



# The **SHIFT** Programme

## Developing Women Leaders in the City

Unlock your full leadership potential with this  
5-Step Framework for fast-tracking your career  
and becoming an authentic and balanced leader.

SHIFT is a five-month ground-breaking programme for a group of carefully selected, talented professional women. A proven process for supporting you in becoming the leader you want to be.

# The Problem for Women Leaders

You may already be a woman leader or an experienced manager or professional, but perhaps you are struggling to progress your career as far, or as fast, as you would like to. As a result, you do not feel able to contribute to your full potential and are not receiving the recognition you seek.

## Key Challenges for Women Leaders in the City

- **Insufficient presence** and impact both within your organisation and externally.
- Lowered productivity and overwhelm through being pulled in too many different directions at once and **poor work-life balance**.
- **Relationships that drain** rather than support.
- **Discomfort with networking** both internally and externally.
- **Being too stuck in the detail** and not aligning your contribution with the strategic direction of the business.
- **A lack of strategic career planning**.
- **Reduced confidence** and a tendency to allow the “little voice” in your head to keep you in your comfort zone.

**Becoming a leader, especially in the City, is unlikely to happen spontaneously.** It takes a combination of knowledge and skill, not just in your area of professional expertise but in the discipline of leadership itself. We will help you develop as a leader and address the issues that are holding you back. Our SHIFT framework will give you the tools, skills and empowering leadership mindset that are key to your success.

**Accelerating your development as a leader will benefit both you and your organisation.**



## The Solution: Make a SHIFT

As a woman leader you can overcome these undeniably career-damaging problems by making a SHIFT.

You can find ways to influence your environment, achieve a balance between work and other aspects of life and overcome the internal hurdles you maybe unwittingly impose upon yourself...

# Introducing The SHIFT Framework

**Prepare to Lead:** If you want to learn to look, feel and act more like a leader in a supportive yet challenging environment, with others on a similar journey, then the SHIFT PROGRAMME can help you achieve this. It will enable you to develop as a leader and equip you to step into your next leadership or executive position. You have just five steps to success:

## SHIFT

Strengthen your Presence

Harness your Potential

Initiate supportive Relationships

Focus on Strategy

Think like a Leader

### 1. Strengthen Your Presence

A strong personal brand enables you to be authentic, credible and connect with people at all levels. Your brand also includes managing your energetic presence, personal image and communication, including body language.

### 2. Harness Your Potential

Includes identifying and capitalising on your strengths as well as becoming clear about which weaker areas are 'mission-critical' and maximising time and energy. Creating a balance between work and other aspects of life is also vital for sustainable career success.

### 3. Initiate Supportive Relationships

Supportive relationships are essential within your current work setting, as well as in a wider network with mentors and coaches, friends and family. It is necessary to be able to initiate and develop these relationships, enhance your influence and handle difficult relationships.

### 4. Focus on Strategy

To be a successful leader requires developing more of a 'big picture' approach and focusing increasingly on the strategic aspects of your role and the business as a whole.

It is also helpful to take a strategic approach to your career; e.g. to align yourself with the direction of change in the business, undertake key projects to gain valuable exposure to influential stakeholders or fill in the key gaps in your knowledge or skills.

### 5. Think like a Leader

Thinking like a leader underlies all the other aspects of the SHIFT framework. It is necessary to develop a supportive mindset.

This means aligning your beliefs and values, identifying what is stopping you and learning to overcome the blockers. Handling the 'little voice' of doubt that we all have in our heads is also vital, as is learning to let go of some of what you have excelled in to date in order to take on even higher-level leadership tasks.

# Implementation drives Performance

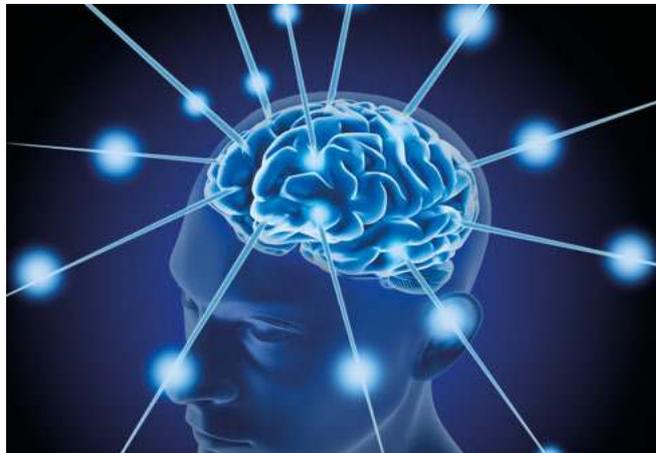
The real SHIFT happens through the application of the 5 SHIFT elements.

Accountability is critical to success so this is built into the programme in the form of accountability groups and a buddy process. Having a supportive community of like-minded women will enable you to make progress at a speed you would not have believed possible.

## Grounded in Neuroscience

The programme is based principles of applied neuroscience.

Aligning with the brain's approach to developing relationships, optimising thinking and maximising productivity, the programme allows leaders to achieve better results in a shorter timeframe.



# SHIFT The Core 5 Month Programme

- **Programme launch** and goal setting
- **Workshop 1 - Strengthen Your Presence**  
This includes input on enhancing your personal image
- **Workshop 2 - Harness Your Potential**
- **Workshop 3 - Initiate Supportive Relationships**
- **Workshop 4 – Focus on Strategy**
- **Workshop 5 – Think Like Leader**
- Accountability Groups
- Buddy Support

## Additional Optional Support

- A group Career Boost Session is available if you would value extra input on the SHIFT dimensions and further support and challenge to assist you on your journey.
- Personal Implementation Coaching Sessions are also available if you would like maximum individual support and challenge throughout the programme.
- Individual Personal Image Sessions are also available to assist you in identifying the image that will help you maximise your presence.

The SHIFT Programme is available in 3 levels: Sapphire, Ruby and Diamond.

Please ask for more details on this.

If you'd like help in selecting the programme level that will best suit your needs, we offer a complimentary 20-minute call to everyone who is interested in attending the programme.

## Your Head Coach

Catherine is an executive coach and facilitator who specialises in helping professional women in the City develop as leaders whilst also creating a positive work-life balance.

She speaks at conferences on the application of neuroscience to leadership development and recently spoke at the HR profession's leading conference (CIPD Annual Conference). She is currently writing a book, *SHIFT*, based on the proven process she uses when coaching both groups and individuals.

Catherine has coached and trained hundreds of business leaders and future leaders from many City organisations and has over 20 years' experience in executive coaching, facilitation and training.

She has a background in banking, insurance and management consultancy and, as a mother of three, fully understands the need to create a personally tailored and sustainable work-life balance. Catherine will offer you inspiration, accountability and a very practical framework to help you to succeed.



**Catherine Cuffley**

## Your Personal Image Coach



**Joanna Gaudoin**

In today's highly competitive market, positive image and impact make a real difference to personal and organisational success.

Joanna is an image expert who specialises in helping professional people with all aspects of their style, appearance and personal impact.

She works privately with senior women to help them communicate themselves authentically and confidently to make a desired impact in every work-based scenario. She also runs workshops and events.

With a background in the corporate world in marketing and as a consultant, Joanna's clients are predominantly in the consultancy, finance and legal sectors.

Her vision is for people to present themselves the best way they can be in their lives to help them build better relationships, communicate themselves more effectively and achieve their goals.

## Who are the women that are making a SHIFT?

The women attending The SHIFT PROGRAMME are inspirational. They are fully committed to their own leadership development journey and to supporting their fellow participants in reaching their full leadership potential too. Here's what other leaders are saying...



***Catherine's coaching helped me step up to a new and challenging role at Board level. Having had her own previous career in business she was able to easily identify with issues and problems faced at senior management level. I would highly recommend Catherine as an executive coach.***

Karen M., Chief Financial Officer in a Bank

***Joanna was easy and totally professional to work with. She adapted her content according to the specific interests and questions of those who took part. She has significant expertise on the area of personal image.***

Ashley H., Manager in a Management Consultancy

***Through my coaching with Catherine, I improved my working relationship with a key Director and I felt more able to be honest and open in our communication. I am now also better able to handle confrontation.***

Nina S., Financial Controller in a City Bank

***Joanna's knowledge around colour, style and how to present yourself has proven to be very useful.***

Catherine B., Strategic Planning Manager

***Joanna's business pedigree, excellent communication skills and integrity quickly secured my trust and respect, but it is, I think, her unconditional commitment to a client's success that makes her such an exceptional professional.***

Susan L., Business Owner

***Catherine's style is open, thoughtful and friendly. She is not afraid to challenge but in a way which invites a considered response. Her support, guidance and encouragement have enabled me to move forward in a timescale I would not have otherwise considered possible.***

Lucy H., Senior Associate in a Law Firm

*For reasons of confidentiality, some of the leaders' names have been changed and the pictures are posed by models.*

*Catherine's coaching helped me manage my workload differently and effectively manage my new team. She also suggested several techniques to help me balance my very busy life.*

*As a result, I am still able to enjoy some quality time with my family, whilst working full-time and studying. Catherine was an absolute pleasure to work with.*

Rachel B., IT Manager in a Bank



## Attending the SHIFT Programme will:

- Make you feel more confident and ready for your next leadership position
- Enable you to develop a clear strategy to help you to get there
- Give you clarity over the steps to take over the next 90 days and beyond
- Provide you with a framework for ongoing success in your career

**Join the SHIFT Programme and become inspired, motivated and empowered to be the leader you want to be...**

### **INVITATION: Find out more at a 2-hour SHIFT Insight Session to:**

- Gain clarity on where you are now and where you want to be.
- Learn how the 5 SHIFT dimensions can radically enhance your leadership.
- Use our specially-devised method to assist you in identifying your current SHIFT Profile and your development priorities.
- Discover more about the 5 month SHIFT Programme.
- Answer any questions you may have.
- Discuss the SHIFT Programme enrolment criteria and payment options.

### **Please note: The SHIFT Insight Session is for you if you are:**

- **An established woman leader seeking to move to the next level.**
- **A senior professional woman moving into leadership for the first time.**
- **A Human Resources, Talent or Learning & Development professional seeking to develop women leaders in your organisation.**

If you would prefer **to arrange an in-house session**, please email [catherine.cuffley@thinkingchoices.com](mailto:catherine.cuffley@thinkingchoices.com).

# SHIFT Insight Session Registration

If you would like to see if the SHIFT programme is right for you, then join us for a no-obligation SHIFT Insight Session. This 2-hour session will provide you with an invaluable perspective on how you can transform your leadership in light of the 5 elements of the SHIFT framework.

For details of latest dates and venues please check [www.catherinecuffley.com](http://www.catherinecuffley.com)

## Yes! I would like to attend a SHIFT Insight Session

Excellent! Please tick the box that best describes you:

- I am already a leader and am seeking to progress my career further.
- I am a senior professional seeking my first leadership position.
- I am responsible for the development of women leaders in my organisation.
- Other (please give details).

### Registration details (please fill in BLOCK CAPITALS for clarity)

Full Name .....

Email ..... Phone .....

Street Address .....

Town .....

County ..... Postcode ..... Country.....

#### Individual Attendance or In-House Sessions (please tick):

- Individual Rate: £36.00 inc VAT
- To arrange an in-house session, please email [catherine.cuffley@thinkingchoices.com](mailto:catherine.cuffley@thinkingchoices.com)

#### Payment TYPE (tick one)

- Debit Card
- Visa
- Mastercard
- Cash
- Invoice

Name (as on Card) .....

Card Number

Security Code     Expiry Date ...../.....

Signature .....

**OR REGISTER BY EMAIL**, if you prefer, with Catherine Cuffley on [catherine.cuffley@thinkingchoices.com](mailto:catherine.cuffley@thinkingchoices.com)



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