

Shine!

Accelerated development for high-potential women

Women have as much potential as men. However, in most organisations, high-potential women commonly progress only into first-line leadership positions before getting ‘stuck’ there. This results in a lack of gender diversity at senior leadership and decision making levels.

The accelerated development of women therefore becomes critical for organisations who realise the untapped potential of half their workforce and want to challenge the status quo.

Shine! is a step-by-step, one-year journey that translates potential into performance by building the mindsets and skillsets of first-line leaders and women who are not yet in leadership positions.

Active involvement of direct leaders

Leaders play a critical role in creating growth and development opportunities for the people they manage. This is even more so for women who often face cultural, life and organisational barriers not experienced by men. Creating opportunities for women to grow without also ensuring that their direct leaders have the attitude, knowledge and skills to support their growth would defeat the purpose.

An important part of the **Shine!** journey is to actively involve women’s direct leaders through:

- In-depth briefing on the value and importance of this programme to help them invest emotionally and intellectually
- An overview of each module so they understand how they can support the learning and development
- Attending the 1-day programme on **Beyond Unconscious Bias** to help them understand how bias towards women may be impacting their behaviour towards them and the opportunities they create for them
- Attending the 2-day **Coach 2 Excel** programme to develop the skills to connect meaningfully and utilise one-on-one conversations as a coaching opportunity to stretch, educate, counsel and confront where needed
- Guidance on how to support the application of learning back in the workplace through **GROW** conversations around women’s Growth Projects.

Through the above, leaders of women involved in **Shine!** undergo a different but parallel growth journey.

Programme overview for the women

1. Launch and Introduction

- Understand what potential means and how you and the business will benefit if you accelerate the development of your potential
- See success as a journey and understand where this programme fits into that journey

“We have a real gem in this programme. The impact is tremendous.”

Ansa Du Toit
L&D Manager RCL Foods Consumer Division

Support groups

Women support groups have been identified as a critical success factors in career advancement of women. Women who have attended **Shine!** together form a natural support group that can easily be formalised. We can guide an internal woman HR practitioner to facilitate these sessions.

Mentoring by women role models

This is another csf in the career advancement of women. We can assist you by presenting **Coach 2 Excel** to women role models in your organisation to equip them for this role. Not only does this benefit **Shine!** attendees – it also offers women role models a wonderful opportunity to grow their leadership skills and leave a legacy in the organisation.



2. Mod 1: Know yourself (2 days)

- **Introduction:** Why you need to know yourself to grow yourself
- **Self-awareness:** Learn to recognise the voice of your three advisors – gut, emotion and logic – and when to bring each one on board
- **Self-esteem:** Understand how you see yourself and the value you place on yourself, your choices and actions. Reflect on your life journey and how this has shaped you. Identify the weight and impact of the bags you carry, and determine how to get rid of the bags that no longer serve you
- **Strengths and weaknesses:** Understand how this impacts your life, work and career progress. Identify and determine how to make the most of your strengths and minimise the impact of your weaknesses
- **Attitude:** Understand why attitude determines your altitude. Explore the role of ownership, optimism and resilience in your work and life and recognise when and how to ‘top-up’ when you are running on empty
- **Personal Purpose:** Understand why it is important to know what your reason for being is and how you can live your purpose at work

3. Mod 2: Grow yourself (1 day)

- **Quality life:** Understand the different areas of your life and, how strong or weak each area is and the impact this has. Unpack the role of work and determine whether you are contributing and progressing according to your potential
- **Dreams and goals:** Learn why you need to dream – and then turn your dreams into goals. Create a GROW map depicting your career goal and obstacles you envision, the support and resources you can access and the action steps you need to take. Practise discussing your GROW map with your leader in a GROW coaching conversation
- **Coaching and mentoring:** Learn how to fully utilise these opportunities and constructively engage with a coach and mentor to ensure an overall positive experience. Dealing with feedback as a growth opportunity

4. Mod 3: Promote yourself (1 day)

- **What it’s about and why you need to do it:** Learn how to let your light shine so people can see the value you add – ‘nobody can see if you smile in the dark’
- **Concept of a personal brand:** Understand that you send out signals about yourself and what others can expect from you. Become aware of the ‘labels’ you carry and learn how to make your brand intentional, building it on your signature strengths and personal purpose
- **Managing upwards:** Understand what this is about, why it is needed and how to do it effectively

5. Mod 4: Assert yourself (1 day)

- **Challenging situations:** Identify situations where your feelings, rights or needs conflict with that of another and reflect on your default way of dealing with this
- **The 3 kinds of behaviour:** Distinguish between Submissive, Aggressive and Assertive behaviour. Unpack the short and long-term consequences for you and others when using each of these styles
- **DISC recipe:** Learn to assert yourself effectively by applying the DISC recipe and complement your words with assertive body language and tone of voice. Use “I” messages to help you stand on your rights without stepping on peoples toes. Practise applying these skills and tools to challenging situations

Who will benefit?

First-line leaders and future leaders

Duration

5 days spread over 10 months

Group size

A maximum of 16 participants

Growth projects

After each module, the women prepare a growth project where they apply their learning to their work.

Individual or group coaching

Option of complementing group learning with individual coaching sessions or coaching circles for the group.

Value-adding surveys

- 180-degree pre- and post-assessment of competencies
- Assessment of the women’s experience of enablers and barriers in their life, culture and organisation



Free To Grow is accredited with Services Seta (Decision number: 0101)

