

# women1st

## Developing Women's Leadership Skills - Step Up

The UK's hospitality, leisure, travel and tourism sector depends on a highly motivated, creative and passionate workforce to maintain its position and achieve a stronger bottom-line.

In such a service-driven industry, ensuring that all team members can maximise their contribution is essential to the sector's profitability as a whole.

However, despite totalling nearly three-quarters of the sector's workforce, women are notably absent from senior management, making up only six per cent of board members.

The result is exceptional female leaders being unable to fulfil their potential and employers missing out on the increased creativity, performance and income they would bring.

People 1st, the sector skills council for hospitality, leisure, travel and tourism, wants this to change. It aims to ensure that every board has at least ten per cent female members by 2015 and double that number by 2025.

To do this, People 1st has launched an initiative called **Women 1st - Step Up**.

This long term, tailored programme of continuous professional development (CPD) will provide the outstanding female junior managers of today with the essential skills they'll need to become the chief executives, senior managers and board members of tomorrow.

Usually £2,000 per delegate, People 1st has secured a 90 percent Government subsidy to be able to offer this training for just £200 per candidate.



## Equipping the sector's female leaders with the skills to reach the top

People 1st has developed a series of six, one-day, CPD sessions to run over a period of six months.

This unique and intensive programme will take the participant through a sustainable, long-term, transformation in their leadership abilities, enabling them to fully contribute at the highest level of their industry.

The programme includes - but is not limited to - the following:

- Planning and recognising your own strengths and weaknesses
- Communication skills
- Impact, presentation skills, dress and body language
- Networking and network building
- Assertiveness and confidence
- Influencing and negotiation

*"This course gives women the confidence to realise they can have it all in the sector, if they want to..."*

**Ros Young HR Director, Abode Hotels**

### Your opportunity to get involved – apply now!

Opportunities to take part in this unique programme are limited and are available in England only.

If you are an outstanding female junior manager with the talent and commitment to take your career to the next level, or an employer who wants to ensure their staff are fulfilling every aspect of their potential, contact [dan.power@people1st.co.uk](mailto:dan.power@people1st.co.uk) or call **07920 711200**.

