



# MEET THE **WOMAN BEHIND** THE WOMEN

Training Programmes | 1-2-1 Coaching | Group  
Facilitation | Mentoring | Train the Trainer

[thewomanbehindthewomen.com](http://thewomanbehindthewomen.com)







# GREAT TO MEET YOU

**About Jo Phillips** | MD & Global Facilitator

## AREAS OF EXPERTISE

### Womens' ascent within the corporate sector;

- Programme, and curriculum management
- Delivered 23000 hours of bespoke programmes
- Authoring and curating learning
- Executive Coach & mentor
- Self-belief and confidence
- Diversity & Inclusion
- Bolton & Bolton Social Styles
- Reframing thinking
- Influencing change

- Education & qualifications
- ILMI7 post graduate diploma
- Executive & Senior level
- Coaching & mentoring
- Systemic Team Coach Certification
- Certified Hogan Personality Assessor





# inHerspark

## Inner spark;

/ˈɪnər/ /spɑːrk/ [ noun phrase ]

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### The confidence & purpose held within

Welcome to The Woman behind the Women, where we're not just providing training; we're igniting a movement. As the Managing Director, my commitment is unwavering— to empower women to ascend within their careers.

We do not fix women; women are not the issue, societal and systemic barriers are the issue, and each programme we offer is designed to navigate these challenges. Our programmes go beyond skills; they're a catalyst for confidence, breaking barriers, and redefining success.



**JOIN US ON THIS  
TRANSFORMATIVE  
JOURNEY**

TOGETHER, LET'S AMPLIFY VOICES,  
SHATTER LIMITATIONS, AND PAVE  
THE WAY FOR A MORE INCLUSIVE  
PROFESSIONAL LANDSCAPE.





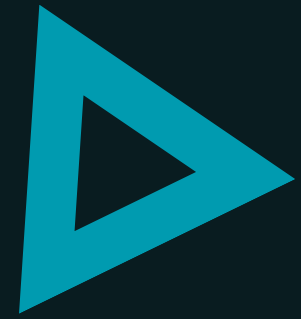
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## Corporate Training

DESIGNED BY THE WOMAN BEHIND THE WOMEN

The journey towards achieving gender equality in leadership positions requires a concerted effort from society, organizations, and individuals.

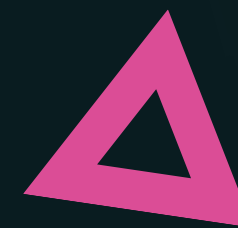
By understanding and addressing the multifaceted challenges women face, we can collectively work towards creating a more equitable and diverse leadership landscape.



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“Deep-rooted societal expectations often dictate **predefined roles for women**, perpetuating stereotypes that hinder their advancement into leadership roles.”

JO PHILLIPS





WELCOME TO

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a transformative journey *crafted by women, for women*, with the singular purpose of unlocking boundless potential. In this empowering space, we believe that every woman possesses an inner spark, a unique brilliance waiting to be ignited.





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## MODULE OVERVIEW



### MODULE 1

**The programme offers a module specifically designed to help Women overcome self-doubt and imposter syndrome.**

This can be crucial in building the self-belief and assurance needed to thrive professionally. No more second guessing or holding themselves back - let's go!

- Strategies for Managing & Conquering Limiting Beliefs
- Demystifying Imposter Syndrome: Strategies for Mastery
- Unpacking the Determinants of Self-Belief, Confidence, & Fortitude
- Crafting a Blueprint for Career Success & Capitalizing on Opportunities

### MODULE 2

**The secrets to Personal branding, and image reputation have never been more important.**

all too often women rely on their achievements to speak for themselves, and in this session we look at how to self-promote with confidence. How to create and communicate a value proposition.

- Identifying and Cultivating Authenticity in Professional Interactions
- Crafting a Compelling Value Proposition with Purpose
- Navigating the Significance of Self-Promotion and Articulating Achievements
- Equipping attendees to Address Micro-Aggressions with Confidence



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## MODULE OVERVIEW



### MODULE 3

**Master the art of networking to expand your professional horizons. Learn how to build and nurture meaningful connections.**

Navigate networking events with confidence. Identify and approach potential mentors. Leverage your network for career advancement. Networking should be fun, it should provide you with much needed external connections and is about relationship building.

- Networking Fundamentals, the how, the why & the benefits
- Advanced Networking Strategies, how to communicate with ease
- Building Meaningful Connections, & impactful relationships
- Contact Constellations & their value

### MODULE 4

**Setting clear career goals and developing relevant skills are critical for career progression.**

This programme offers guidance on setting achievable goals and creating a roadmap for skill development and career advancement. Recognising that confidence, clarity and connections are essential for career ascent. This final and essential module allows attendees to create an individualised development plan harnessing the tools and knowledge provided.

- Plan, map and define individual career objectives 18months ahead
- Crafting a Comprehensive Career Blueprint
- Leveraging Personal Development for Professional Progression



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## ESSENTIALS PROGRAMME

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**Our core offering is providing a progressive and modular based Training Programme.**

All of our programmes are designed with a keen understanding of the unique challenges women face in the workplace.

From overcoming imposter syndrome to self-advocacy skills, our training is crafted to address the multifaceted aspects of a woman's professional journey.

We understand that true empowerment requires a holistic approach, encompassing both career and confidence building.

**Delivered in person or virtually**

Based on 15 attendees per cohort

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### SESSION OVERVIEW

#### X4 90-minute Modules

➤ **Cultivate Self-belief & Assurance:**

Empowering Women to develop a strong sense of self-confidence, creating the ability to approach challenges and opportunities in their career with conviction and poise.

➤ **The Secret to Personal Branding**

Assisting attendees in crafting and promoting personal brand, emphasizing their unique skills and qualities to help women stand out to be confident, articulate self promoters.

➤ **Networking Mastery**

Networking Proficiency: Sharpen your networking abilities, establishing meaningful connections and partnerships that advance careers.

➤ **Goal Setting & Career Planning**

Setting ambitious yet attainable career goals, with a focus on developing actionable plans and strategies for success within your organisation.

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✓ **X4 60-minute peer learning groups**

✓ **Pre and post programme work**

✓ **Next steps career action plan**

✓ **Facilitator led learning**

✓ **Pre and post programme surveys**



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## PLUS PROGRAMME

**Enjoy all the benefits of InHerspark Essentials, plus a dedicated 60 minute coaching session.**

Each attendee has an assigned coach for a focussed career coaching session resulting in clarity over their next steps, an actionable tactical plan to implement the trainings and enhanced confidence in the execution of their individual career progress plan.

**Delivered in person or virtually**

Based on 15 attendees per cohort

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✓ X4 60-minute peer learning groups

✓ Pre and post programme work

✓ Next steps career action plan

✓ Facilitator led learning

✓ Pre and post programme surveys

✓ 60 minute individual coaching session



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## ELITE PROGRAMME

**Our Elite package includes a Hogan Insight series behavioural assessment, a 1-2-1 feedback and coaching session prior to starting the programme.**

Simply put, attendees need a data backed approach to adapt their behaviours as they ascend through your organisation. Hogan behavioural assessments allows individuals to understand how they are perceived. By understanding themselves at a deeper level, this helps attendees to develop and adapt their approach as they rise within your organisation.

**Delieverd in person or virtually**

Based on 15 attendees per cohort

### SESSION OVERVIEW

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Networking Proficiency: Sharpen your networking abilities, establishing meaningful connections and partnerships that advance careers.
- **Goal Setting & Career Planning**  
Setting ambitious yet attainable career goals, with a focus on developing actionable plans and strategies for success within your organisation.

- ✓ X4 60-minute peer learning groups
- ✓ Pre and post programme work
- ✓ Next steps career action plan
- ✓ Facilitator led learning
- ✓ Pre and post programme surveys
- ✓ 60 minute individual coaching session
- ✓ Hogan Insights leadership Series, HPI, HPS, MVPI & Feedback



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## ENTERPRISE PROGRAMME

**Elevate your organisation's culture, EVP and brand with our exclusive, white-labelled package.**

Access all inHerspark essential features with the flexibility to brand it under your organisations identity. Empower your team independently with our Train-the-Trainer session, ensuring sustainable growth beyond our engagement.

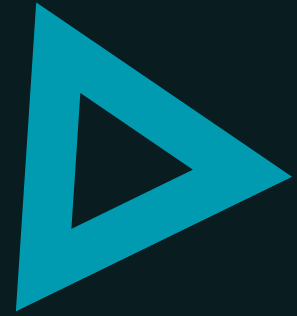
**Delivered in person or virtually**

Based on 4 facilitators

### WHAT'S INCLUDED

- Comprehensive marketing communication prior to launch.
- **Opening ceremony deck and pitch:**
  - 2 day in person Train the facilitator.
  - The how to, when facilitating a gendered programme.
  - Why the behaviour of women starts at socialisation and how to weave the messaging through the programme.
  - Active listening techniques, not all women have the same experiences.
  - Clear and concise delivery of the programme, and techniques.
  - Not Women fixing, it's empowerment, and how to deliver this.
- **Facilitation Skills:**
  - Engaging participants, in both personal and professional development.
  - Managing group dynamics, across various levels of attendees.
  - Handling challenging situations.
- **Recognizing and accommodating different learning styles.**
- **Adapting training methods accordingly, being confident in the facilitation of the material.**
- **Slides are not important, it's the messaging that counts:**
  - Opportunities to practice delivering sessions.
  - Receiving feedback and coaching on the delivery styles.
- **Pre and post programme decks/attendee communications.**
- **Entire facilitator deck, including group activities.**
- **Deck programme wording.**
- **Group activities.**
- **In session delivery notes.**



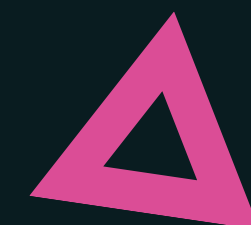


# OUR MISSION

**It's more than training, It's a movement  
to assist the ascent of women.**



We understand the nuanced challenges women face in their professional journey, and we're here to address them head-on. Our programmes are designed to be a guiding light, helping Women within your organisation to navigate ascent, with confidence, resilience, and unwavering self-belief.





# OUR VALUES



## ➤ Empowering Women is Our Core Focus.

We are dedicated to proactively taking impactful steps. Our mission is to support you in retaining your employees, navigating their challenges, and witnessing their success within your organisation. This commitment goes beyond token gestures; it's fuelled by passion and purpose, with a vision to empower as many women as possible.

## ➤ Effect and Transparency.

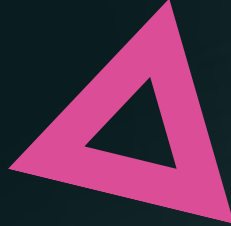
Regardless of your position in the corporate spectrum of supporting women, our commitment is to aid you. This isn't about judgement or comparisons; it's about recognising the journey. Regardless of your organisation's size, industry, or current representation of women in leadership, there's always room for growth. What matters is the journey, and we offer a consultative, professional approach to support you, free from judgement.

## ➤ Initiating Change.

Through decisive action, we reshape narratives, dismantle barriers, and actively support women. Our aim is to drive tangible progress by taking meaningful steps towards the advancement of women.







**Without strategic empowerment initiatives, women find themselves navigating a path filled with obstacles and limited growth opportunities.**

The untapped reservoir of talent goes unnoticed, resulting in a lack of diverse perspectives at decision-making tables.

Beyond hindering the progress of individual careers, the absence of investment in women's leadership training perpetuates a broader organisational loss—diminished innovation, compromised adaptability, and a failure to harness the full spectrum of talents that a diverse leadership team can offer.

**GET IN TOUCH**



07766 006856

**LET'S GET AHEAD**

