

# Authentic Leading Women 2025

## 2-day Programme:

- 29th April and 3rd June (face to face)
- 16th September and 7th October (face to face)
- 4th November and 18th November (virtual)



# A 2-day interactive programme aimed at supporting senior women into the next phase of their career

2-day  
programme  
£1,995 + VAT

*The price includes an online Emotional Intelligence Assessment and full personal report.*

*For in person programmes, the fee includes subsistence across both days (08.30am-5pm)*

*For virtual programmes, packages will be sent to you across both days*

- Designed to encourage women to identify and engage with your own unique leadership style, not change or modifying behaviour to emulate men. The programme aims to embrace and enhance the skills you naturally have, as a woman, as opposed to trying to change or fix them.
- Supporting senior women to explore values, emotional intelligence and authenticity in order to be more successful living your values rather than giving them up.
- Putting your passion, gravitas, assertiveness and impact forward in a consciously competent way that has your authentic signature whilst creating the level of impact you deserve.
- An experiential programme which, whilst challenging and stretching, the learning environment is fun, supportive and fast moving.



# The Benefits

- Enable you to see and achieve the significant benefits of becoming an authentic leader for yourself, your team and your organisation
- Ensuring the external expression of your integrity is seen and by those with whom you work, and by the audiences to whom you present
- Moving you towards living a life on purpose and delivering even greater value for yourself and your organisation
- An opportunity to network with other senior women whilst sharing experiences and learning.

## Day 1 - You as an Emotionally Intelligent Authentic Leader

## Day 2 –Your Impact, Presence and Assertiveness

### Day 1

- Introducing the Authentic Leadership model allowing you to explore where you are on this exciting and rewarding journey
- Exploring how emotional intelligence is a key enabler and where to focus for greater success
- Living a life on purpose and with passion to create superior performance
- Understanding your unwavering values grounded by integrity and trust.

### Day 2

- Understanding presence as a physical skill
- How you present yourself to the outside world and what they see
- Handling nerves and managing conflict
- Standing in your own power, with courage
- Conveying a passion that is authentic
- Making yourself memorable whilst keeping it real
- Defining assertiveness and making it more conscious.

Ruth Smith is a highly experienced facilitator and Executive Coach. She is passionate about making a sustainable and enduring difference for her clients and has challenged yet supported her clients to be inspirational for themselves and others. Clients describe Ruth's events and her style of facilitating as 'energising, engaging and insightful'. Ruth has worked in corporate organisations, as well as running her own business, and offers clients strategic business knowledge, leadership knowledge and experience and demonstrable commercial acumen building rapport and connecting with Senior Executives at their level. Her qualifications include a Psychology degree, an MBA from a leading UK business school and a PhD in Relationship Marketing. Ruth's book, 'Where Authentic Leaders DARE' was published in 2019.

Deena Gornick is an executive coach and facilitator with thirty years of experience across the corporate sector. A professional theatre director and performer for fifteen years, Deena moved in to coaching and facilitation because of a fascination with confidence, it alluded her; she strongly believes that confidence is a behaviour, a skill, and not a feeling. It is, she believes not the same thing as self-esteem. Safe, fun and experiential, Deena's work helps delegates take steps forward towards greater confidence and self-awareness. Laughter is a massive learning tool, and she insists participants learn through this vital tool. Deena works across all levels within an organisation and creates the kind of environments suitable to growing skills.

## Facilitators

Ruth Smith

&

Deena  
Gornick



## Feedback from Previous Programmes

I was attracted to the programme initially because of the link to authenticity but my experience surmounted all expectations. I really enjoyed the interactivity with the facilitators and the other delegates. You meet people, and build relationships, with other women who you would not normally meet in everyday life. It was intimate, it was engaging and I have learnt so much about myself. I have been able to put a lot of the learning into practice immediately and I feel much stronger as a result. **Maura Quinn, Project Engineer, The Estée Lauder Companies**

I wanted to take some time for a step back and to think strategically about my leadership. I was fascinated by the experiences of the others on the programme and the women gave a lot of themselves, which was a joy! I found taking the time to be self-reflective, understand more and be curious was so helpful and reinvigorating. The breadth of topics and the format of the 2-days played out perfectly. **Beth Spencer, European Head of Reputational Risk, HSBC**

I enjoyed and valued the opportunity to meet other female leaders. The discussions were very open and I learnt a lot from sharing experiences. Both facilitators were great and I really enjoyed the sessions. I was genuinely very pleasantly surprised. As part of my role I create virtual learning experiences for others; I learnt a lot from the facilitators about how to articulate and fill the space and believe virtual learning is the way forward. **Louise Stanley, Head of Talent, Learning and Development. Smurfit Kappa**

Keep making people aware of this workshop. It is great and extremely empowering. It more than met my expectations, it exceeded them. To begin with, I was a little concerned about it being virtual but I am really pleased that you went ahead and did it. It didn't affect the outputs and it was great to have the materials and reflection. Ruth and Deena were fantastic at keeping us all together, there was so much rich content; really valuable stuff, a great platform for networking with likeminded people! Being authentic is something that really resonates with my own personal values so I found the content of the course really useful & relatable. Both facilitators not only shared a lot of theories but also tried and tested examples of other people's views which helped to bring the content to life. I also loved the reading material I received to support and encourage further learning. **Katy Carver, Head of Shopper Marketing (Food to Go), Greencore**

I took so much away from the programme. Firstly, I really enjoyed the contrast of the 2 days and felt Day 1 really set us up to be open to challenging ourselves across Day 2. It was a safe and confidential space to discuss things with the other delegates and I enjoyed meeting people from different organisations to share experiences. Ruth and Deena are experts in their field and very authentic and inspiring; it was a privilege to spend the 2 days with them. I would highly recommend the programme to anyone wanting to learn some new skills and discover more about themselves. **Karen Duffy, Head of Business Planning, LNER**

I learnt a lot about myself on the programme and really enjoyed the contrast of both days – the opportunity to reflect on Day 1 and the interactivity and fun on Day 2. It was great to meet the other ladies, get to know each other and share experiences. I would highly recommend this programme - It was intense but brilliant and I have taken away a lot from the experience, both personally and professionally. **Natalie Cooke, Operations Director, SEGA Europe Ltd**

**Add-On 1:1 Coaching** - As part of Authentic Leading Women, some delegates appreciate the opportunity to have 1:1 sessions with one of the facilitators from the programme. The purpose of the sessions can include looking at your personal action plan, thinking through what is next for you, more in depth feedback on your EQ-i report, identification of priorities for your personal development or a discussion around any confidential aspects emerging from the programme. If you would like to take advantage of 2 x 2 hour 1:1 telephone/zoom/teams coaching sessions then you can arrange these either before, during or after Authentic Leading Women. The fee for the 2 sessions is £2,050 +VAT and is only available as an add-on to an Authentic Leading Women delegate (not as a stand-alone programme).

**Group Coaching** - If you would like to take advantage of working with some of the delegates from your cohort, in a group coaching environment, we can offer 4 x 1 hour telephone coaching sessions for up to 6 people. This will give the opportunity to build an on-going support network with your fellow authentic leading women, explore some of the areas in more depth and to continue your development in a trusting and safe environment. Please contact us for further information.

To book your place please e-mail:  
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