



Diversity, Equity and Inclusion Leadership Programme

A unique and practical leadership development programme designed by Charlotte Sweeney Associates and Cambridge Cubed



Charlotte Sweeney Associates



CAMBRIDGE
CUBED



The Need for Leadership Development for DE&I Changemakers

The imperative for all organisations across diverse sectors and countries to embrace diversity, reduce inequity and cultivate inclusion becomes even stronger post the global pandemic and in a period of economic volatility.

Those who are responsible for delivering DE&I change within organisations must engage colleagues and influence leaders to ensure DE&I progress is sustainable (and not just initiatives driven). They are often expected to operate at a senior leadership level to successfully deliver measurable results and transformation. The challenge being that many do not get the professional development or appropriate support to be successful in their roles.

This leadership programme will equip you as DE&I changemakers with the leadership skills to build on this change moment, ensure the integration of DE&I with leadership strategy and embed inclusive leadership processes and behaviours throughout the organisational ecosystem.

The time is NOW for inclusive leadership development for DE&I changemakers, developing their leadership skills and qualities to enable transformational strategic success.

Who is the Programme for?

The DE&I Leadership Programme prepares all individuals making, or who have the desire to make, DE&I change within organisations across any sector, to step up to their leadership challenges and potential. This will include roles such as:

- DE&I Professionals whose sole role is DE&I
- DE&I champions, ambassadors and network leads
- HR Professionals with DE&I responsibilities including culture and engagement
- Other Business Professionals keen to embed DE&I into their daily roles such as allies

The programme is for you if:

You are highly motivated to build and develop your leadership skills amongst a group of similarly driven and diversely talented global DE&I changemakers.

You are eager to add the highest measurable value and impact possible to your organisation in DE&I

You wish to deepen your knowledge and understanding of the DE&I terrain and your leadership role within it

You have a desire to broaden your leadership qualities to enable you to successfully navigate your organisational DE&I transformation through the volatility and uncertainty of 21st century leadership





The cadence of this course was the best I have ever experienced, no afternoon slumps which says a lot given the course had to be virtual. It has been the best PD course I have ever done. Even better than my MBA.



The module was a great way to set us all up for success. The subjects covered were absorbing and provided some really practical tools. I thought the mix of videos, presentations, debates, break out rooms and exercises were spot on. Can't wait to get started on the project and to see everyone again in October!



Amazing content with the just the right blend of input and discussion. I love that there was a variety of topics covered and further reading and resources mentioned for us to explore. Thank you so much for an amazing week, the entire module was brilliant, and I loved every minute - my only complaint is that it was over too soon!



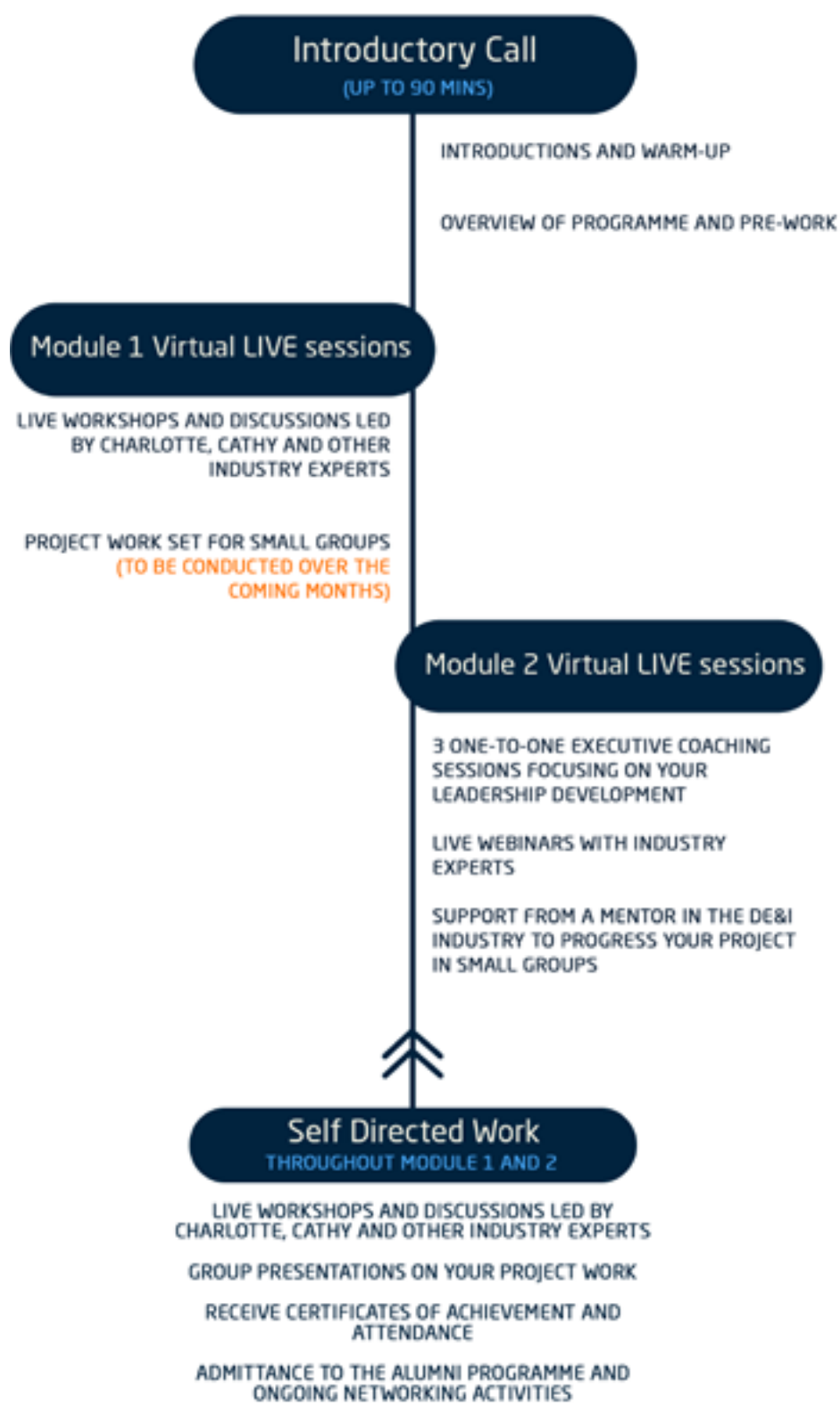
What others have said about our programme

Programme Structure Overview

The programme spans a total of **6 months** and will be delivered by a virtual and blended learning approach.

For information about when our next cohort starts, please visit:
www.charlottesweeney.com/leadership-programme

The investment required to take part in the programme are set at **£5,950 (excluding VAT)**.



Meet The Directors

Charlotte Sweeney, OBE



Charlotte is known as the 'go-to' expert when it comes to pushing the boundaries on creating more diverse and inclusive companies. She has specialised in large-scale change programmes with a focus on diversity, inclusion and equity for over 20 years. She works with companies and C-suite executives from many of the FTSE 100 and Fortune 500 companies around the world to drive inclusive leadership and cultural change.

Charlotte gained her executive experience in Blue Chip companies across the Financial Services sector (Barclays, Halifax Bank of Scotland (HBOS) and Nomura International) before creating her own consultancy. Charlotte is also a former Deputy Chair at the Mid Yorkshire NHS Trust in the UK with responsibility for over 7,000 staff and an annual spend of over £500 million.

Charlotte is co-author of the book Inclusive Leadership, published by The Financial Times and shortlisted for Management Book of the Year 2018 by The Chartered Management Institute (CMI). She also writes regularly for professional publications and regularly hosts and chairs large conferences and virtual events. Her keynote speeches, workshops and facilitated challenge sessions to senior leaders are regularly delivered around the world. She is an expert contributor for Radio, TV and Press.

Charlotte has studied with several Institutes including Møller Institute, Churchill College at the University of

Over the years Charlotte has won many awards, including from Harvard, for her work in the Diversity and Inclusion field and was acknowledged by TIAW for advancing the economic empowerment of women. In October 2015, she was recognised by The Economist as in the Top 50 Diversity Professionals in the world and in 2017, by The Daily Telegraph as one of the Top 10 D&I Consultancies in the world. In 2022 she was awarded a position on the HR's Most Influential Thinkers UK List.

Cambridge, The Tavistock Institute, INSEAD and Cheung Kong Graduate School of Business. She is a Fellow of the Chartered Management Institute, the Royal Society of the Arts, Professional Speaking Association and Chartered Institute of Personnel and Development. She is also a Chartered Management Consultant. She is a regular expert judge on a number of professional body awards such as the Management Consultancy Association.

She conducted an independent review on the Voluntary Code for Executive Search firms in relation to getting more women onto boards for the UK Secretary of State Dr Vince Cable, which is now referred to as 'The Sweeney Report' and was the Vice-Chair of the Dept of Business, Energy and Industrial Strategy external Diversity & Inclusion Advisory Panel. She also created and led the City of London's Diversity Programme, The Power of Diversity on behalf of the then Lord Mayor of London Dame Fiona Woolf CBE, collaborating with over 70 companies.

Meet The Directors

Cathy Butler



Cathy began her 30-year career journey in commercial sales in global publishing which set her path for roles that have involved highly successful development of global clients, both individual and corporate across public and private sectors. Alongside this, Cathy's specialism is enabling performance improvement, transitions and change, for both individuals and organisations.

Whilst working in different senior roles at the University of Cambridge for the past 15 years, she has been designing and delivering leadership development interventions. These have been both programmatic for cohorts of mid to senior level leaders, as well as individual coaching for senior executives, their teams and their organisations involving multi-disciplinary inputs.

Cathy also adds value with her experience, connections and know-how to build up creative networks and communities of very diverse talents from corporate, academic and government sectors to work on specific projects and programmes. Most recently her work has focused on enabling the development of 21st Century leadership skills and the mindset for leading through disruptive volatility and complexity. She is founder of Cambridge Cubed, a specialised leadership practice offering leadership development, consulting and coaching.

A linguist by educational background, Cathy has a Master of Arts in Italian Studies from the University of Edinburgh and a Postgraduate Diploma in Teaching English to Adults from the Institute of Applied Linguistic Studies at the University of Edinburgh. Cathy also completed a Masters in Business Administration (MBA) from the Open University and is qualified and certified in Business Careers Counselling and Coaching. Cathy has been trained in both personal as well as business and executive coaching and is also certified to deliver a number of well-regarded neurosciencebased psychometric profiling tools.

Cathy loves to work across different cultures and her focus on innovation leadership, business transformation and leadership development has allowed her the privilege of developing lasting relationships with organisations and leaders in the Middle East, Japan, China, Singapore, Hong Kong, US and all over Europe. As a leadership specialist and coach, she has worked in partnership with diverse organisations to translate their desired learning outcomes into high impact, experiential and practical leadership development programmes. These are delivered both in Cambridge and globally. Her work with senior leaders most often involves effective transitional activities around behaviour change, selfimage/awareness and purpose and meaning. Cathy's ethos is based firmly around designing and delivering meaningful leadership development interventions that recognise three dimensions of learning - firstly intellectual awareness (knowledge and skills), secondly emotional awareness (personal and social capabilities) and thirdly action-based application.

Programme Structure Overview & Learning Approach

Become capable of shifting the thinking of DE&I from **'initiatives driven'** to a pervasive systemic programme of culture change.



Personal Impact

Understand the fundamentals of exceptional inclusive leadership practice

Develop self-awareness of your leadership style and cognitive diversity

Use leadership development inputs and tools to increase your intellectual and emotional awareness

Develop your confidence to deliver and operate at executive level

Understand the importance of personal and organisational resilience



Team Impact

Learn how to appreciate cognitive and behavioural diversity in others and use this to create high performing teams

Support and challenge each other through co-coaching and shared learning

Create a globally strong ongoing support network with your peers on the programme



Organisational Impact

Learn change leadership and management principles in order to create sustainable DE&I change

Understand and apply the methods to create psychological safety

Learn practical leadership influencing and communication techniques to enable you to inspire a shared vision throughout the organisation

Limited to up to **25 participants**, the programme is designed to ensure each participant receives an inspirational, memorable and high impact development experience **tailored to their personal needs**.

We emphasize on ensuring all learning and tools are shared in a way that enables you to apply these practically and pragmatically within your **daily role**.

We believe in an interactive and multi-dimensional approach for our delivery, which will engage **all different learning styles** and ensure participants are **challenged** and **engaged**.

We will encourage participants to engage in peer learning and to relate all learning back to their **respective individual leadership** and **organisational contexts**.

A number of highly regarded senior Practitioners, Academics, Facilitators and DE&I Experts have been carefully selected to contribute to the programme through **teaching, mentoring, coaching, sharing** and **facilitating**.

We emphasize **coaching** and **mentoring** throughout the programme, supporting participants to reconnect with what is most important to them.

Please contact us to discuss further or to apply:

enquiries@charlottesweeney.com



CSA'S SERVICES

CSA as your DE&I advisor to embed diversity, equity and inclusion throughout your organisational ecosystem.

YOUR ORGANISATIONAL ECOSYSTEM

Governance & Structure

- Ensuring your organisational governance and structure enables DE&I to thrive, including partnering with you to design and create your DE&I strategy, action plan and measures.
- Aligning your DE&I strategy to your organisation's wider strategic direction and values and embedding DE&I into everything your organisation does.
- Working with board members to enable them to govern inclusively and understand the role they play.

Communications

- Creating effective internal and external communications on DE&I, ensuring the use of inclusive language and tools throughout.
- Aligning all DE&I communications with the wider organisational communications strategy and values.

Workforce & Workplace Culture

- Implementing inclusive policies, processes and practices that enable you to hire, retain and promote the best talent, removing barriers and bias.
- Delivering resourcing learning, workshops and coaching to raise awareness and educate your workforce at all levels on how to create inclusive workplaces.
- Providing concise and practical solutions to embed into daily roles and responsibilities (face-to-face and virtual options are available).

Consumers & Suppliers

- Creating inclusive policies and practices to embed DE&I thinking into product design and development, marketing and all client/consumer interactions.
- Building your inclusive procurement and sourcing strategy, embedding robust, sustainable and ethical processes and tools in your supply chain.

ESG & Stakeholders

- Aligning your DE&I strategy with your wider ESG strategy to create a consistent value creation proposition.
- Guiding and enabling your organisation with fulfilling wider ESG benchmarks, e.g. B Corp, UN Sustainability Goals.



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