

The programme is run by our team of facilitators, including Jan Hills' who wrote the book (with her daughter, Francesca) Brain-savvy Wo+man: how women can overcome gender bias and succeed at work.

This is not a programme that aims just to make participants feel stretched and inspired while they are doing it: it's designed to create change. The content of the programme draws upon our experience of how people learn and actually change behaviour with the help of techniques that we have used successfully with our corporate clients, so that participants will gain maximum benefit from each of the modules and will be able to apply the insights and tools effectively.

The programme structure is modular: everyone takes the foundation module but participants can take the other modules in the order which feels right for them: they tailor their own women's leadership programme and take the modules in the order that addresses their most immediate concerns. All modules have core materials plus optional additional resources so participants can delve deeper if they wish.

Your investment

Once enrolled and fully paid participants will have continuing access, not time-limited, to the teaching materials, including any updates we offer to the modules, so they can retake modules as a refresher at any time.

The structure of the programme gives the sponsoring company several options to suit their needs and budget:

- **Option 1:** Organisation sponsored participants can sign up to the open programme and complete modules at their own pace. There is no set date for sign up. Participants will get

insight and support from other programme participants via our private Facebook page, and they can also access recorded and live Q&A sessions with the course facilitators.

Programme fee £395 plus VAT. On line payment at registration.

- **Option 2:** A cohort of participants joins the course on a specific date with a cohort of others. They complete the programme over a set period of time and participate in phone-in Q&A sessions where they can ask questions of the facilitators, discuss their insights and get to know the other participants. Modules will run every 2-3 weeks depending on the amount and complexity of the material.

Programme fee £359 plus VAT. We offer a 20% discount for more than 10 participants joining the **same** cohort from the **same** organisation. One to one coaching is available for an additional £3000 per person. This provides 6 x 1 hour coaching sessions via skype.

- **Option 3:** An organisation specific programme. Participants from one organisation join together and study over an agreed period of time (usually 6 months). We co-brand the programme with the organisation and in addition to the programme materials and Q&A sessions, provide a live webinar at launch and completion.

A minimum of 8 and a maximum of 20 people can join on one cohort. Fee £5750 plus VAT.

One to one coaching is also available for an additional £3000 per person. This provides 6 x 1 hour coaching sessions via skype or other on-line system.

Please note these are introductory priced fees and will be increased for future programmes.

We provide bespoke programmes for organisations on a design and delivery bases. Quotations are based on requirements. Please contact Jan Hills janhills@hhab.co.uk to discuss.

The modules

Below is a description of the modules which can be shared with your potential participants. Each module has videos covering the scientific research (in an accessible form), practical tools, examples and advice from role models, a self-assessment or quiz and a Foundation Idea which covers a relevant aspect of neuroscience as it applies to leaders in organisations. These Foundation Ideas build into a comprehensive understanding of how leaders can perform in a brain-savvy way to maximise their own and their team's success. A summary sheet is provided for each Foundation Idea. Each module takes 2-3 hours to complete the core materials and comes with an ebook on the content and practical exercises.



1 Brain basics – The foundation module

Despite it being the first quarter of the 21st century women still experience gender bias in the workplace. There are numerous theories about why women are not better represented in the most

senior positions in organisations. Many subtly or not so subtly blame women themselves. We don't believe these theories. In this foundation module, you'll be introduced to the building-blocks of the programme: the basic neuroscience (which is presented in an accessible and immediately engaging way), and our approach to helping you to manage your career for success. Alongside understanding the structure and content of the programme and having the chance to meet the other participants, via our private Facebook page. You will learn:

- The basics of how our brains function and how this impacts our motivation and success at work
 - The differences between male and female brains and whether they impact work performance and style
 - Why women have a different experience at work to men and how you can make this work better for you
 - Your brain's capacity and how to adopt good work habits
 - Advice on managing your learning on the programme
 - Practical examples and tools, so you can apply your new understanding to your everyday work life.
 - Foundation Idea: Creating new behavioural habits.
- All programme participants should take this module before any of the other modules.



2 Build confidence and go for it!

One reason given for why women aren't at the top of organisations is they sabotage their career through lack of confidence. We are at our best when we believe in ourselves and understand our strengths; when we're grappling with self-doubt it slows our productivity and keeps us from doing our bravest and best work. *You* know the amazing things you could do if only you weren't holding yourself back. This module enables you to re-set yourself to the level of self-belief you need to be successful, and to spend more time in that state of mind.

In this module, you will learn:

- Remedies to the kinds of self-doubt women experience that can sabotage their careers
 - How you can recognise the triggers that pitch you into self-doubt
 - How to fake it when you're feeling under-confident but need to be at your best
 - The role of self-compassion and some effective long-term techniques for spending more time in the right frame of mind
 - Foundation Idea: Mindset for success.
- Take this module to be the best you can be more of the time: it's an insurance policy for any woman in any organisation.



3 Get the feedback you need

Women receive more critical feedback in performance evaluations than men, and it focuses on different issues. When we are crushed by criticism, or dependent on praise, we can't perform at our

best. In this module, you will learn:

- To ask for relevant and constructive feedback to maximise your success
 - How to receive challenging feedback without getting demoralised
 - What to do when you're given unfair feedback
 - How to build your resilience muscle
 - Smooth comebacks for dealing with unfair evaluations and self-protection techniques to put you in control of your own success
 - Foundation Idea: Developing the habit of reflection.
- Take this module if you dread receiving feedback, or you are struggling with a difficult boss or want to be in control of how your performance is perceived.



4 Presence – you can grow it

Women are frequently told to have more presence. For most this is both daunting and demoralising and anyway what does it mean? We unpick the science and provide practical tools for increasing presence making sure no one will ever forget you whilst ensuring you can still be your authentic self.

- Understand what presence is and is not
 - Tap into our own authentic presence
 - Navigating the dress code
 - Understand what can get in the way or trigger you to feel nervous or small
 - Use tools and techniques to be and remain present
 - Foundation Idea: Self Awareness.
- Take this module if you have had feedback or know yourself that you need to be more memorable.



5 How to get the promotion you deserve

It's said women don't push hard enough for promotion, they wait until they feel they have the perfect experience and qualifications. The reality doesn't live up to this myth but you do need to feel you are *nearly* there and sometimes that's about getting the right perspective. In this module, we help you to set yourself up for promotion, avoiding career-traps like the "office housework" which you don't get credit for, and ensure you get experience in the financial and strategic skills essential for the most senior positions.

We look at why women still have to be better than men to be promoted, how to spot when you're being expected to perform to a higher standard than your male colleagues, and what to do about it.

We will cover:

- How to spot the double standards and respond with smooth comebacks
- Auditing your work habits to identify which are helping and which are hindering you
- Deciding when to go for a promotion

- Negotiating for the resources you need and the rewards you deserve, while keeping key decision-makers on-side
 - Foundation Idea: Goals
- Take this module if you feel you should be ready for promotion, but still have doubts; if you're stuck in a rut; if you've been knocked back too many times



6 How to be a 'super persuader'

Whatever your role, most success comes from influence. At some point in your career you will no longer depend solely upon your own skills and effort. Your effectiveness will depend on your ability to persuade and influence others: to give you help, to give resources to your project, to get you on the right team, or persuade a client to agree to your proposals.

In this module we'll introduce you to the neuroscience-based model of influence: CORE. You will also learn everyday techniques for getting people to agree to your ideas:

- Using the CORE model to plan and execute your influencing tactics
 - How to position your ideas to help people agree with you
 - The latest science on persuasion and positioning your ideas for agreement
 - Foundation Idea: The CORE Model.
- Take this module if you need to get people to agree to your ideas, if your suggestions are being overlooked, you're not getting credit for your work, or you generally feel you need to be more persuasive.



7 Build a high-performance team

Neuroscience is giving us a new perspective on teamwork: what actually works and what doesn't. As your career progresses you will be responsible for the work of a team, and your success will be judged by the team's effectiveness. How do you build a successful, cohesive team from scratch, or inject energy into an established team you've taken over?

In this module, you will learn:

- The science of teamwork and what makes high-performing teams special
 - How to set up your team up for success
 - Managing with the right mindset
 - Using feedback effectively
 - Finding the right rewards (it's not all about money)
 - Generating energy in a team
 - Foundation Idea: Understanding others
- Take this module if you're new to team management, you need to get a new team working well together, or accepted leadership techniques aren't getting stand-out results



8 The mother bias – managing family and work

Going back to work after leave to have a baby can be daunting. Juggling child care commitments and work is equally a challenge and on top of that it shouldn't be the case, but women with children *do* face additional prejudices and stereotyped expectations at work. It's important to understand the additional challenges for working mothers in order to overcome them. (If you are not a mother this module has plenty of content on how women are judged and how you can manage those stereotypical judgements, self-awareness and managing the bias which women can encounter.)

This module reveals the science of how people are judged, and particularly the judgements made of working mothers, and how you can prevent long-term damage to your career:

In this module, you will learn:

- The assumptions and frustrations working mothers face
 - How to maintain your ambition in the face of work challenges
 - How you can improve your own self-awareness to manage how you present yourself in different situations
 - Tools to present your best self, more of the time and for regaining your confidence after a break
 - Foundation Idea: Warmth and Competence
- Take this module if you are about to take parental leave or are returning to work after leave or a sabbatical. It is especially helpful alongside one-to-one coaching if you have had a setback, you have taken a major step up in your career or you are returning to your career after a sabbatical or parental leave.



9 Get the men on board with your career - networks, mentors and sponsors

Work can be tough and it's important to have support. Networking isn't something you do instead of work these days it's an essential element in success. Your network helps support you through the tough times, is a source of ideas, helps with problem solving and keeps you connected with diverse thinking. Mentors and sponsors play an essential role in a successful career and women need to know how to position themselves to find and use them effectively.

In this module, you will learn:

- How to analysis your network and spot gaps
 - Developing and maintaining your network
 - Using mentors to support your career
 - Finding a sponsor and maximising their help
 - Getting male colleagues on board and banishing their stereotypical views of you
 - Foundation Idea: Emotional control
- Women tend to underestimate the importance of networking, mentors and sponsors. And virtually everyone suffers at some point from unsupportive colleagues. We think everyone should take this module and retake it as their career progresses: refreshing and redirecting their support network and mentors.



10 Become the leader you want to be

It's still expected that the leaders of organisations will be men: women who progress to the same heights may be judged harshly. When you do make it into the upper echelons you can make the most of your success by setting yourself up right.

In this module, you will learn to:

- Recognise how strong women are treated and what to do to combat the backlash
 - Break free of stereotypes and find your own leadership style
 - Developing a clear leadership purpose
 - What it means to be an inclusive leader
 - Foundation Idea: Authenticity and honest signals
- Take this module if you aspire to leadership, are newly appointed as a leader, or want to be the best leader you can be.

Please call us on +447766805552 or email sarahnorth@hhab.co.uk or janhills@hhab.co.uk to discuss your requirements.