

Participant brochure

# *Elevate:* Women in leadership programme

**ELEVATE**  
Women in Leadership



# Welcome from our Programme Director, *Suzie Ruffley*



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Across different sectors, an ongoing challenge persists: the notable lack of *women* in prominent senior leadership roles.

The solution is for companies to take proactive steps, implementing tangible solutions that can genuinely reshape the landscape. This is where Elevate, our women in leadership programme, emerges as a game changer.

Elevate transcends the notion of a simple programme; it's a transformative journey designed for successful women, extending from management level and beyond. It empowers women with the essential insights, mindset, skills, and self-assurance for truly excelling within leadership roles.

Elevate is strengthened by the power of a network made among its participants. It provides an environment where challenges can be openly shared, key stakeholders and champions identified, crucial skills are developed, a clear vision of future direction is achieved, and steps are mapped out to culminate in success. It is the collective synergy that propels women forward in their journey of leadership excellence."

**Suzie Ruffley**

CPO

# Programme *outline*



Elevate is a women in  
leadership programme  
*crafted by accomplished women.*

01.

The programme provides invaluable feedback, insights, success tools, and a platform for building a powerful professional network.

02.

This course is designed for ambitious and motivated women already holding management roles who are ready to focus on how they are going to succeed in getting to the next level.

# Course *commitment*

The course will commence with a deep dive into each person and will include a personality traits assessment, 360-degree feedback from your place of work, and time spent to understand you as a person.

The course launch will be held in person at The Shard, where the course coaches and participants will spend time getting to know each other, understand the course content and commitment required for success.

Following this, the course will unfold through a series of four full day modules, spaced over a span of four months. The journey will culminate in a networking celebratory module, offering participants a platform to connect, reflect, and celebrate their achievements.

Module 1	1:1 Personal insights	1 hour
Module 2	Elevate launch	Half day
Module 3	Developing the inner edge of personal leadership	Full day
Module 4	Vision, personal drivers, aspirations and goals	Full day
Module 5	Your leadership campaign	Full day
Module 6	Influence & impact	Full day
Module 7	Elevate celebration	Half day (evening)



# Programme *content*

## Module 1

### 1:1 Personal insights

To get you ready for the journey you will undertake a personality traits assessment and a course coach will work with you to get 360-degree feedback from your place of work.

Your 1:1 personal insights module will be an hour where you, and a course coach will run through your results and feedback providing you with insights and opportunity for self reflection.

## Module 2

### Elevate launch

At the Elevate launch module, we will provide a comprehensive introduction to the course, outlining its content, structure, and setting clear objectives and expectations for all participants. This module provides an opportunity to initiate networking with both the course coaches and your fellow participants and set the stage for collaborative engagement.

As the launch module concludes, we will discuss the preparatory work necessary ahead of module three. This will include sharing resources and work to be completed, ensuring everyone is fully equipped to engage actively in the upcoming modules.

# Programme *content*



Over modules 3 and 4, you will build on your personality feedback, reflect on how you have got to where you are today and gain clarity as to where you want to be in the future.

You will have the opportunity to network, reflect on past experiences and lessons learned, and gain clarity of your aspirations to unlock your full potential - to create the win for yourself, your business, and the people you lead. These modules will prepare you with a plan for you to build on to communicate with clarity and impact in modules 5 and 6.

## Module 3

### Developing the inner edge of personal leadership

If we want to be great leaders of people, teams and businesses then we must first be great leaders of ourselves – developing our ‘outer edge’ by developing our ‘inner edge’. In this module we will focus on developing self-awareness and ‘sense of self’ – the personal power to develop, shape and influence.

You will gain a clearer sense of your signature strengths and indeed areas you would like to develop further and identify your motivators and core values. This will underpin the map of your unique vision and your own personal drivers, aspirations and goals. Leveraging these will enable a mindset for success and greater clarity in identifying the personal brand that you want to communicate in later modules.



# Programme *content*



## Module 4

### Vision, personal drivers, aspirations and goals

In this module we will focus further on knowing where we want to go, presenting our plans and identifying who can champion and enable us to get there. You will outline the kind of leader you really want to be, the impact you really want to have and how you want to feel as that leader. You will put together a vision for your aspirations and develop a strategy for how to achieve this. This will include a map your current stakeholders and potential champions, ready to build a communication plan in further modules.

You will clarify your focus areas and desired goals for the next three to six months so that effort and progress is focused, and you leave with tangible actions for success. You will also have the opportunity to identify the biggest challenges in achieving your goals and use the power of the group to come with potential ways of over-coming those challenges.

## Module 5

### Your leadership campaign

In this module, you will develop a personalised influencing strategy to achieve your vision from Module 2, bridging the gap from your current state to your desired future. You'll also create a campaign plan to elevate the visibility of your leadership goals and profile among your key business stakeholders.

This will activate the stakeholder relationship mapping you did in Module 2, using a central message platform and specific communication goals. Ultimately, this module will give you a strategic path to engage influential stakeholders, strengthen relationships, and accelerate your progress.

# Programme *content*



## Module 6

### Influence & impact

Influencing and relationship building is the work of leaders. For women who want to progress in their careers as leaders, it is essential to understand how to strengthen their communication skills so that they can enhance their impact, influence and ultimately personal and professional outcomes.

Building on the work completed in module 5, this module will explore the fundamentals of influence – and how to prepare for and navigate the game changer conversations that really matter.

## Module 7

### Elevate celebration

As the programme draws to a close, it will culminate in a gathering to engage in open discussions, reflect on the knowledge gained, challenges overcome, and strengthen the bonds forged throughout the programme.

This concluding event is not just an end but a new beginning, marking the transition to the next phase of your leadership journey. It is a time to celebrate, empower one another, foster lasting connections, and pave the way for a future where women continue to thrive in leadership roles.

The venue for this special occasion will be a fine dining experience at a restaurant in London, offering an elegant and vibrant setting to mark the end of the programme.



# Coaches & facilitators



**Suzie  
Ruffley**

Programme Director

Suzie is an Occupational Psychologist with a wealth of experience and a passion for human capital. Having dedicated over 18 years to the field of Human Resources, she has spent the last 6 years playing an integral part at Foresight Group, contributing to the company's remarkable growth and people development. With dual MSc's in Occupational Psychology and Coaching Psychology, she brings a dynamic perspective to her role as the Global Head of People and Sustainable Culture and Elevate Programme Director.



**Dr Alex  
Morris**

Course Coach

Alex is a highly regarded Business Psychologist and Leadership Coach with 20+ years of experience across financial services, communications, retail, and consultancy. Formerly Head of Workplace Wellbeing at a major corporation, she now empowers leaders to clarify their vision, enhance impact, and drive meaningful change. She has coached CEOs, Senior Partners, and Executive Board members through one-to-one coaching and transformative leadership programmes. Combining the latest scientific research with real-world insight, Alex takes a human, results-driven approach to help organisations navigate change, strengthen leadership, and transform culture.



**Kate  
Williams**

Course Coach

Kate partners with leaders to drive impactful change, both for themselves and their businesses. She is a qualified executive coach and consultant with over 20 years' experience across the private and public sectors. Having led strategic change programmes in-house at the start of her career, she then moved into consulting roles at Boston Consulting Group, The Mind Gym and Business 4 Zero. She has cultivated deep expertise in behaviour change, leadership development, and executive communication. She now operates independently focussing on 1:1 coaching, team coaching and facilitation.



**Jenn  
MacDonald**

Course Coach

Jenn Macdonald has spent the last decade helping leaders to maximise the impact of their communication so that they feel at their best and perform at their best more consistently. She is a trained coach and facilitator who is passionate about designing programmes that boost participants' confidence and impact quickly. Jenn's passion for adult learning has defined her career. Before joining Bateman Communication, Jenn was part of the Learning and Development team at Christie's, the international art business. She moved agency-side in 2013 and has since enjoyed working with leaders in the financial, consumer and professional services industries.



**Holly  
Hesketh**

Course Facilitator

Holly joined Foresight Group 7 years ago with a passion for people development. She currently holds an MSc in Management and Business Strategy, CIPD level 5 Diploma and Executive Coaching Diploma. Holly leads on the Learning & Development initiatives at Foresight and supports its employees to become better leaders.

# Applications & testimonials



Our modules balance the latest psychological insights and theory with practical tools and approaches that enable participants to mobilise their learning in real time and discuss challenging scenarios that are relevant to them in their roles.

To find out more information, please contact [elevate@foresightgroup.eu](mailto:elevate@foresightgroup.eu)

## Our testimonials

What aspects of the programme did you find most valuable?

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Having the ability to create a new network of like-minded women and having the time to think about my values, how I want to be perceived and creating a plan to achieve the things I want to.”

“

The self reflection involved. It has given me a clear focus on what I want to achieve in the short to medium term and I feel a lot more confident in pushing to achieve my goals.”

“

During the programme you are just there - not worried about emails, meetings etc. so you have some quality thinking time (something that we don't do very often)”