



# The Becoming Journey<sup>®</sup>

Women's Development Programme

Helping women to lead unapologetic lives



## **The Becoming Journey equips women with the tools to anticipate, challenge and manage ambiguity and transition in their lives and careers.**

### **Never has this been more critical.**

From a business perspective, we know that increased female representation in top management delivers greater returns to shareholders<sup>1</sup>, attracts talent<sup>2</sup> and builds a more inclusive, collaborative and productive workforce<sup>3</sup>. We also know that women who make it to the top are motivated by a sense of purpose<sup>4</sup>, directly responding to the growing demand for business to take the lead in effecting social change<sup>5</sup>.

Yet, to get to CEO, women must work for longer and take more roles than their male colleagues<sup>6</sup>. They are held to higher standards and must navigate a social 'double bind' which means they cannot be seen as both competent and likable<sup>7</sup>.

At a personal level, women start out just as ambitious as men<sup>8</sup>, yet this is reduced by the persistent undervaluing of their contributions<sup>9</sup> and the social structures both inside and outside work that perpetuate gender difference<sup>10</sup>.

The Becoming Journey seeks to make a profound difference to women, helping them stand firmer and taller in the face of these challenges. Participants will leave with a clear sense of their self-worth, their purpose and their potential impact on the world. This, in turn, will enable them to empower, influence and lead in a way that facilitates change, inclusion and better outcomes for individuals, organisations and society.

Only 4% of Chief Executives are female and 15% of FTSE 350 companies have no females in leadership positions at all<sup>11</sup>





## Who this is for

The Becoming Journey is for women who are highly capable, senior leaders, with the potential to go further and achieve more. These are women who do not need to be 'taught' more leadership skills, but would benefit from working alongside other women to reflect on themselves, their leadership style, and their impact.

The focus of the Journey is on challenging women to question the expectations and limitations that shape their leadership. The Journey equips them with the psychological flexibility to unhook from these and gives them tools and techniques to help them make their own choices about who they want to be as a leader, and the impact they want to have on their team and wider organisation.

### The Becoming Journey is for women who:

- ▼ Have significant management or leadership roles and want help to effectively navigate the challenges faced by women at this level in the workplace
- ▼ Are moving to a new role or transitioning upwards and want help to take control of their own career path
- ▼ Want to develop and accept their own leadership style, rather than conform to an organisational or societal norm that feels inauthentic
- ▼ Feel stuck on their leadership journey and want to unstuck and progress further

## What the benefits are

### The women who take the Becoming Journey will learn:

- ▼ How to value themselves, not who they wish they were.
- ▼ How to get present, and drop the struggle with difficult emotions.
- ▼ How to find people to walk their journey with them.
- ▼ How to find their voice to focus and communicate clearly.
- ▼ How to fight their demons and accept and embrace their shadows.
- ▼ What their purpose is and how to use it to harness their potential.
- ▼ How to have an impact on the world, one ripple at a time.

**“ It has been the most self-reflective learning journey I’ve undertaken and as such it has given me far more self-awareness, at a deep level, than any other learning experience. I step forward with greater confidence, courage and self-acceptance.”**

*Tracey Williamson, Chief Commercial Officer, Foreign Commonwealth & Development Office.*



## What's in the programme

The Becoming Journey is founded on the “Heroine’s Journey”, a path of order, disorder and re-order. Similar to the majority of careers it transitions from the known, deals with the ambiguity of the unknown and then integrates that back into a new, and owned, reality.

- ▼ Grounded in psychological theory and research, and blended with real world examples and experiences
- ▼ Using tools from business psychology, performance psychology and Acceptance and Commitment Therapy
- ▼ Drawing on over 50 years of professional expertise and personal development.

“We spend the first half of our lives creating a container for ourselves – built from all the things that we believe make us “us”. Then we hit a roadblock or challenge, and suddenly the container is no longer fit for purpose. For senior career women these challenges can be anticipated or predicted. This journey helps individuals examine the container they have built, take it apart and then reconstruct it. It will help women to break free from the container and become who they are within.”

Dr Alison Maitland

# The Becoming Journey

## Module 1: Who am I?

Knowing the starting point is essential for any journey. In this first module women will learn about themselves and how they make sense of their world. They will build the skill of perspective taking.

## Module 2: Dropping the struggle

When the storms of life come along, it is possible to drop anchor and let the winds blow until the storm passes. In the second module women learn how to hold things more neutrally, and how to be more present to emotions and to life.

## Module 3: Finding a companion

No journey should be taken alone. Finding someone to walk the journey with and to trust in your own insight and mentoring ability are key learning experiences from the third module.

## Module 4: Finding your firm ground

This module helps women stand on firm ground. They will work on using their body and true voice, so they can be focused, communicate clearly and listen well.

## Module 5: Fighting the demons

We easily own the qualities that we like in ourselves but disown those parts that are hidden in our shadow. This module challenges women to claim the parts of them that are hard to see, so that they can start to grow into who they authentically are.

## Module 6: Discerning my story

It's normal to wish our history was different, but we each have a choice to take the life we have lived and make something new from the pieces. This session helps women to value themselves, understand their boundaries and choose the story of their life.

## Module 7: Claiming your wisdom

Being alive means living out a purpose. In this module women will become clear on what's important to them, find their 'who' centre and learn how to live a full whole-centered life.

## Module 8: Creating the ripples

Everyone has wisdom to be shared. Part of the journey is to know what wisdom needs to be passed on to other generations. In this module women identify how they can create a ripple in their homes, their workplaces and their communities that will leave the world in a better place.



“The Becoming Journey was different to any course I'd attended before – rather than learning new information or trying to improve one's knowledge or skills, it guided us to look within ourselves and appreciate, accept and enhance our own thoughts, feelings and characteristics. It has given me a new sense of confidence and peace.”

*Carolyn Thornley-Yates, Head of Mortgage Proposition and Distribution, Hinckley & Rugby Building Society*

# Learning 'with' not 'from'

**The Becoming Journey is founded on a philosophy of learning 'with' not 'from'. Our approach is to walk alongside women, encouraging their learning and reflection, and supporting them as they experience the highs and lows of the journey.**

We accomplish this through a high-quality, flexible, virtual learning journey that engages and encourages women at every stage. The blended design integrates rich and interactive media (video, web and podcasts) with experiential virtual workshops.



It is underpinned by the neuroscience of adult learning, in particular:

- ▼ We draw on adult learners' curiosity and responsibility by connecting their own self-led activity with the group-based workshops.
- ▼ We 'flip' the learning to ensure knowledge is acquired in advance and group-time is about experimenting and applying it in context.
- ▼ We facilitate peer-support circles, enabling women to learn from each other and create support networks for life.
- ▼ We encourage a personal journaling process, so women can reflect on how their new insight translates into their everyday world and leadership life.
- ▼ We draw on our expertise as psychologists and qualified coaches to provide individual support where required.
- ▼ The initial journey is not the end. Once completed, women are invited to join the Becoming community, making this a 'forever' journey of connection and support.

## Four months to help explore and shift thinking and action

Delivered through online collaboration tools

- ▼ Eight virtual workshops
- ▼ Three facilitated group coaching sessions
- ▼ Online learning portal
- ▼ Journal embedding process

# Who you'll learn with

**Dr Alison Maitland has over 20 years research, consulting and HR experience and is an expert in leadership and women's development and the creation of inclusive organisational cultures.**

Alison led the strategy, product development and thought leadership on inclusion, leadership and team development for a management consultancy. Prior to that she held senior D&I responsible global HR roles in the finance, retail and pharmaceutical sectors.

She has delivered solutions to blue-chip businesses across Europe and North America, using a lens of diversity and inclusion acquired over several decades of working internationally to create culturally sensitive change.

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Alison has taught, published and researched on issues of equality, intersectionality, identity and difference. Her research has resulted in practical improvements in the culture of the GB Women's Rowing team, the ability of girls to play mixed football, and the participation of socially disadvantaged BAME women in sport.

Alison is an HCPC registered psychologist, an experienced trainer and facilitator, and regularly speaks on leadership, team development and inclusive psychology.



**Liz Walker is a coach and facilitator with nearly 20 years' experience in leadership, learning and development in global organizations, and co-founder of Becoming International.**

Leading and working in multi-cultural, virtual teams, Liz has diagnosed, designed, developed and delivered international L&D programs that support individuals at all points in their career from onboarding and early promotions through to executive leadership.

She is expert in translating research into inclusive, culturally sensitive, virtual and experiential learning solutions, that shift behaviour and deliver performance.

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She has created radical ESG leadership development solutions on paradoxical mindsets and vertical development, co-authoring research whitepapers to clients.

Liz has a Masters in Organizational Behaviour and is an EMCC accredited coach, working across a range of sectors and all organizational levels, including the Board.





# BECOMING

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<sup>2</sup> Weber Shandwick (2015). Gender Equality in the Executive Ranks: A Paradox – The Journey to 2030. Retrieved from <https://www.webershandwick.com/>

<sup>3</sup> Catalyst (2019). Women and the Future of Work. Retrieved from <https://www.catalyst.org/>

<sup>4</sup> Korn Ferry (2017). Women CEOs speak. Retrieved from <https://engage.kornferry.com/>

<sup>5</sup> Catalyst (2017). The Dawn of CEA Activism. Retrieved from <https://www.catalyst.org/>

<sup>6</sup> Korn Ferry (2017). Women CEOs speak. Retrieved from <https://engage.kornferry.com/>

<sup>7</sup> Catalyst (2018). Infographic: The Double-Bind Dilemma for Women in Leadership. Retrieved from <https://www.catalyst.org/>

<sup>8</sup> BCG (2017). Dispelling the myths of the gender “ambition” gap. Retrieved from <https://www.bcg.com/>

<sup>9</sup> Weber Shandwick (2015). Gender Equality in the Executive Ranks: A Paradox – The Journey to 2030. Retrieved from <https://www.webershandwick.com/>

<sup>10</sup> Ely, R.J. and Padavic, I. (2020). What’s really holding women back? Harvard Business Review, March-April 2020. Retrieved from <https://hbr.org/2020/03/whats-really-holding-women-back>

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<sup>11</sup> Hampton Alexander Review (2019). Improving gender balance in FTSE Leadership. Retrieved from: <https://ftsewomenleaders.com/>



To enquire about bringing The Becoming Journey into your organisation visit [becoming.international](http://becoming.international), email [becoming@becoming.training](mailto:becoming@becoming.training) or call **+44 7870 551560**

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