



Corporate Partnerships with

**WB** DIRECTORS

[www.wbdirectors.co.uk](http://www.wbdirectors.co.uk)



## Boost your culture & accelerate ED&I

Embedding diverse representation at all levels of seniority is one of the most ambitious change programmes that can be embarked upon by any organisation.

Vital to success is ensuring your workforce supports motivated, resilient employees of all backgrounds, who are keen to progress their careers.

Enabling your employees to take ownership of their own career is key in today's workplace. This is even more true for professionals from under-represented groups, who are less likely to 'fit' traditional pathways and models. Understanding what options are available and charting your unique path are the hallmarks of successful leaders, and we enable this to happen. Explicitly sharing information about how career progression *really* works and the boardroom is highly valuable for all, and it is essential to enable diverse talent to succeed.

**With competition for top talent higher than ever, developing and retaining your existing staff is a 'must' for all successful organisations.**



**Neelu Agarwal**  
Bank of England



WB Directors make sure that your employees have access to quality career knowledge and support when needed, alongside information about why the boardroom matters.



## This is where WB Directors comes in

### Our Corporate Partnerships are ‘planting seeds’

- ... seeds of ambition,
- ... seeds of development and
- ... seeds with strong roots, connected to our unique network.

Our input is valuable and accessible to professionals from all genders and backgrounds to drive their career forward, and our interventions and developmental support resonate particularly with women and underrepresented groups.

We equip leaders at any level with the skills and perspective to ensure an inclusive culture is a lived reality.

Our on-going support via our boards and career network is what really sets us apart.

We foster close peer connections between professionals and provide a ‘safe space’ of encouragement to inspire their continued progression. After a decade, it is now wonderful to see some long-standing members flourishing in their careers and sitting on boards.

**Charlotte Sutcliffe**

Capgemini employee



The benefits [of WB Directors’ partnership] have been enormous for me. I have won a Capgemini GEM award and have also been promoted internally.



## CASE STUDY

# Planting seeds to grow careers

Our work with those earlier on in their career can be transformational to their aspirations and achievement. With over a decade's history, it is a delight to see members executive careers flourish since we first met them.



Tracy Watkinson was at a pivotal stage in mid-senior management in her career when we met her at one of our in-house workshops. Through this session she revitalised her ambition and identified a need to build her networking and influencing skills, which she did with our recommendations and resources. We also planted the seed of joining a community board alongside her day job.

The rest is history. Tracy is now a COO at NatWest and has been a member of our network for over a decade. She has held a range of community board roles (undertaken in her private time) alongside her executive career which she describes as being enormously rewarding. She has recently secured agreement to join an AIM-listed board in addition to her role at NatWest, approved due to the benefits those connections can bring to her as a leader and the company.

Access to our boards and career network can prove a vital 'safe space' of encouragement for talent professionals who feel isolated in their role. For example, a bright engineering professional has found herself as the sole female managing a team of men all senior to her in age. She reports relying on our regular events for moments of connection and support to maintain her confidence as she progresses her career further.



## What WB Directors offers

WB Directors offer a totally unique form of career development support. We specialise in helping diverse individuals to progress and supporting all leaders to be effective within an inclusive culture.

### **We motivate employees to drive their own development.**

We share information and advice but ultimately inspire people to take responsibility for their own learning and development. Our content is tailored by career stage, but focuses on ensuring you merit and secure promotions and development opportunities.

### **Our support is welcomed by all demographic groups.**

Based on leading research from top business schools, our highly engaging workshops and talks are brought to life by respected and diverse leaders. We bring all demographic groups together as talented professionals equally deserving of success.

### **Our on-going support builds resilience.**

Access to our boards network of around 10,000 professionals at all career stages offers connections, advice and learning opportunities in a truly unique manner. It enables employees to broaden networks, discover new perspectives and be build resilience, all in our warm, encouraging space.

### **We are real, honest and open.**

The quality of our insight shines through for all those who engage and come away with practical steps to further their career ambitions. We deal in strategies to navigate the world as it is and focus on what is within our sphere of influence to change.

**Fidelity**  
FIL Investment  
Services GmbH



WB Directors' events were super valuable for our own pipeline-building, as well as opening up people's minds to the possibility of external board roles. There were a number of people who, as a result, have formally registered their interest in internal board positions, where before they wouldn't even consider this an option, and we would probably never have 'spotted' them. I felt your 'outside' perspective, wealth of experience and engaging style offered people rich insights.

# Seven reasons to encourage your team to join a board:

**1** Highlights true self-starters with ambition

**2** Builds their strategic and leadership skills  
(at any career stage!)

**3** Brings in learning from new sectors & industries

**4** Leverages new networks

**5** Combines their profession with their passion (via a charity, sports or community board), enhancing employee well-being.

**6** Enhances retention through career 'lulls' by providing new challenges and recognition

**7** Supports positive retirements to a post-executive portfolio career



**Ama Ocansey**  
BNP Paribas

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Through my first NED role, I gained many skills that helped me develop confidence at work. A board role can benefit your day job by allowing you to gain knowledge and expertise. It won't feel like additional work as you learn so much.

**KPMG  
Employee**



I personally get so much from the events and I really feel energised by what WB Directors share.

**Natwest  
Employee**



WB Directors has supported me every step of the way in my Non-Exec career, from online webinars to CV support, 1:1 coaching and impact and influence courses.

**BNP Paribas  
Employee**



The website is so inspiring and the options to further my learning were all there! I'll definitely be using the WB resources as I develop my skills.

**Scottish Water  
Employee**



The CV and interview support received from WB was excellent and really made a difference in terms of my board appointment

# WB Directors provides:

## 1. Career development

Our career development support is particularly relevant to under-represented groups, who may need to do 'more' to get ahead. We tailor our content to employees by career stage, from early career professionals in their 20s, mid-career managers stepping up to leadership and late-career support around moving out of executive roles.

We share career development insight and options. We illuminate the boardroom, and the potential for serving as a non-executive at any career stage, in parallel to your 'day job'. Our workshops put forward meaningful, research-based approaches to career planning and development, including appropriate non-executive opportunities.

## 2. Inclusive leadership skills

Our inclusive leadership content is vital for anyone who is in or aspires to a leadership role, helping even mid-level managers to embed an inclusive culture and appreciate the nuance between effective management and leadership. We ensure people we work with have the tools to progress and work effectively whilst making inclusion a lived reality.

Managing a diverse team requires heightened influencing skills and quality leadership approaches to draw out the best in people. Our Steps to Success programme focuses on specific skills in bitesize steps, honing in on a particular issue. Our higher-level Masterclasses go deeper for those in more senior roles.

## 3. On-going support via our boards and career network

Our network of thousands who are starting and shaping their board careers gives employees access to accomplished professionals from a broad range of sectors, professional disciplines and career stages, including senior board members. The network platform provides a rich source of quality information and resources, through our online learning and live events.

We offer all our Corporate Partners' employees access to our boards network, at no cost to the individual. Open to anyone with an email account at your verified domain(s), our online members platform includes:

- A rich resource centre with both executive and non-executive career content;
- An online learning library – with courses on presentation skills or financial literacy;
- A Non-Executive Vacancy board, opening up 100s of non-exec board roles from all sectors;
- Two virtual events each month – including content dedicated to Career Development and popular networking opportunities;
- 1-on-1 pre-interview support for every non-executive board interview, and additional mentoring at accessible pricing.



## CASE STUDY

# Enhancing employee well-being & Corporate Responsibility

A sense of contributing to wider community benefits is a crucial factor to true well-being. Connecting a passion with a community board role enables employees to unlock a deeper satisfaction throughout their working life.

Supporting employees to pursue community board roles also constitutes a meaningful route to Corporate Responsibility, by unlocking your talent pool's true skills for wider benefit.



Javid Hamid, a Partner at KPMG, was inspired to pursue a charity board position after hearing from us about the societal impact trustees can contribute to. Through our 'Building a Board Career' framework, Javid aligned his passion for the arts and promoting social change with a trusteeship.

We helped him secure a role with Tara Arts Group, a theatre company focused on telling stories through the unique lens of South Asian experiences. This role allows him to use his professional skills to further causes he cares about, and bring back a broader perspective to his role at KPMG.





# Why WB Directors?

We have been operating for over a decade in the UK, with many of our Corporate Partners working with us throughout that time.

Why? Our impact on employees and their careers is tangible, impactful and popular!

### Quality content

Our content draws on current research from leading business schools, global consultancies and academics to identify what really works in careers and leadership.

### Depth of expertise

We do not use 'trainers', but rather we work with senior professionals and board members to deliver our high-quality content – which they further enhance with their own lived experience.

### Evidenced impact

Our Impact reports detail the interactions and support your company's employees have accessed during our Partnership. We keep in touch with them through our membership network, so you will gain a rich insight into your employees' career development.

### Practical inspiration

Our ethos encourages employees to take charge of their own careers and find opportunities, whilst giving them the tools to do so without expecting 'spoon feeding' or excessive resource from their company.

### Popular and welcomed

We receive incredibly positive feedback from our workshop attendees and network members. A partnership with WB Directors is one highly valued 'employee benefit'!



**Emma Hoare**  
Scottish Water



WB Directors challenge you to think differently about what you want from your career and gives practical tools and advice on how to take ownership of achieving your goals.



## CASE STUDY

# Supporting positive ‘retirements’

Many executives today aspire to step into a portfolio career, rather than ‘retirement’ when they are ready to leave a senior executive role. We excel in helping individuals identify the right mix of portfolio roles for them – and practical support to secure the NED positions.



Nick Pink joined our boards network as he began considering stepping down from his senior role at UBS. Although UBS had prioritised our in-house support to their women’s network, our Partnership meant our wider support was available to all UBS colleagues. Nick accessed a range of our training and support and now credits this for his highly successful board portfolio.

Leslie Stephenson first met us at an in-house workshop at HSBC. As she began stepping out of her executive career, she accessed more support to start building a NED portfolio. We are delighted she has recently been appointed to Trident Royalites Plc. She said, *“WB Directors has provided exceptional support from the initial workshop at HSBC, to the networking events, board CV feedback sessions and introductions to headhunters. I am delighted to be joining the Directors’ Circle as I move on to the next phase of working life.”*



JP Morgan  
employee



I’ve been on several presentations about how to get board ready over last few years and found WB Directors’ by far the most concrete as I left the others with no real steps to take. I am a 50 year old who has worked in finance (tax) all my working life. I found your tips really useful and the actual link to open positions will be invaluable.



## How does it work?

WB Directors Corporate Partnerships are offered on an annual basis. Over three quarters of our Partners choose to renew each year, building on our previous connections and success. We continue to work with many of our 'first customers' – with those partnerships now lasting over a decade!

We take the time to understand your organisation's challenges, culture and workforce to shape a package which will support your wider strategy and truly have an impact.

We offer partnerships at three levels for organisations of different sizes, with standard packages ranging from £12,000 - £24,000. We are always happy to work on more tailored options to meet your needs.

In each package, we will work with you to select from a wide range of workshops across four types:

### **Career Development**

Workshops tailored to early/mid/late career stage groups;

### **Steps to Success**

Skills-based content to develop as an impactful and inclusive future leader;

### **Management Talks**

Inspiration to bring larger groups 'with us' on key topics of interest;

### **Masterclasses**

Board governance training and or leadership development modules.

**PLUS** - All your employees can join our board network for the duration of our Partnership, verified by registering an account under their email at your domain(s).

At the end of each year, we will share data in a comprehensive report on the impact our Partnership has made. We will then work with you to shape a renewal package to build on this success.





## Discuss your organisation's needs

Our team is highly experienced, drawing on a decade of working with a wide range of firms to support their ED&I and wider People strategies. We are committed to achieving a tangible impact through all our Corporate Partnerships and are ready to create a package of support to achieve your goals.

Get in touch to discuss how  
WB Directors can support you.

**[contact@wbdirectors.co.uk](mailto:contact@wbdirectors.co.uk) / 020 3925 4080**

Or find out more at

**[www.wbdirectors.co.uk](http://www.wbdirectors.co.uk)**

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