

# Brain-Savvy Wo+man

## Career-management for women



### About this programme

This career-management programme is designed specifically for women to help you recognise your strengths, increase your confidence, define your ambition and achieve your 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 you feel stretched and inspired while you 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 you 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 you can take the other modules in the order which feels right for you: tailor your own women's leadership programme and take the modules in the order that addresses your most immediate concerns. All modules have core materials plus optional additional resources so you can delve deeper if you wish.

The Reflection Questions in our 'Deciding if this is right for me section' will help you set your goals and decide which modules are most important to you. Once registered on the programme you can also book a one-to-one coaching session with one of our facilitators to help you with your goal-setting.

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

The structure of the programme gives you several options to suit your career needs and your budget:

- **Option 1:** Sign up and complete modules at your own pace. You will get insight and support from other course participants via our private Facebook page, and you can also access recorded and live Q&A sessions with the course facilitators. You will be able to take the (optional) certification on the dates posted.
- **Option 2:** Join the course on a specific date with a cohort of others. You complete the programme over a set period of time and participate in phone-in Q&A sessions where you can ask questions of the facilitators, discuss your insights and get to know the other participants. Modules will run every 2-3 weeks depending on the amount and complexity of the material. At the end of the programme you can take the (optional) certification.
- **Option 3:** Join the programme as in Option 2 but also receive monthly one-to-one coaching, via Skype or Facetime, to help you extend what you are learning and ensure you are achieving your goals quickly.

## Deciding if this is right for me

Anyone can access this section. Click through to the [introductory video](#), the [reflection questions](#) to help you decide if this is right for you at this point in time and the help to [create a business case](#) to get sponsorship and funding from your organisation. These materials give you everything you need to decide which option of the programme you wish to take, and the goals you want to focus on.

## The modules



### 1 Foundation module

Despite it being the first quarter of the 21<sup>st</sup> 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
  - Tips and tools for managing your learning on the programme
  - Practical examples and tools, so you can apply your new understanding to your everyday work life.
- All programme participants should take this module before any of the others
  - Minimum time needed to complete the materials 2 hours.

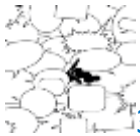


## 2 Build confidence to maximise your potential

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
- 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
  - Minimum time needed to complete the materials: 3 hours



## 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
- 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
  - Minimum time needed to complete the materials: 3 hours



## 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
- Take this module if you have had feedback or know yourself that you need to be more memorable
  - Minimum time needed to complete the materials 2 hours



## 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
- 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
  - Minimum time needed to complete the materials: 3 hours



## 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

- How you can present yourself so that people are more inclined to want to help you
- 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.
- Minimum time needed to complete the materials: 3 hours



## 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
- 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
- Minimum time needed to complete the materials: 4 hours



## 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
- 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.
- Minimum time needed to complete the materials: 3 hours



## 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
- 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.
- Minimum time needed to complete the materials 3 hours



## 10 Become a leader

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:

- How strong women are treated and what to do to combat the backlash
- Presenting the image of a leader
- Breaking free of stereotypes and finding your own leadership style
- Developing a clear leadership purpose
- What it means to be an inclusive leader

- Take this module if you aspire to leadership, are newly appointed as a leader, or want to be the best leader you can be.
- Minimum time needed to complete the materials:3 hours



## Your investment

Women are generally poor at investing in themselves, family comes first, work second, you third. This programme will ultimately help you to invest in the people and priorities in your life. If you can't think of it as an investment in yourself, then think of it as an investment in your family and the benefits at work. At the end of the programme, you will be better for the experience. We are offering this **first programme at a discount to the first 60 women** who sign-up as we will be adding materials for each module throughout the 6 months of the programme.

We offer two payment options:

- Pay the £500 up front. This is the option for you if your company is sponsoring your programme. If you are not sure whether your company will sponsor your programme look at our tips for putting together your 'business case'.
- If you are self-funding pay £85 per month for 6 months.

Ask us about our discounts for women's groups, organisations who have several women going through the programme together and charities. [sarahnorth@hhab.co.uk](mailto:sarahnorth@hhab.co.uk)