

Spring 2020

RISE

A woman with long brown hair, wearing dark sunglasses, a black top, a grey plaid coat, and a grey skirt, stands with her hands in her pockets against a dark, textured background.

**Celebrating
women in
business**

Born Lippy
Nail those big
speeches

SURE THING

What do confident
and charismatic people
have in common?

**Work &
Pleasure**

Networking breaks that
should be on your radar

**POWER &
THE GLORY**
Statement dressing
is back in style

THE DIGITAL MAGAZINE FOR WOMEN IN BUSINESS



*Created for
women
in business

RISE

RISEMAGAZINE.CO.UK

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ST. JAMES'S PLACE

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If you would like an informal exploratory chat then please contact Ken Kong on 0208 042 0136 or email ken.kong@sjp.co.uk.



Welcome to Rise Magazine

Dedicated to women in business

Why do we need a magazine for women? Why not simply people in business? Well, the stats are staggering. We are still under-represented, underpaid and overwhelmed...

In business, we see that women hold only a minority of the top positions (just 7% of FTSE 100 companies had a female chief executive officer as of June 2019), and only one in three entrepreneurs are women - consider that if women started and scaled up businesses at the same rate as men up to £250 billion would be added to the UK economy.

Still more depressing is the fact the UK has fallen six places down the global rankings for gender equality. Albania, Canada, Costa Rica, Latvia, Switzerland, South Africa and Spain have all jumped ahead in achieving parity in areas such as politics, health and education, according to The World Economic Forum. But they are far from leading lights by any stretch. The picture is bleak globally: WEF added that so little progress has been made in tackling the issue that it could take 100 years to close the gender gap.

We also remain the primary carers – while there are certainly more men at the school gates than there used to be, the division of the childcare and chores is rarely equal (you can bet that in many of the heterosexual households that say that it is equal you will find that it is the woman who has actually taken responsibility for drawing up the chore list!).

We are held back in other ways too. In our careers, we are less likely to put ourselves into the spotlight than men, we suffer from a lack of confidence and are judged more by our appearance. For her book, *Her Way to the Top*, Hira Ali found that 45% of women revealed that they have been plagued with Impostor Syndrome in their careers – this feeling, that despite evidence to the contrary, they don't feel worthy that they should be in that role. While 48% of women said they are either “extremely” or “very” confident at work, 52% aren't, according to a survey by Sarah Haran, which went on to note that 70% said they lacked confidence more than once or twice a month, with one in three saying they lacked confidence as much as once a week.

So, yes, we very much need such a magazine and events such as International Women's Day. We're not prepared to wait a century for change. We need to do it now – for ourselves, our daughters, and granddaughters. And our sons, too. Society and the economy will reap the benefits.

Tina x



A woman with brown hair and bangs is running down a modern staircase. She has a wide, enthusiastic smile, showing her teeth. She is wearing a black and white houndstooth blazer over a magenta top and a large, ornate necklace. The staircase has glass railings and wooden paneling on the walls.

Work it!

Esther Stanhope reveals how you can be the most charismatic person in the room and create rapport with everyone you speak to



As a live producer for the BBC and having interviewed nearly 5,000 celebrities since she started out as a radio presenter 25 years ago, Esther Stanhope has worked out what the magic bullet is when it comes to charisma. She also realised what made people tick and went on to coach more than 8,000 professionals to help them speak with impact and get the results they want. We asked Esther how it's done....

Can you learn charisma or is it something you are born with?

Yes you can learn it! In all my time as a showbiz reporter and senior producer I noticed what all charismatic people do.

And anyone can do this....

Be generous. Pay attention and show interest in other people first. Serve your audience before you serve yourself.

As I said to Boris Johnson once when he was mayor of London in the live BBC studio:

“Love your audience a little bit more than yourself”. Lol.

A practical tip: give good eye contact and smile: “eyes and teeth”

I remember meeting Danny DeVito once and he was so funny, complimentary, generous and attentive to every single person around him. The room lit up, he oozes charisma.

Out of all the famous people you have met, who do you think has got it totally right in how they come across?

I personally love Joanna Lumley! I think she has the perfect

balance of humour and class, yet she's still down to earth. Years ago, I interviewed her at a charity auction. I remember her, ciggie in hand (before the smoking ban!) and she called me "sweetie". She was cheeky and had a wicked (blue) sense of humour. I remember thinking, 'wow, she's so tall, blonde, beautiful and she really is the real life "Ab Fab"'. Her sense of humour gives her the edge. Yet she's passionate and super intelligent.

So much is about body language – if there is one golden rule so that you come across as that person that everyone just has to know, what is it?

Physically own your space! Think big! Big posture, stand up straight! Think tall, plant your feet, think solid stance and always always smile - eyes and teeth, remember?

What is your top piece of advice if you find yourself in that horrible situation of being tongue-tied?

PAUSE, smile, breathe slowly - out of your mouth (extra tip blow out an imaginary candle slowly) and start your next sentence like this

"In my experience..,"

Whatever comes out of your mouth will be ok, you can't be wrong!

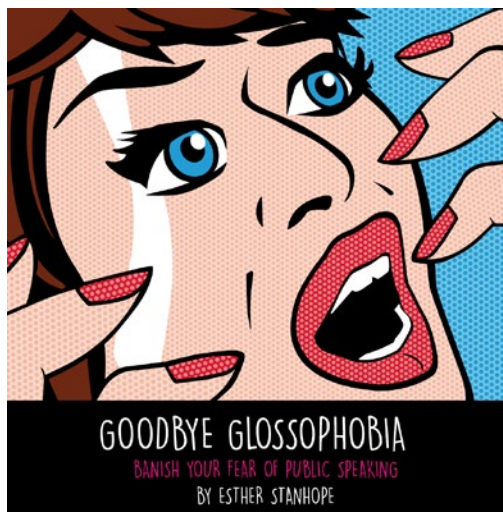
If you genuinely don't have confidence, can you really fake it until you make it?

Yes you can. If you lack confidence and you need to perform that day (i.e. a job interview or speech), here's a quick fix tip. (There's a TED talk about this by Professor Amy Cuddy, from Harvard). Find a private place with a mirror. Stand like Wonder Woman for two minutes - hands on hips and breathe slowly! This physical posture builds up testosterone and gives you courage. Say to yourself in the mirror, "you've got this" and think to yourself, "act...as if...you're confident."

Acting "as if" is the fake-it bit.

After two minutes - stand up as tall as you can, say to yourself, "eyes and teeth" - smile smile smile until your cheeks crack!

The combination of power and warmth will make you look, sound and feel confident.



Your number one tip for speaking in public is...

Tell a personal storystart your sentence...

“I remember one time when...,”

Can anyone really master public speaking?

I remember one time when I was six years old in Ealing....my teacher, Miss Baldock, at primary school made me read aloud in front of 33 kids. I lost my confidence, my mind went blank, the words blurred together on the page and I had an out of body experience. Everyone, including me, thought I couldn't read ...I felt dumb and stupid. I told myself I wasn't clever and for many years, even now, sometimes I don't feel “good enough”.

I sometimes default to thinking other people are cleverer than me. Can you believe I'm an international speaker, author and expert, yet I still feel a bit of imposter syndrome seeping in at times! I've discovered that most people do.

Anyone can learn to speak in public - anyone!

All you need to do isdo it, then do it again and again, then it becomes normal.

Esther's book Goodbye Glossophobia - banish your fear of public speaking is out now www.estherstanhope.com



PROJECTING SUCCESS

Sarah Perugia coaches women in business to smash their goals and enjoy the journey

What exactly is your role? I am an executive leadership coach, team facilitator and keynote speaker. I have been helping teams and individuals all over the world to flourish, for nearly 20 years.

I coach women one to one, and offer workshops in Personal Brand, Resilience and Personal Impact. I also run 'Women on a Mission', an incredible, 8 month coaching programme that gives my wonderful clients the best possible combination of interventions and a strong supportive group of like-minded women - and creates fantastic success as a result!

Tell us what excites you about your business?

That's easy: it's my clients! I love my work, and feel energised and delighted every day to work with amazing women. When I see them transforming their lives, businesses and leadership skills, it gives me enormous joy and satisfaction.

I offer quite an unusual approach to executive coaching because I am also a professional actor. This means that I spend a great deal of my working life helping women to find their confidence, presence and authentic voice. I use my actor's training to show how we can use our body language, shaping our posture, breathing and voice to have just the right impact. My clients gain powerful tools to manage nerves even under pressure. I love seeing the empowerment this skillset brings.

What programmes really excite clients, and how do you work with individuals and corporations? Resilience is a hot topic for many of my clients, and a specialism I am passionate about.

So many people are realising that in order to perform at our best, we simply must take care of our mental and physical health. My workshop 'Flourish! Is Happiness the Key to Success?' has been hugely popular.

I am very lucky to be invited to travel all over the world to work with incredible clients, helping them to smash their goals and enjoy the journey! Through keynote speaking, one-to-one coaching and a variety of workshops, I help my clients to acquire a toolbox of powerful strategies and techniques. This range of skills has a huge impact in keeping them energised and optimistic, even in the face of challenge, pressure or set-backs. The latest research from psychology and neuroscience tells us that taking care of happiness and optimism fuels strategic thinking, and enhances productivity, motivation and confidence. This means we are not only far more likely to reach our goals, but also to enjoy the journey!

Where do you see your business in 2-4 years?

My hope is to help many more women leaders and entrepreneurs to take their rightful place in the world. If I can have been part of supporting them, then I will be extremely happy.

I very much hope that I will have run my 8-month 'Women on a Mission' programme many more times. My dream is that this creates a growing tribe of ambitious, confident, happy women, supporting each other every step of the way.

Find out more about how Sarah Perugia can help you at www.sarahperugia.com or call Sarah on 07947 211 959 or email her at sarah@sarahperugia.com

SHOP THE TREND AT GUNWHARF QUAYS, PORTSMOUTH

sharp dressing



FURLA

Suited and booted, there was some sharp dressing observed on the SS20 catwalks.

Show that you mean business with a feminine and contemporary take on traditional suiting and tailoring observed on the catwalks for this season. This look is seriously sharp and involves unexpected twists; including suiting with shorts and waistcoats for women. Culottes were big on the catwalk again for SS20, especially when worn with tailored jackets. Our advice? Wear this trend sparingly and invest in capsule-wardrobe pieces that you can utilise next season and beyond. After a more relaxed feel? Mix it up with denim and you'll have a versatile and more casual look, effortlessly ticking off two of this season's top trends.



COACH RRP £95
OUTLET £39

KARL LAGERFELD
RRP £205
OUTLET £135



HOBBS RRP £169
OUTLET £135



LULU GUINNESS
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OUTLET £119



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OUTLET £47

UP TO
60% OFF
RRP



LULU GUINNESS
RRP £215
OUTLET £65

Gunwharf Quays

WATERFRONT OUTLET SHOPPING, PORTSMOUTH
GUNWHARF-QUAYS.COM/TIME

BRANDS YOU LOVE:

BELSTAFF
COACH
DUNE LONDON

FRENCH CONNECTION
FURLA
GANT
HOBBS

JAEGER
KARL LAGERFELD
LULU GUINNESS
MINT VELVET
OSPREY LONDON

RADLEY
REISS
TED BAKER
THE WHITE COMPANY

48%

said they are either
"Extremely" or "Very"
confident at work



My Confidence Matters Survey
by handbag designer Sarah Haran



FASHION

Blazer Glory

Fashion looks sharp with
tailored blazers & jackets
making a big comeback

Betty & Co
Blazer £160

Colour it

If traditional greys are just too formal, go pastel pretty in shades of pink and blue. White is classic and timeless and can be paired with a favourite dress. A pop of red will make you stand out from the crowd.

French Connection
Adisa Sundae jacket, £145,
available at Elys Wimbledon



Suited & booted

Go all out with the full suit for instant impact. Pick a blouse or cami in a bright shade that suits your colouring.

Hobbs Martina Jacket £199,
Trousers £129

**Casual cool**

If you want a smart look but prefer a more relaxed style, then team a blazer with three-quarter length trousers and a pair of flats.

**Betty & Co Blazer £160,
Blouse £55, Trousers £90**

Get shorty

Go for this season's hottest trend – tailored shorts and shorts suits. When the office heats up for summer, this look makes perfect sense. Smart, modern and uber-stylish

Hobbs, Lila coat £249



L.K.Bennett
Sweetpea Blazer £275,
Shorts £150.

Speak Up Lunch Time Webinar

How to create your personal elevator pitch

Can you tell someone about what you do in an engaging and memorable way? What do you say when asked “so what do you do?”

Esther Stanhope explains how to create your personal elevator pitch that will instantly communicate what you do (with your sparkling personality intact) whilst networking, meeting clients, going for a promotion or seeking investment. This lunchtime webinar is designed for busy women in business like you who want to make a positive impression and improve their personal branding. You'll learn all you need to know in 45 minutes on 29th April, 1.15pm-2pm. You'll also receive a copy of Esther's fab book *Goodbye Glossophobia*, on how to banish your fear of public speaking, nominated for Business Book of the Year 2020.

The webinar costs £25+vat, and includes a copy of *Goodbye Glossophobia* worth £14.99

timeandleisuremedia.co.uk/events



THE CONFIDENCE TO SUCCEED

Gillian Jones-Williams, who developed the RISE® programme, has built her business Emerge UK on inspiring women to emerge from the shadows



What advice would you give to women who want to run their own business?

Firstly, don't over-think starting your own business. If it is a passion and you are good at it, then you will be successful, so trust in yourself. Listen to your intuition, it is normally very accurate. Take some risks.

Secondly, learn to trust others and be able to delegate. For example, I cannot bear the thought of complaints. When it is your own business you take any complaints very personally, which often means you want to do everything yourself. I found that really difficult - and if I am honest, I still do sometimes - but if you do not delegate, you cannot grow.

How did you start your business?

My business actually started almost by accident! I founded Emerge Development Consultancy in 1995. I had been settled in a career with a recruitment agency, which I really enjoyed. However, I decided to leave following a sexual harassment case against someone in the company. I had been involved in a successful training course with one of the company's clients and, by chance, the client contacted me the day after I left, worried about their training. I had to tell them that I was no longer working for the company, so they asked to contract with me directly - and so my business began! The important thing to say is that my career path was very unexpected.

You developed the trademarked Women's Development Programme RISE 5 years ago. What inspired you?

I had been coaching women for 15 years, listening to what made them successful and what got in the way of their success, and I found that there were many common themes. The logical next step seemed to me to bring it all together, in a way that would help women to take time out, build a supportive environment, and discuss some of the things that were holding them back. The women loved the tools, so the programme took on its own shape.

What differences have you seen the programme make to RISE delegates?

It is wonderful seeing the women we've worked with take huge leaps in confidence. We have had numerous women who have been promoted to senior positions, and more importantly have started liking who they are, believing in themselves and truly living life to the full. It is so rewarding to see them become more assertive, have courageous conversations and make long-term life plans.

How do you celebrate International Women's Week?

I am the patron of a charity called Aurora New Dawn, that supports survivors of domestic abuse, sexual violence and stalking. Each year on IWW I raise money for the charity by doing

a “Speakathon” to organisations. This year I will visit at least 8 companies during the week, including some big media companies: the MOD, Conde Nast, Sticks & Sushi, Tech Data, Sutton Borough Council and Ordnance Survey.

How did it feel to be named as one of the 100 #ialso 2020?

It is such an honour to be included in this list of amazing women who have achieved so much. I am so passionate about my business, and in particular women’s development. I believe that women should really support each other, so to be part of such an inspiring and supportive group is a rare privilege. I hope this will inspire other women to follow their dreams.

How do you balance your home and work life?

I actually believe that there is no such thing as a

perfect work and home life balance which works for everyone. I think we should simply focus on our personal life balance, doing what we love and being mindful in every situation we find ourselves in. I always book holidays early and space them throughout the year – therefore, even if I am working 14 hours a day then I know I will get holiday time to ensure that I relax.

What are your future plans?

A key goal is taking RISE worldwide – we want to reach as many women as possible. And personally, spending more time with my wonderful family and incredible friends, more travelling, and definitely more fun.

Emerge UK

01329 820580, www.emergeuk.com



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Price quoted excludes trainer expenses



Proving that confidence is fluid

70%

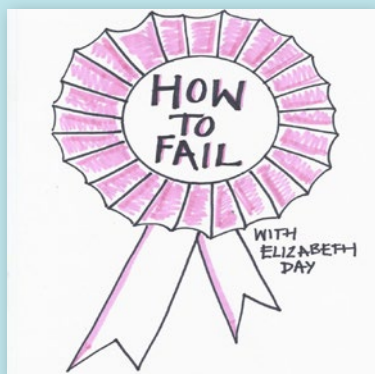
said they lacked confidence more than
once or twice a month, with 1 in 3
(33%) saying they lacked confidence
as much as once a week or more.



My Confidence Matters Survey
by handbag designer Sarah Haran

Join **RISE**

**Sign up to receive our next issue
of Rise magazine at
Risemagazine.co.uk**



Podcasts

There's a whole world of podcasts out there for women in business. Here's some of the highlights...

Bossing It

Found & Flourish presents *Bossing It*, a fantastic weekly podcast for women in business hosted by entrepreneurs Frankie Cotton and Lara Sheldrake. The idea is to "support you every step of the way, to hug out the lows with and celebrate the highs with." It boasts a lovely community of like-minded women, offering support, accountability and friendship.

Conversations of Inspirations

If you need a solid dose of girl power and someone to understand your work experiences Holly Tucker is your woman right now. As the founder of *Notonthehighstreet* and *Holly & Co*, Holly has spent the last 16 years growing and empowering small businesses across the UK. Each week it showcases the highs and lows encountered whilst building a business, and shares some great advice and inspiration along the way.

How to Fail with Elizabeth Day

Mistakes happen. We all make them, it is part of what makes us human. How you react and respond to mistakes is something that shows your character. Each week a new interviewee explores what their particular failures have taught them and how to succeed next time.



She Means Business

Award-winning Carrie Green is the founder of the Female Entrepreneur Association, one of the largest support platforms for female entrepreneurs. It is dedicated to inspiring and empowering women to turn their ideas into reality and build a successful business. At the end of February this year, she released a book, *She Means Business: Turn Your Ideas into Reality and Become a Wildly Successful Entrepreneur*.



Women Who Create

Want to keep pace with the rapidly changing world of creativity? *Women Who Create* could be for you. Named one of the top '5 Podcasts in the UK for Women in Business' (2019) it is led by Debbie Doodah who collaborates with Amy Phipps. They bring you a weekly podcast on all things you need to know about being a creative female entrepreneur.



Work Like a Woman

She has reigned supreme as Mary Queen of Shops and described as, "One of the Best Women at Retail", Mary Portas is a woman to certainly take note of. She has turned her successful book, *Work Like a Woman*, into a podcast. Each week Mary will be joined by Portas' head of culture, Emily Bryce-Perkins, and a brilliant guest for discussion around some of the more important themes from the book. Incredible guests include mental health champion Bryony Gordon and Viv Groskop on *How to Build Confidence and Own the Room*.

Doing it your way

Entrepreneur Rachel Bell on why you should stay true to yourself when starting a business



Rachel Bell

Women are proving themselves as the new breed of entrepreneurs, the corporate cultural cultivators who are doing it for themselves and doing it right. They

value relationships, building a company strategically, creating a properly-run business which is a comfortable and enriching place to work. Money matters but is a product of doing great work not the primary objective. Here's how...



Don't do what you can't

I've never sent a single invoice...
My first hire was a bookkeeper

because it isn't my strength, but I understand the importance of numbers and always keeping track. There's never been a less expensive time to launch a business, you can self-publish, do your own marketing and social media. Once you have a phone and laptop away you go. Focus on the areas you excel in, if maths isn't your strong point, hire an accountant, don't waste time doing the things that aren't your area.



Create relationships

Transactions come much later: Women are fantastic collaborators and great relationship builders. It's all about who you know and how well you get on with them that, one day in the future, may allow you to make a call that saves you from a disaster or opens the door to a triumph



Be Brave

Take time to decide what is realistically going to work for you and don't be afraid to ask for what you want. Women are writing their own narrative now and have increasingly become a driving force in the start-up world to achieve balance in their work and home life. I wanted something that I could define with a strong sense of purpose, which is what I also found with many of the women that we interviewed for the book. Women are rewriting the rules and have increasingly become a driving force in the start-up world.



Feel good. Do good. Spread good. Be brave enough to be yourself

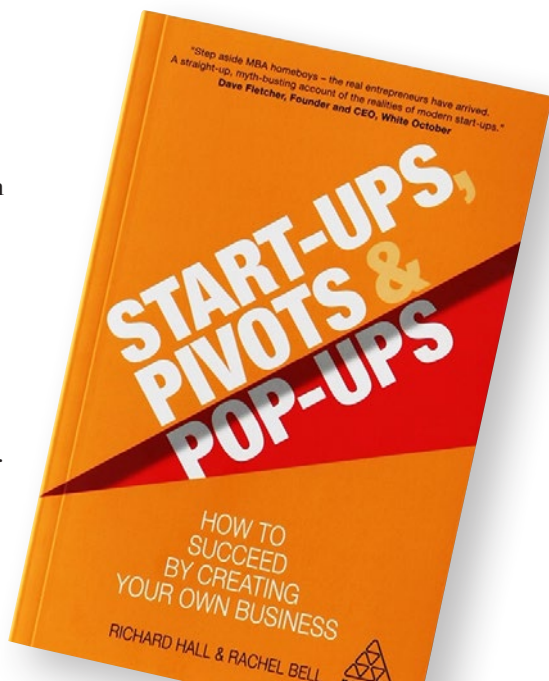
Idealistic? Maybe it is, but your reputation is everything, your disciples are your best salespeople and doing good things for other refreshes the soul. The key disrupters in this revolution are women looking to rise up and above the glass ceiling and change

workplace culture, millennial militants with a burning desire to do things their way and experienced professionals who have either been made redundant or become disenchanted with corporate life.



Grow talent

Make it shine and when it's ready, encourage people to take ownership of their own profit centres. Hire for attitude and cultural team fit, you can train for skills - it's so important to hire brilliant people at the start of your journey and look after them. Take a moment to look past the CV and ask, does this person feel right here? Female entrepreneurs are the real drivers of office culture.





It's all about the team!

The biggest enemy to a start-up is EGO. When individuals become more important than the team, you have a big problem! People are the real key as 50% of the money goes on them, but they produce 100% of the difference so listen to them, hear what they are saying, all of them, because everyone matters.



Never leave a bad feeling

Ensure people don't leave without feeling the magic, you never know when you'll cross paths again. Be brave, be yourself, stand up for what you believe in. The key is in the delivery of these messages as it will stay front of mind for the person leaving.



Sell time not just ideas

You only have so many hours to work with and you can't sell more than 75% of it or there's nothing in reserve and your business runs off puff. Choose where you spend your time wisely. It's a finite commodity so it's all about how you use it. It's not about being in the office the longest, remember your health and that having a life outside of work is just as important.



Money is not everything

Female entrepreneurs are rarely as motivated by money, it's a happy and healthy by-product of running a great business. There is a big difference between being greedy and being ambitious.



Setting the foundations

You've got to think beyond the start-up point and look at wider-scale growth opportunities, otherwise your business is missing the foundations. Of course, money plays a big role at the beginning, including sourcing, managing and allocating this in the right place. Female-owned businesses tend to grow at a slower pace than companies run by men but remember profit is more important than headcount so get your basics in place.

Rachel Bell is a serial entrepreneur and founder of six successful and award-winning PR companies. She is now spreading her wisdom to budding entrepreneurs in a new book *Start-Ups, Pivots and Pop-ups: How to Succeed by Creating Your Own Business* that she co-authored with business expert Richard Hall. The book is available on Amazon from £12.98 paperback.

BACKING FEMALE BUSINESS

Sarah Bilby explains more about NatWest's £1 billion backing for female entrepreneurs

What has NatWest/RBS done to back female business?

For many years now we have been focused on supporting female-led business. Last year, we launched the Government-backed Alison Rose Review into Female Entrepreneurship, fronted by Alison Rose, the CEO of NatWest. The review examined the disparity between male and female entrepreneurs when starting and scaling businesses, and identified the barriers facing women which cause this.

They include:

- Low access to and awareness of capital
- Greater risk awareness
- Perceived missing skills & experience
- Disproportionate primary care responsibilities
- Lack of relatable sponsorship/mentorship/role models.

What impact has the work you do had?

The most exciting impact I have seen following the Rose Review is the creation of new products aimed at supporting female entrepreneurs, such as Back her Business - the first female-only crowdfunding programme that will support would-be entrepreneurs across the UK.

What is planned for the next 2-5 years?

We are looking at rolling out our Dream Bigger schools programme across the UK, to inspire girls to consider entrepreneurship and roles in the STEM sector. Following the Rose Review, the Government has set an ambition to grow the number of female entrepreneurs by 50% (600,000) by 2030. To play its part, NatWest has launched £1 billion Female Entrepreneurship



Funding, to support women entrepreneurs across the UK as they scale their businesses.

I am very proud to be a part of supporting female entrepreneurs, especially in London and the South East.

How does someone benefit from what you offer?

To find out how NatWest can support your business you can get in touch with one of our Business Growth Enablers, Rochelle Tomlin 07788 346964 or Victoria Stevens 07872 950534. We have many local events to support entrepreneurs and details can be found at www.business.natwest.com/business/business-services/boost/business-growth-enablers.html

We also support businesses with their growth plans through our accelerator hubs, and the information can be found at www.business.natwest.com/business/running-a-business/start.html#support

Sarah Bilby is Managing Director of NatWest Business Banking in London and the South East
Sarah.Bilby@rbs.co.uk

A smiling woman with blonde hair is sitting in a white rope hammock. She is holding a smartphone in her hands and looking at it. The background shows a red-tiled roof and green foliage. The text 'Networking Retreats' is overlaid in large white letters at the top, and 'That Will Help Women Reach Their Goals' is in a black box below it. In the bottom right, there is a quote in white text: 'We look at the huge range of opportunities to network, find inspiration, and meet likeminded others'. The page number '29' is at the bottom center.

Networking Retreats

That Will Help Women Reach Their Goals

**We look at the huge
range of opportunities
to network, find
inspiration, and meet
likeminded others**



More and more women are choosing to set up their own businesses or redefine their careers in other ways, which can be as empowering as it can be overwhelming. This is where networking retreats come in. Across the UK — and the world — successful female CEOs are setting up getaways that help to coach and connect women in business. Whether hosted down the road or somewhere more exotic, these events blend business and pleasure in the most inspirational way.

Flock

Flock was founded by London mum Ria Satsangi two years ago and hosts regular networking events for women, each centred around different topics. These events have

taken place all over the world and teach new skills within a vibrant and supportive environment. There's the opportunity to collaborate with other attendees and realise your true potential, both personally and professionally.

"It's crucial for women, in business and in life, to have a strong support network of like minded people. Women need a safe space, where they feel they can voice their goals and concerns," says Satsangi.

Project Getaway

What could be more inspiring than meeting entrepreneurs from all over the world in spectacular destinations such as Bali, Thailand and Mauritius? Project Getaway allows for just that. Their events aren't



female-focused but still provide an amazing way for women to meet the individuals behind some life-changing tech start-ups; learning, experimenting and collaborating. The founder, a Bali-based hub called Livit, describes Project Getaway as a network gathering and working holiday all in one, with participants chosen via applications: "We select those that we believe will have the highest positive impact on each other's lives and businesses."

Selfmade Summit 2020

The Selfmade Summit is a popular new conference created specifically for female entrepreneurs looking to upscale their online businesses. Hosted in beautiful Reykjavik, the programme features two jam-packed days of learning about various business strategies, meeting incredible women and establishing how to reach your goals. In between the live coaching sessions and engaging talks, there's time to explore the breathtaking landscapes of Iceland through pre and post-conference

tours, which include caving, snorkeling and canyon rafting.

The summit was founded by CEO turned entrepreneur, Sigrun, who states that she is on a mission to accelerate gender equality through female entrepreneurship.

Mothers Meeting

For most women, starting a family is the point at which they reassess their identity and career goals. Mothers Meeting is there to support them, as a network for women around the world that are struggling to navigate their career (and life in general) as a mother. Each month, Mothers Meeting hosts a meet-up in London, where female CEOs present Q&As and business mentors talk through and offer advice on attendees' individual career goals. MM is a brilliant way to boost your self-esteem and forge friendships with like-minded women — it can make such a difference to be surrounded by others in a similar position to you, all looking to lift one another up.

The One Retreat

Once a year, British businesswoman Shaa Lysa Wasmund MBE organises a weekend retreat exclusively for female entrepreneurs and business owners. Attendees get to stay in a luxurious renovated barn that's backdropped by the scenic North Downs. Between relaxing and ambling in the countryside, there's a focus on helping women to realise their potential through educational talks and skill sharing. "It's a place for every woman, no matter where she is on her journey, a place where she feels supported and nurtured, can press pause, and find herself," says Shaa.

The Chopra Center: A Woman's Retreat

If you're looking for something a little more spiritual to help focus your mind, why not try a yoga retreat? The Chopra Center in California offers a women's retreat, where you can spend a weekend practicing ancient Ayurvedic Medicine, which is said to be incredibly healing for both mind and body. Women (particularly those in the wellness industry) travel from all over the world to attend, connecting with one another and rediscovering their core values in a meditative atmosphere.

Words: *Amber Bryce*





Confidence Quotient

How we can all learn to become more self-assured

Jessica
Regan



Many of us struggle with confidence in our personal and professional lives. We may lack confidence in sharing our ideas, making new connections or asking for what we want.

Or maybe we feel fleeting and transient, fickle or non-existent.

However we lack confidence, there is this common misconception around it being an inborn personality trait, that is something we either have or we don't.

Jessica Regan, RADA-trained actor and inspirational teacher of The Guilty Feminist's Big Speeches workshops, says that confidence is a skill which can be practised and learnt by everyone.

"I think people believe confidence is something you are born with, but you are not," Jessica explains. The award-winning actor is known for her extensive work in the likes of the BBC's *Doctors*, *Ill Behaviour* and *Call the Midwife*, as well as working extensively at the prestigious Royal National Theatre and other highly-acclaimed theatres in the West End, New York and L.A.

Her experience as an actor on stage, before the camera or in an audition room has given her vital insight and knowledge into how we interact. “One of the things I have learned as an actor and trainer is people are not aware of how acting skills can translate to other working fields,” she explains.

For example, “an actor prepares for their performance whereas people in the corporate world are not aware of preparation. Warming up the breath, body and voice before giving a presentation in a boardroom, this could help so much.”

She adds: “Actors often find themselves in interview scenarios more than any other profession. Most people only change their jobs every couple of years, if that, but as an actor, we are constantly working with new people and having to negotiate with new personalities in short bursts of time.”

Jessica now runs workshops on the topic, working alongside the award-winning podcast The Guilty Feminist. “Deborah Francis-White (the London-based comedian and founder of the ever so popular podcast) came to see me in a gender-fluid production of Henry VI in 2016, and she was struck to witness female actors performing these very traditional male speeches.”

“She was very inspired by that and with her trained acting background (Deborah taught Jessica at RADA) she asked me if I thought there was something we could do with this,” she says. “I believed there was a gap in the market for really high quality

KNOW DON'T SHOW

We are often trying to prove ourselves in situations that we are the right person.

Remember you are enough, don't try to convince people.

bespoke training and to make that available for people who really need it. So, from here, she commissioned me to come up with something around Big Speeches.”

This inspirational workshop is aimed at women and non-binary to find their voice and use it powerfully to advocate for themselves and others. Using the tools of actor training and the performer/audience relationship can increase your confidence, improve your presentation skills and access the right charisma to take your space in any room.

“On my first Big Speeches workshop, Deborah came to see what I'd come up with. She said, ‘You've got this’- in classic Deborah style,” she says. “My workshops have made me very aware of how we are all struggling, and all our struggles are the same. We are not alone as much as we think we are.”

She adds: “I think we all just want to feel more comfortable in our own skin and this is very much what the workshop is about.”

jessyreecs@gmail.com.

For more information on Big Speeches workshops, visit www.guiltyfeminist.com

TELL YOUR STORY

Arc Storytelling helps businesspeople to explain their best selves



Bree Verity is the founder of Arc Storytelling. Journalist, change management consultant and executive coach, Bree recognised that people are too close to their own stories to do them justice – resulting in missed opportunities, and failure to make a lasting impression.

Storytelling is the basis of how we connect with others. Our stories define who we are, how people perceive us. But telling your story is a skill that many people struggle with, Bree saw. This was an issue for everyone, from women returning to work to experienced CEOs. ‘Many of my clients are female, leaders in business who are shaping industries and teams in their own way – disrupting traditional male leadership models and storming the board room. They want lasting impact in their legacies, and recognition that building your story is an important part of leadership. There is a surprising lack of support for women who are aware of their abilities but need a little boost of confidence.’

Bree first realised that people struggled to tell their own stories when she worked with graduates. ‘They had a wealth of life experience but they weren’t sure how to apply it to the workplace. So we created a visual StoryCard to help them describe who they are, their specialisms and strengths.’

Last spring, Bree started Arc Storytelling, helping people script and tell their best personal narrative. Since then, Arc has helped clients find the self-confidence they need to return to work, secure their next promotion or begin a new adventure. ‘The process is working; people are uncovering insights that they wouldn’t unearth on their own.’

In a one-to-one consultation, Arc experts help people create a narrative that they can believe in and communicate. They receive a StoryCard, a summary of their story on one page, and key StoryPoints – a script they use for networking events, meetings, and presentations.

So get started with your Arc journey today. Fill in your pre-consultation questionnaire on the Arc website and we will set up a time to meet over a coffee or video call.

bree@arcstorytelling.com, www.arcstorytelling.com

DRAMATIC IMPACT

Abi Eniola explains how RADA Business builds on world-class actor training to empower women leaders

What is RADA's role in helping business?

RADA Business helps people at work become brilliant communicators. We build on the work of one of the world's most respected drama schools to deliver world-class training programmes and coaching for organisations and individuals.

Tell us about the programmes you run specifically for women.

Our research shows that women are consistently more likely to face obstacles in getting their voice heard at work. 33% of women feel nervous giving a presentation to colleagues or customers, compared to just 21% of men. This is particularly true in male-dominated sectors such as IT services and accounting, or situations where women are dealing with male-dominated senior management or executive boards.

I run Impact and Influence for Women, a two-day programme for women at senior management level who are looking towards the next phase of their leadership career – but may find it hard to get their voice heard or take up space, or struggle with imposter syndrome. In a small group of eight women, we examine the power of physicality, voice and language. We develop strategies for them to use these attributes to affect the attitude and behaviours of key stakeholders.

Women who take part tell us that the impact is life-changing.

How did you become involved?

Like most RADA Business tutors, I'm a trained performer, working as an actor in theatre, television and radio for 20 years before studying for an MA in Coaching and Mentoring Practice, and becoming an accredited executive coach.

What are your plans for the future?

To keep this movement going! We have a Women's Network made up of over 1,000 members who have completed our training. Through this network, these women often go on to share their experiences, and become mentors to others.

Could you offer one piece of advice to start increasing your impact?

Start by taking up space; don't shrink and don't try to take up as little physical space as possible. Expand, own your space and embody your status.

Learn more
radabusiness.com



By Isabel Oswell

Rebalancing more than the books

How libraries are supporting women entrepreneurs



Isabel Oswell

For any woman with the first spark of inspiration, the road to transforming that idea into a viable small business can be daunting.

Protecting IP, accessing up-to-date market research, writing a business plan, figuring out cash flow, developing a

marketing strategy: these are all crucial steps on the road to success. But, as I hear time and time again from women using the British Library's Business & IP Centre to start up, this road is often fraught with obstacles perhaps more so for women, who are more likely to be juggling work with childcare and family responsibilities than men.



Perhaps this helps to explain why, in 2020, the UK's business landscape is still dominated by men, with only 20% of businesses nationwide owned by women, and fewer than 5% owned by women from a black, Asian or minority ethnic background.

The recent Alison Rose Review of female entrepreneurship estimated that if women started and scaled new businesses at the same rate as men, up to £250 billion could be added to the UK economy. It may come as a surprise that libraries have been quietly leading the charge on addressing this inequality for years.

Inspired by the New York Public Library, I set up the Business & IP Centre in 2006 to make the British Library's unrivalled business and intellectual property collections - including £5million worth of market research and business intelligence - available to entrepreneurs, giving them access to the same, if not better, information as a large corporate and with people on hand to help you find the information you need. But it's not just about access to information resources: the Centre is a welcoming space run by information professionals and business experts who offer jargon-free information, free and low-cost workshops, and confidential, impartial advice. The idea is simple: to create a friendly and trusted hub for aspiring entrepreneurs to gain the knowledge and skills they need to start up a business and meet like-minded people. And what more accessible space is there than a library? This model has a proven track record: nine in ten businesses started with our help between 2012-2018 were still trading in 2019, compared to a national average of just six in ten.

The UK's business landscape is still dominated by men, with only 20% of businesses nationwide owned by women

I am routinely astonished by what women have gone on to achieve since starting up with our support. Just three months ago, Jennifer Lam, co-founder of online craft business Stitch & Story, raised £1million of venture capital investment in the company's first institutional fundraise. With our help, Sabina Ali, founder of Sabina Motasem, transformed her start-up into a bridal boutique on Islington's Upper Street, with stockists across London, Europe and the US.

Our ambition is to place this support on every high street in the country and we're proud to have grown the BIPC to a national network of 15 Centres in partner libraries across the UK. Together, this network has helped create over 12,000 new businesses and over 8,000 new jobs in three years. Of those new businesses over half - 55% - are owned by women, over a third of whom are from a black, Asian or minority ethnic background. Compare those numbers to the national averages and it is clear that libraries, as well as being at the heart of our communities, have the potential to break down the barriers facing women entrepreneurs from all walks of life.

Isabel Oswell, Head of Business Audiences at the British Library



“It is a very special day
and an opportunity to look
back at the women who
have changed the world and
the women who are going
to change the world.”

**Baroness Karren Brady on the importance
of International Women’s Day**



BAGS OF CONFIDENCE

**Sarah Haran, founder of Sarah Haran Accessories,
shares the secrets of her success**

What made you leave a very successful career to start your own business? I was the Chief Operating Officer at iomart, a publically listed Cloud Computing company. I was the first employee and at the start we had zero revenues, but I helped to grow them to £100 million by the time I left! Leaving the business that I helped grow to start a business in fashion was scary, but what gave me confidence was my own passion, and a belief that my handbag concept would make a difference to women. I did not just jump into it, rather I planned my move over 12 months to ensure I had strong foundations for the start of the new business. Doing the planning definitely helped with my confidence!

What are your most important rules of business? There are so many rules in business, but I think the biggest rule is making sure you have a plan that will see you making a profit at some point during the course of the start-up. It can be so exciting getting going that it can be easy to forget. I'd also say, know your customer - know who you are selling to and what the appeal of your product or service is, how it will help solve issues that your customer experiences. And be easy to do business

with – I have found this rule will help your business grow. People buy from people, after all.

What is in the future for the brand?

We have just entered our third year and there is so much opportunity for the future of our brand. I believe there are very few accessory brands that really think about how a handbag can make a modern women's life easier. With over 370 5 star reviews of our handbags, I know we are on to something. We have just scratched the surface of the opportunity and with at least 8 million in our target market we have plenty of work to do! Over the coming months we have new products being launched – all based around our brand values of beauty and function and the organising/styling features of our handbags. Some exciting collaborations are being planned.

**To introduce you to our brand
please use the code RISE15
to receive 15% of your first order.**

**Find out more about Sarah Haran Luxury Bags
at www.sarahharan.com
01505 873 599 @sarahharanUK**



Circle of support

We ask Sarah Austin about the importance of building a support network around you



Sarah Austin

Having built a supportive online and offline community of over 15,000 people with The Really Helpful Club, what advice can you give to those wanting to develop their own support network?

Starting or growing a business, or returning to work after a break, can be challenging and takes energy, creativity and confidence. Research has found that women in business really value a support network to help them reach their goals – they need a trusted circle

who have a wealth of contacts to connect them onto wider opportunities. Before you start on your journey, take time to find out who you are and what you want to achieve. Be passionate about what you're doing, be brave and be prepared to have a go.

Start by approaching friends and family - you never know who might have the perfect contact. Get to know your local networking groups and try some out to find the right fit for you. Join some online communities related to your goals, whether it's returning to work, or building a business.



Volunteering can also offer a great way of meeting new people, reengaging skills and developing new ones, too. Offer your time and advice to others who need your skills, as skillsharing can work wonders in helping you build a supportive network.

How did the Really Helpful Club come about?

After graduating from Oxford Uni in the early 90's, I spent the next decade working in the City. It was a great place to start your career with so many exciting opportunities. After having my first child, I left the City and took an extended career break. As my children started growing-up (they are now 16 and 11), I developed my idea for my own business, founding the Really Helpful Club (RHC) in 2014. A unique network for positive, like-minded people, RHC helps to support and connect our members with one another in their personal and business lives.

How do you help women entrepreneurs and returners?

Community is at the heart of everything we



do. Our buzzing free online membership has grown to 15,000 people and counting. Members have access to secure online advice forums, a directory of recommended businesses, special offers and discounts, and a new Jobs Board. In addition, our annual programme of informative, inspiring and interesting events cover all aspects of life, from health and wellbeing, to career advice. Our Back to Work programme of events helps returners reengage with the workplace, start or grow their own business. Our delegates leave feeling empowered, having learnt from other women who have already done it, including the inspirational City businesswoman, Dame Helena Morrissey, who was our most recent keynote speaker.

Sarah Austin Founder, Really Helpful Club
sarah@reallyhelpfulclub.com
www.reallyhelpfulclub.com

WOMEN'S ONLINE HELPER

Melissa Gauge pioneered her virtual assistance service Spare My Time to take the strain off women juggling work, life and family

Tell us about your background and experience and why you started Spare My Time. I left the City in 2016 when it became clear that life with small children and a full-time career wasn't for me. I wanted to create something that really helped people, like me, who were forging a way forward, balancing work with children.

When my children started at school, I found myself surrounded by intelligent, capable women who either wanted to work but were unable to justify the cost of childcare; or were working in a traditional capacity, but straining under the demands. I identified with both, and became passionate about creating a business that championed each.

The company has grown very quickly. What is your current focus? We launched our virtual assistant service with the aim of building a business where people can thrive outside a classic 9-5 office structure, and where they feel completely supported. I also wanted to build a practical solution for people managing work, business, family and life, so that they can become more productive and achieve some peace of mind.

As the business has grown, we have added bookkeeping support, social media and digital marketing to our virtual assistance services.

We're in a wonderful place at the moment where we know who we are, what our intention is and our clients value that intention. We want to continue to support women in reaching a sustainable, supported work life balance.



What advice would you give women wanting to start their own business? Starting your own business isn't an easy option. However, don't be put off by the challenges you face and mistakes you make. Each will make your business stronger.

Where do you want to take the company in the next 24 months? I had a list of goals for the next 24 months and they have all happened in January! I'm a firm believer that you can't necessarily control timings, you just have to follow the opportunities. The most exciting development this year is franchising – our first franchises have been snapped up, and I'm so excited to support these fantastic women as they build their own businesses.

Find out more about Spare My Time at sparemytime.com/personal-assistance and on Instagram #SpareMyTime

Melissa Gauge - Spare My Time
020 3858 7588, info@sparemytime.com
www.instagram.com/sparemytime

52%

felt they could have done better in their careers
if their self-confidence was higher, compared
to 48% of women who felt their self-confidence
had been an asset in their career.



My Confidence Matters Survey
by handbag designer Sarah Haran

5 Big Networking Mistakes You Might Be Making

Networking is essential but you need to avoid these common pitfalls



Words: Angela De Souza



Angela De Souza

1. Networking to sell

Have you ever gone to a networking event and seen someone out the corner of your eye and hoped that they didn't come up to you and talk to you. You quickly move to

the other side of the room because you really, really, don't want to be pressured into buying yet another one of their 'amazing' products. Last time you bought one just so you could end the conversation but this only made things worse! Every networking club has one or two of these people, those who are there just to sell – regardless of whether you need

life insurance, shampoo or whatever else they have on offer!

Networking by definition isn't for selling but rather it is for interacting.

2. Networking to gather leads

One of my biggest regrets was inviting this lady to several of our clubs to share her expertise. She was clearly there for one reason only and that was to gather leads. Within weeks I started receiving complaints from our members about how this woman was repeatedly spamming them. Spamming is simply any form of irrelevant or unsolicited message.

Of course, you want to get a return on your

investment from networking but it can't be done in this way. Getting one quality lead because they are someone whose problem you can serve with your business solution is a better way to gather leads than collect 20 business cards, add them to your database in the hope that they will convert from your impersonal and irrelevant emails.

3. Networking with only your own needs in mind

If you plan to attend a networking event to see how much you can get from it you may be one of those people that other people avoid. WIIFM (what's in it for me) is a common way to network which is why those who don't operate in that way are actually very refreshing and a delight to spend time with. Be a networker who gives back and you will have people lining up to know you.

The most effective networkers are those who are interested in others.

4. Networking for quick wins

If you were looking for a spouse would you see someone that you like and ask them to marry you? Of course not! So why do we have that approach in business? There is a process, very similar to a dating process, which needs to take place over a reasonable amount of time to secure business from networking. Take time to get to know people and build solid relationships.

“Business is all about personal contact. No matter how heavy your workload is... everyone can and should be a networker.”

Richard Branson

5. Networking randomly

Businesswomen who dip their toe in loads of networking events without doing research and seeing if it's a good fit for them will be the people who say that networking doesn't work. And it doesn't if you do it in this way. Networking only works if you are committed to the process and understand that it takes time. It's not a good idea to randomly visit a networking event and sum it up after one visit. You need at least two or three visits to get a feel for an event and decide if it's the one for you. It takes time and commitment to really get a good return from networking.

Women's Business Club is an award-winning business support network suitable for women who would like a structured approach to networking that focuses on business growth. Find out more at www.womensbusiness.club

Books To Read Now

"Emma Gannon is a bright spark of light in the world. I seriously dig everything she makes." —Elizabeth Gilbert

THE MULTI- HYPHEN LIFE

Work Less, Create More,
and Design a Life That
Works for You

EMMA GANNON

The Invisible Revolution

By Nicola Huelin

Join The Empowered Mumpreneurs

Inspiration, insights and practical advice to build a
business you love

MUMBOSS



VICKI PSARIAS
FOUNDER of Honest Mum

THE WORKING WOMAN'S HANDBOOK

Shine, Soothe, and Succeed
in a Rewarding Career

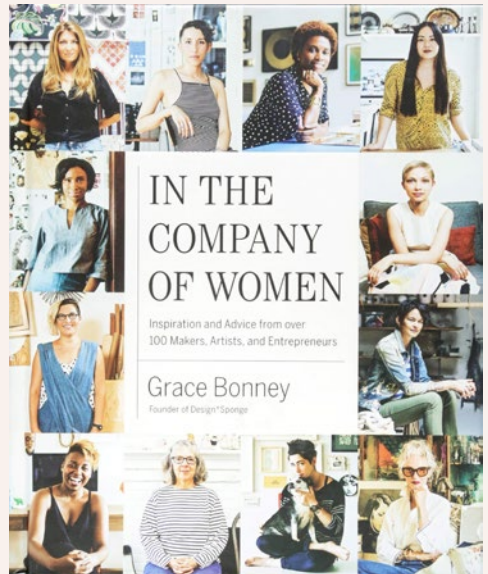
Phoebe Loxton

PRYTHO

IN THE COMPANY OF WOMEN

Inspiration and Advice from over
100 Makers, Artists, and Entrepreneurs

Grace Bonney
Founder of Design*Sponge



RISE

Win!

We have 10 copies to win of the excellent Start-Ups, Pivots and Pop-Ups: How to Succeed By Creating Your Own Business by Rachel Bell and Richard Hall. Shortlisted for the Business Book Awards in the 'Start-Up Inspiration' category, the book is packed with inspiration and combines the experiences of over 100 entrepreneurs from across the UK, looking at the successes, failures and everything in between. The authors particularly focus on savvy millennials and 50+ women who are seen as key disruptors in the changing business landscape.

To enter, simply head to:
Risemagazine.co.uk





Overcoming Imposter Syndrome

How to tackle those overwhelming feelings of self-doubt

Words by Hira Ali



Hira Ali

It's natural to feel not good enough or believe we are not sufficiently qualified when we are pushed outside our comfort zone or trying something for the first time. Some people feel the same, despite being aware of the consistent, external evidence of competence - this fear / feeling is called Impostor Syndrome. Coined in 1978 by clinical psychologists Dr Pauline R Clance and Dr Suzanne A Imes, Impostor Syndrome is marked by a persistent fear of being exposed as a 'fraud' and an inability to internalise accomplishments.

High achievers, in particular, often doubt themselves and feel undeserving of the recognition they receive. When you start facing insecurities related to your knowledge-base or skillset, when you start explaining successes, chalking the latter to luck,

or when you find yourself minimising evidence of your success, that's when you know you have been touched by the impostor wand.

While both men and women experience Impostor Syndrome, studies show that women are more often affected and thus likely to suffer the consequences. In a survey I conducted of 300 women across the globe, for my book *Her Way to the Top*, Impostor Syndrome was reported as one of the top challenges holding women back. An incredible 45% of women revealed that they have been plagued with Impostor Syndrome in their careers. Women in positions of power are given much less latitude than their male peers in terms of appearance, behaviour, judgment, the tenor of their voice... everything. It is therefore no surprise that women tend to question their abilities and feel inferior, all the more because traditionally and culturally that's what they have been accustomed to their entire life.

Use the Brain Flip

One technique which has helped me manage the 'I am not good enough thoughts' (especially stage jitters before public speaking) is the use of a brain flip. The minute I find myself encountering a negative thought, I count back from three and immediately flip it, or replace it, with a positive thought. For example, a thought like, 'There are such amazing people on stage today, who am I to be here?' 3...2...1 insert the flip: 'I love speaking on stage! The moment I hold the mic, I get such an adrenaline rush that I will start speaking energetically and confidently so much so that everyone will notice and acknowledge me!'

You see? The brain feeds on your thought process and acts accordingly. I know that if I allow my negative thoughts to linger for too long, they will gradually overtake me and permeate every cell of my body to the extent that when I walk on stage, I will be shaky and unsure. However, Brain Flip ensures that I flush out any toxic thoughts and only focus on the positive ones, so when I confront hundreds of people, every ounce of my existence is reflecting that positivity back.

The Power of Visualisation

Tell your mind what you want by using detailed, precise, descriptive and powerful words. Imagining the outcome is your biggest secret to success. Visualisation involves using your imagination and actively thinking what you'd really like to accomplish. Athletes and personal coaches are big supporters of visualisation techniques because they are so effective. Athletes often visualise the vivid and colourful image of wearing a gold medal on the podium or hoisting the World Cup. Visualising what you want builds emotional engagement and inspiration behind the goal. Determine it in your mind. Think of the goal as if it were already yours and what you and/or the things around you will look/sound/feel like when you achieve the goal. Focus on how good that feels and what the benefit is to you by using as many sensory-based words as you can. When you imagine the outcome with all senses involved – what you would see, hear, feel when it is being achieved – the goal becomes compelling and the ownership increases. Remember, whatever you tell your mind, it will soon believe, so be sure to tell it great things.

Hira Ali is an author, writer, speaker & executive coach with her key areas of interest being women & ethnic leadership development, gender gap & glass ceilings. She is the author of *Her Way To The Top: A Guide To Smashing The Glass Ceiling*, Panoma Press, £14.99

Diary Dates

Our round-up of fantastic events and workshops
that support female-led businesses and professionals
to reach their fullest potential

18 March | 9.30am-11.30am

She Means Business

Meadowbank Soft Play Café, Dorking
Football Club, Mill Lane, Dorking RH4 1LB

If you are a local woman in business, go along to their next networking event in Dorking. Here you will meet other like-minded and passionate local businesswomen over coffee to support, encourage and share ideas. They meet in the cafe side, but the venue is child-friendly so that mums with little ones are not excluded from the meetup.

Admission: Free, but there is a small charge for your child to use the soft play area 01306 879970

25 March | 12pm-2pm

Women in Business Network

Dog and Fox Hotel, 24 High Street,
Wimbledon SW19 5EA

The Women in Business Network (WIBN) is for business owners and women in strategic business positions in the local area. It is a business-focused organisation of pro-active business professionals who aim to increase business opportunities to help and support each other in a non-competitive environment. WIBN members and visitors form strategic connections, and they collaborate to enhance and complement each other's businesses. WIBN has an extensive network of local groups around.

**Admission: £28 plus booking fee
020 8946 6565, wibn.co.uk**



1 April | 10am-12pm

The Athena Network: Cappuccino Connections North Surrey

The Fairmile, Portsmouth Road, Cobham KT11 1BW

Besides running focused networking lunches for local businesswomen in the north Surrey region, The Athena Network also runs informal coffee networking events for both members and non-members. Popular with both established businesses and start-ups, this is a wonderful way to network informally in a relaxed environment. This business networking organisation for women has over 130 groups across the UK, including several groups across the county.

Admission: £7 for non-members £2 for members (includes tea/coffee) Claire Pelenc, 07877 705247

3-4 April

International Franchise Show

ExCeL London, Royal Victoria Dock,
1 Western Gateway E16 1XL

The UK's biggest International Franchise Show is coming this spring. Showcasing more than 200 British and international brands in over 25 industry sectors, it is the perfect opportunity to find your dream business, become your own boss and invest in a franchise model that could work for you. Women's Business Club is a large national network of businesswomen who are building a business or a career. They share stories, support each other through their business expertise and pass the business onto each other.

Admission: Free, womensbusiness.club

22 May | 11am-12pm

The Women Impressionists: Berthe Morisot and Eva Gonzalès

The Benjamin West Lecture Theatre, Burlington Gardens, Royal Academy of Arts W1S 3ET

The Royal Academy of Arts has been run by artists since 1768. To coincide with International Women's Day they will be celebrating women in the arts with a series of free events, panel talks and more, including Women Impressionists. Join art historian Kathleen Adler in this introduction to the revolutionary careers of Berthe Morisot and Eva Gonzalès. Discover the work of the only two women artists in Wilhelm Hansen's Ordurpgaard Collection, in this 50-minute talk.

Admission: £6-£10, royalacademy.org.uk

2 May | From 9am - 6pm**Fearless Women**

Workable, 1 Westfield Avenue, Level 19 E20 1HZ

This workshop is a full day for women by women to help you face your fears and build the life you dream of. We should remind ourselves how talented, gifted, skilled and unique we are. But so often we are held back by fear, fear of what could happen, what people would think or the worst-case scenario in our minds.

Admission: £60-£90, justjaz.co**7 October | 12pm-2pm****Conversations & Connections**

The Northcote, 2 Northcote Road, Battersea SW11 1NT

The Women in Business Network (WIBN) has a new group in Clapham and is giving all business women and business owners the opportunity to meet with like-minded individuals, once a month at their facilitated network meetings. They have a wide diversity of professions in their membership ranging from sole traders to large business organisations.

Admission: £28, www.wibn.co.uk**EDITORS CHOICE****14-15 October | Times vary, ExCel
Women in Business Expo South**

A two-day event designed for all women at any stage of their professional journey. Providing inspiration, guidance and business services for women to find their best career match or support their business. With five theatres and over 60 sessions across the two days, take advantage of its free seminar programme and plan your day to the fullest. Also, there will be a free creche for visitors to use. Last year it had inspirational key speakers, including Baroness Karren Brady CBE and Caprice Bourret.

Admission: Free entry. Register if interested wibexpo.co.uk



Venus Rising

The Venus Awards are designed for women in business and created by women in business. Launched by Tara Howard, there is a strong edge of sass and glamour with a fun element that make the awards a brilliantly positive experience. The awards highlight the successes of some amazing business women and create awareness of the top businesses they run. Entering into the awards is an opportunity to tell your story, reflect on your achievements and gain recognition for all your hard work. This year, the awards are open across an unprecedented 50 regions across the country so visit the website to find one near you.

“There is a problem in that we have some amazing female talent out there that simply lacks confidence to promote themselves.”

[Click here to nominate someone special now](#)

Love You!

Tara Howard on why we all need to love ourselves and manage our ego...

Ten years ago I launched the Venus Awards and what became clear to me was that what held many women back from the future they wanted was their relationship with the most important person - themselves. It may be you've heard it all before but are yet to put it into action. My challenge to you is to choose one tip to focus on over the next week before coming back to this article and choosing another.

1. Love yourself

We've all heard that before, easier said than done right? The thing is you are PERFECT. You came into the world in a state of zen, feeling worthy, welcome and right with the world. It is other's judgements over the

years of how we SHOULD be that sold you on your own imperfection.

It's time to sell it back and reclaim the PERFECT YOU.

2. Ego or Devil?

The ego likes to cause trouble; it has in my life and it probably has in yours. But what is the ego? I love this quote by Eckard

Tolle, "All you need to know and observe in yourself is this. Whenever you feel superior or inferior to anyone – that's the ego in you." Unfortunately, we can't hit delete on the ego but we can re-route it. Next time you feel emotionally hijacked, ask – "is that you, ego?" before launching your missiles or cowering in the corner.

3. Respond vs React?

Ego used to constantly control me when reacting to an (innocent or otherwise) comment my husband would make. The 'stropmy child' in me or sometimes the 'critical parent' would take over and a mini world war three would fire up my kitchen. What changed? I now carve out an extra moment or two giving me the opportunity to choose a nurturing yet assertive response, without firing a single shot. Having studied with the best on the subject worldwide, through my public speaking and coaching I help women (and some men) across the globe improve their relationships.

The most important one I help them improve is the one with themselves, leading to better relationships with their colleagues, clients, family and ultimately more success in life.

I've created a tool for you to find your current level of self-love, The Self Adore Success Assessment. You'll get a score out of 10, and a special report – just for you



UPELVEL YOURSELF

Tide Risers founder Lara Holliday on the coaching community that helps women become their best selves

Tell us about Tide Risers and your UK launch.

Tide Risers is a fresh, new resource for women, a community where women can work together to uplevel themselves professionally and personally. At the heart of our membership-based development programme is an iterative learning process that results in our members growing stronger, more effective, and more fulfilled in every aspect of their lives.

The Tide Risers curriculum is designed to be highly individualised. Each of our members is sustained through structured support, peer encouragement, and talented coaches. This enables our members to maximise their potential, expand their networks, and challenge themselves to live their biggest and best lives.

What does the programme comprise and what can women gain from being involved?

Our members report that Tide Risers gives them the space, skillset and support to advance and succeed. Doing this work within the context of our diverse community has tremendous benefits,



due to the cross-pollination of thoughts and practices from a wide variety of life experience and industry backgrounds.

The Tide Risers journey begins with our six-month curriculum, which includes monthly in-person and web-based sessions led by our talented coaches. Our sessions are active, working experiences, and no two are the same. One month our members could be working in small groups to clarify their intentions and goals, while another session could include members discovering core strengths that set them apart from their peers.

At the core of our success is our community. Our members are dedicated to actively supporting and advancing one another, which has led to powerful collaborations, new business relationships, and meaningful friendships.

Where do you want to take the business in the next 24 months?

We are very excited to be launching in the UK, and are looking forward to building upon the strength of our programme in the US, where we have hundreds of members across seven cities. Our growth has been organic and thoughtful; we are committed to maintaining the quality of our programme, and ensuring that our members are well supported. We expect that in the next 24 months we will launch new Tide Risers groups across the UK, so that more women can benefit.

Apply online for our upcoming programme, which starts at the end of April: more details on wearetiderisers.com or email info@wearetiderisers.com

10 Top Tips for Introverts in Business

By Carol Stewart

Many activities associated with running a business appeal more to extroverted personalities and it's often he/she who shouts the loudest that gets heard and gets ahead. If you're introverted these ten tips will help you to win in business without having to change who you are.



Play to your strength of listening

Listening is our most used communication skill, and guess what? Introverts are well known for being good listeners. Whether it's potential clients, or employees, people like to feel listened to, so play to your strength of listening.



Network the introverted way

The overly stimulating environment of networking can be draining for introverts who typically don't like making small talk and prefer meaningful conversations. Use small talk as the segue to those meaningful conversations. Have a few open question

conversation starters up your sleeve. Listen to what the other person says and ask another open question based on what they say. Repeat until the conversation starts to flow.



Self-promotion

Introverts don't like to hog the limelight and self-promotion can feel as if you are. There's a saying that goes 'Self-praise is no recommendation', and yes, it's great if other people sing your praises. But this isn't always going to happen. If you don't promote





yourself, how will people know about what you have to offer?

Rather than putting the spotlight on yourself, so it feels like ‘me, me, me, me, me’, focus on the results you’ve achieved and the difference you’ve made.



Prepare for meetings in advance

In meetings some people speak just for the sake of speaking, whereas introverts prefer to speak when they have something of value to add, and like to think and reflect first. The environment of meetings can cause introverts to mentally withdraw. Plan and prepare for meetings in advance and go through the agenda, noting your thoughts and opinions on the items.

That way when they are discussed, you have already done your thinking beforehand.



Speaking up and being heard

Following on from number 4, listen for cues as to when someone is about to stop talking and be ready to jump in with what you want to say. Sitting opposite the person chairing the meeting can make it easier for you to get their attention.



Writing

Writing is a great way to demonstrate thought leadership. Whether it’s blogging, publishing articles on LinkedIn or industry specific publications, demonstrate your knowledge and expertise through writing.



Develop your self-awareness

Self awareness is a key leadership skill and crucial to effective business leadership. It improves interpersonal relationships, communication, makes you more confident, and a better decision maker. Develop your self-awareness through regular self-reflection and feedback.



Be able to adapt

All business leaders need to be able to adapt to different environments and situations. We're more likely to hear introverts being told to act more extroverted than the other way around.

Adapting doesn't mean putting on a persona and pretending to be something you're not. It's about recognising those situations when you need to modify your behaviour in order to get a better outcome.



Knowing when it's time to recharge

Because many of the business activities you do may be overstimulating and draining, know when you need to take time out to recharge and refuel your energy levels. Plan for energy slumps and build time to recharge into your busy schedule.



Be introvert and proud

You may think you need to put on an extroverted persona in order to get ahead, but over time, it will be stressful trying to be something you're not. You will also come across as inauthentic. Put into practice the above tips and be your true self. Be an introvert and be proud; stand out in your own authentic, introverted way.

Carol Stewart is an executive, career and business coach who helps introverted women to excel as leaders. She is the author of *Quietly Visible: Leading with Influence and Impact as an Introverted Woman*, February 2020, Filament Publishing, £14.99.

Essential Ted Talks



Small ways women can support each other at work

Crystal Martin landed her first job in tech helping women learn code, but there was just one problem, no one would listen to her in meetings. “Why is it that 41% of women leave the tech field within their tenth year? In my opinion, it’s because of messages like keep your head down and say nothing.” Martin pushes for women to advocate for one another in the workplace, stressing that hard work does not speak for itself: you do.



For women in pursuit of motherhood and a career

Irene Mora credits her own ambition and drive to her mother; the successful CEO of a multinational company, leading her to develop skills such as adaptability, authenticity and independence. Mora encourages mothers to pursue a family and a career and argues that their kids may just thank them for it.



To solve the world’s biggest problems, invest in women and girls

We teach girls that they can have ambition, but not too much ... to be successful, but not too successful, or they’ll threaten men, says author Chimamanda Ngozi Adichie. In this classic talk that started a worldwide conversation about feminism, Adichie asks that we begin to dream about and plan for a different, fairer world -- of happier men and women who are truer to themselves.

THE ART OF LIVING CONSCIOUSLY

Conscious Creators inspires clients to create the life they deserve to be living

What's the story behind Conscious Creators?

The end of my marriage was the beginning of a new journey for me. Having always loved to travel I decided, quite spontaneously, to sign up to attend a spiritual conference in Florida. With very little self-confidence, it took every ounce of courage to get on that plane and into a room full of strangers. This conference opened other doors of opportunity. I attended a further training course in New Orleans, and became a certified "Infinite Possibilities" trainer. That in turn led to me setting up Conscious Creators as a coaching and teaching platform.

Tell us what excites you about your business?

I love coaching, especially women who like myself have experienced loss through divorce. My business is the perfect creative platform to work with small groups of people who wish to live a more fulfilling and happy life. The concepts of the programme are simple and easy to follow, and help build confidence and clarity on creating a vision for the future. Helping people to learn the art of living consciously in the present moment is as exciting as it gets.

What excites your clients about your programme?

The small one-day workshops are designed to be fun and creative. The clients who participate love the concept of group coaching as opposed to the traditional 1-1 coaching method. My clients benefit particularly from the ideas of others to



gain a deeper understanding of the programme. Interaction fosters a sense of unity that helps to create an accelerated learning environment.

What are your plans for the future?

Whilst Conscious Creators is still in its infancy, my strategy is to introduce this programme to anybody who has a desire to create or re-create the life that they deserve to be living. Those who could benefit specifically would be young offenders, domestic abuse victims, anyone who struggles with mental health issues. This is not just a one-day programme, it is a life programme.

Aly Greenhalgh
www.consciouscreators.co.uk

Where are the women in music?

Music venue boss and singer-songwriter Hannah White is a passionate advocate for more women's voices to be heard in music. To mark International Women's Day 2020 she explains why she feels so strongly



“Most of us listen to music. Whether it’s indulging us, stirring us, motivating us or bringing us comfort, music is always there with us in the wider cultural landscape, framing our own personal emotional experiences and influencing how we live them. So it has to be more than a little concerning that where this art-form-as-old-as-time is concerned, 50% of the population is not getting a fair look-in.

Just a few months ago in October 2019, Vick Bain [former CEO of the British Academy of Songwriters, Composers and Authors] published findings from some first-of-its-kind research analysing the gender balance in the music industry. The survey of more than 300 UK music publishers and record labels found that only 14% of published songwriters are women. Bain also found that of all artists signed to record labels in the UK, only 20% are female.

The statistics that Bain uncovered suggests that the representation of women in music is only a fraction higher than the gender ratio of the construction industry, where women make up just 11% of workers. The repercussions of doing nothing to address this stark imbalance do not bear thinking about. When the gender-bias is

unacknowledged, the lack of representation remains unseen. Why on earth would we all pause our daily activities to notice that the songs we are listening to (even when sung by a woman) are filling our heads with male words, male preferences and the male perspective? The industry is starting to wake up to the need for change, but the statistics remain demoralising for girls and women looking to make a career in music.

The lack of opportunity combined with the reluctance of women themselves to speak out and take action also explains why the shift towards gender equality is so slow. Only 18% of music publishing CEOs are female, so decisions backstage and behind the scenes are well and truly being made by men. Furthermore, the risks for people who live and die for their art are real! Women, like myself, in the music industry are fearful of kicking up too much of a fuss for fear of turning an inhospitable path in to a no-go zone.

There are signs, maybe not of transformation, but certainly of an awakening, and there is cause for hope. Certain events have prompted coverage in our media. In 2013 when all 13 winners of the British Composer Awards were men (yes all of them!) The Independent published an article urging the public to submit classical nominations composed by women. The press response following January's Brit Awards when only 6 of the 28 nominations up for grabs went to women

(equal to 21%, only 5% more than in the very first Brit Awards in 1977) was unequivocal in its condemnation. Having said that, in over 6 decades women have only been the recipient of 6% of all Ivor Novello (songwriting) awards, and it is no easy task to find any coverage at all on the subject. There are roads left to tread!

The UK's PRS (Performing Rights Society) has launched what they call a '50/50 Keychange' initiative to achieve a 50/50 gender split in the industry by 2022, and to date over 250 companies (including festivals) have signed up. When Glastonbury Festival organiser, Emily Eavis, said in the Guardian in 2018, "The pool isn't big enough... everyone's hungry for women, but they're just not there", she may perhaps not have been directing her words to the industry as such. Recent pledges do however suggest the industry's ears were burning.

We desperately need these conversations to continue and to evolve, we need the data (and more of it), and we need people with platforms to use them to make things better. This is, of course, how change starts, and we all have a part to play when we sense that something is amiss. It is not just because I run a music venue that I believe firmly in listening hard and singing loud.

Singer songwriter and activist Hannah White jointly runs the Sound Lounge live music venue. Her latest album *Elephant Eye* with her band the Nordic Connections was released on Sound Lounge Records.

WOMEN BATTLING BUSINESS TOGETHER

Ria Satsangi on uniting female entrepreneurs with her networking group Flock

Why Flock? Because when you think of a flock, what do you think of? I think of a network of like-minded women coming together to support each other and celebrate their achievements.

At Flock, we host inspiring and inclusive events focusing on interesting topics. I wanted to take the 'work' out of 'networking' and encourage women to explore their true potential.

What did you do before starting your business? I studied Accountancy at university then landed a role in the city. It sounds so boring and typical, right? But, here I was exposed to a strong network and realised the importance of it.

How did you decide which market to target? I asked myself a few questions, in particular, 'what would I want from a networking event?', and, 'what would encourage me to take time away from my loved ones?'. I wanted to be inspired and for an event to add value to my growth. I'd also want to learn from those who have had different life experiences to me, and I'd want to do all that in a fun and safe environment.

What advice would you give to someone who was interested in starting their own business? Be brave. Be ambitious. There are too many amazing ideas that never get off the ground because female entrepreneurs, in particular, doubt themselves.

How do you balance work and home life? My husband has a demanding job and I've got 2 children under the age of 8, so of course it isn't



"Whatever journey you're on, you're always welcome, to Flock with us"

always easy. Like most people, I have days where I struggle, but I try to take a breath and remind myself that everything I'm doing is what I want to do and what I am deeply passionate about.

What could we do to encourage more female entrepreneurs? It's crucial that we remove positive bias from the fund-raising process. Statistics around this are really upsetting which calls for a forum where women can discuss these concerns and get expert advice. This brings me nicely to our next event! Due to be held in May, it will focus on the fundraising process for women in business.

To get involved, join our mailing list at www.thisisflock.co.uk and follow us on socials - @thisisflock

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