

INSPIRING WOMEN INTO LEADERSHIP

**PRACTICAL STRATEGIES FOR WOMEN ASPIRING
TO LEADERSHIP IN THE EDUCATION SECTOR**

Keynote Speakers:

Evelyn Forde MBE
2020 TES Headteacher of the year

Dr. Jill Berry
Director, J. Berry Associates

Clarissa Farr MA
*Founder, Clarissa Farr Consulting
Former High Mistress of St. Paul's Girls School*

Dr. Antonia Sudkaemper
Diversity & Inclusion Manager ICAEW

Jeni Smith
Founder, Networking KnoWho

Chair: Luke Nicholson
Academic Producer, Keynote Educational



Call **01625 532974**

Book online keynoteducational.co.uk

Email online@keynote.org.uk

 @keynoteed

CODE 8565

OVERVIEW

The education profession has always attracted the most dynamic and accomplished women of the day throughout societal ages. Now, as for the longest time, women make up the vast majority of the educational workforce (63%), instructing, inspiring and empowering generation after generation of future citizens. Students of all sexes and genders continuously benefit from exposure to and instruction from these outstanding educators. Due to this history, the sheer minority of women in senior leadership roles in our schools (38%) manifests as a striking anomaly; the absence is very present.

Often barriers to progression have been enveloped into what are now perceived as 'cultural norms' that women are expected to surmount as 'part of the course'. Career 'breaks' and part-time working due to maternity, double-standards and lack of transparency concerning pay, perceived empathetic weakness and the notion of 'likeability' are normalised obstacles for women to navigate... or should they even have to?

Such professionals possess an excellence of knowledge, skills and character deemed adequate enough by society to entrust them with the majority educating of our children and future citizens. Are these not the same professionals we would desire the challenge of leadership to rest upon? What stranglehold obscures access to leadership for those most suited for it? And what can young, talented and ambitious women do to ensure their acceleration past this archaic oddity?

Keynote speakers will articulate a plethora of dynamic topics from assessing ones potential, overcoming barriers and the importance of instilling these leadership values in the youth of today. Our diverse workshops will offer the opportunity to explore in detail practical strategies to secure leadership roles, transitioning to the leader's perspective, how to network effectively and inspiring allyship.

At Keynote we are proud to be delivering this conference, bringing together internationally renowned experts in the field of women in educational leadership.



KEYNOTE SPEAKERS

Evelyn Forde MBE

2020 TES Headteacher of the year

Dr. Jill Berry

Director, J. Berry Associates

Clarissa Farr MA

Founder, Clarissa Farr Consulting

Former High Mistress of St. Paul's Girls School

Dr. Antonia Sudkaemper

Diversity & Inclusion Manager ICAEW

Jeni Smith

Founder, Networking KnoWho

Chair: Luke Nicholson

Academic Producer, Keynote Educational

WHO SHOULD ATTEND

- Headteachers and Principals
- Deputy & Assistant Heads
- Heads of Diversity & Inclusion
- Directors of Pastoral
- Curriculum Managers
- Senior Leaders
- Heads of Department
- Teachers
- Local Authorities
- Charities

BENEFITS OF ATTENDING

- Identify the habitual challenges and unique opportunities faced by professional women in the education sector
- Gain insight into the intricacies surrounding gendered behaviours role in institutional advancement
- Learn how accomplished women approach negotiation when pursuing what they need in order to be impactful leaders
- Take away a pronounced depth of understanding of the knowledge, skill-set and values required to be a successful educational leader
- Demystify information surrounding the gender pay gap
- Develop new approaches to collaborating with allies
- Examine the 'cultural norms' of the work space and responses to them

PROGRAMME	TIME
Introduction to Conference Theme Luke Nicholson <i>Academic Producer, Keynote Educational</i>	9.45am - 10.00am
Keynote 1: Assessing your leadership potential <ul style="list-style-type: none"> How do we conduct a thorough professional self-appraisal? Identifying our greatest strengths and how to prioritise their cultivation Defining our USP Assessing where our strengths best match the needs of the school (adding value) Evelyn Forde MBE <i>2020 TES Headteacher of the year</i>	10.00am - 10.40am
Keynote 2: Overcoming the barriers - external and internal - and fulfilling your professional potential <ul style="list-style-type: none"> Classifying the differences between institutional, structural, systemic and internal barriers Safeguarding against the impact of internalised barriers. Practical Strategies to combat self-doubt and fear of rejection Building confidence in an organic and lasting way Dr. Jill Berry <i>Director, J. Berry Associates</i>	10.40am - 11.20am
BREAK	11.20am - 11.30am
Keynote 3: Instilling the values of leadership in our students <ul style="list-style-type: none"> Planting ambition and conviction for leadership at a young age Emphasising academic and personal enrichment equally Instilling a sense of ownership over students' individual journeys Embracing opportunities to grow in resilience of character and independence of thought Clarissa Farr MA <i>Founder, Clarissa Farr Consulting</i>	11.30am - 12.10pm
BREAK	12.10pm - 1.00pm
WORKSHOP STRAND ONE 1.00pm - 1.50pm	
1A How to give yourself the best possible chance of securing the job you dream of <ul style="list-style-type: none"> Exploring strategies to promote whole school collaboration and enrichment Researching our schools needs and initiating projects that satisfy these (adding value) Making the most of opportunities to have impact in our current role in order to achieve success in the future The importance of sustaining healthy relationships Dr. Jill Berry <i>Director, J. Berry Associates</i>	1B Networking: the importance of having and being an advocate <ul style="list-style-type: none"> How to find a diversity of role models How to cultivate positive relationships with other aspiring leaders Matching your knowledge and skills with another's expertise Promoting (and being promoted by) fellow aspirant professionals in the education sector Jeni Smith <i>Founder, Networking KnoWho</i>
BREAK	1.50pm - 2.00pm
WORKSHOP STRAND TWO 2.00pm - 2.50pm	
2A The mind-set shift: transitioning to the leader's viewpoint <ul style="list-style-type: none"> Understanding the expectations of leadership in relation to conduct Assessing situations and solutions dispassionately with the whole school in mind Altering your perspective to see the bigger picture Preparing for the complex challenge of managing former colleagues Clarissa Farr MA <i>Founder, Clarissa Farr Consulting</i>	2B Inspiring allyship towards equality <ul style="list-style-type: none"> New approaches to 'double-standards' and 'cultural norms' Promoting and utilising allyship amongst male colleagues The session will combine cutting-edge academic research, statistics from the education sector, and lived experiences of women and men. Draw parallels to other minority groups' struggles by relating the content to the 3 E's of Allyship Model. Dr. Antonia Sudkaemper <i>Diversity & Inclusion Manager ICAEW</i>
Optional Networking	2.50pm - 3.00pm

Keynote Speakers

Evelyn Forde MBE

I firmly believe that inner city schools in areas of 'challenge' must deliver the very best education to their students. My own secondary education in London became a major driving force in motivating me to become a teacher, and I remain resolute in my determination to improve the life chances of young people. However, my educational philosophies extend beyond the classroom through my involvement with a charity that supports young people in care. In short; I am driven by the belief that all schools can, and must, transform the life chances of their students. I believe in a holistic approach to education; we educate the whole person, socially, spiritually and emotionally as well as academically to ensure that they are successful adults who will engage in lifelong learning and contribute positively to their community.

An educator for the past 16 years, 8 of which have been in senior leadership has given me the opportunity to work in inner city schools ranging from those that are outstanding to those in a category. I am currently Headteacher at Copthall School in Mill Hill, North London.

Dr. Jill Berry taught for thirty years across six different schools in the UK, and was a head for the last ten. Since leaving headship she has completed a doctorate, researching the transition to headship; written the book: 'Making the Leap - Moving from Deputy to Head' (Crown House, 2016); and carried out a range of leadership consultancy work. She is an advocate for the opportunities presented by social media for networking and professional development, tweeting @jill berry102 and blogging at jillberry102.blog.

Clarissa Farr MA is an internationally renowned speaker, writer and consultant on education and leadership. With more than twenty years' experience at the top of the UK independent education sector, and wide ranging experience of international schools, she has coached and mentored educators and educational decision-makers throughout the UK and on four continents. Clarissa's career has spanned the UK maintained and independent sectors as well as international education around the world. Her non-executive career is equally wide-ranging: she served on the Board of the Royal Ballet School for eleven years, is currently a Fellow of Winchester College, a Trustee of the African Gifted Foundation and a Trustee of the British Museum where she chairs the British Museum Friends Advisory Council. Latterly, her special commitment to the education of girls has led her to focus on the future of women in society and in the workplace: what needs to change to enable women to make their full contribution to the modern world. Clarissa is a sought-after speaker on leadership, women's empowerment and education in the widest sense. Her first book, *The Making of Her: Why School Matters* was published by Harper Collins in 2019.

Dr. Antonia Sudkaemper is a passionate Diversity & Inclusion Specialist with research, strategy, project, and training experience. Whilst grounding her work in theory and data, Antonia's favourite part about her work is to develop and implement applied initiatives and to witness their positive impact on individual well-being and team performance. By background, Antonia is a published social scientist and holds a PhD from the University of Exeter, where she conducted research on inter-group relations and allyship. Researching how and why men might (not) support gender equality, she developed the Support for Gender Equality among Men Scale, and investigated how precarious manhood hinders norm change. Since completing her doctoral research, she has worked with a number of organisations (e.g., Advance HE, Cabinet Office, Council of the EU, Cambridge Assessment) on a diverse spectrum of Diversity & Inclusion projects. Currently, Antonia holds a position as Diversity & Inclusion Manager for Global Student Recruitment at ICAEW, and engages in D&I Consulting as the founder of Diversities whenever time allows.

Jeni Smith is passionate about connecting people. When people come together powerful things happen: relationships are built, knowledge is shared and sparks of innovation are fired. With fifteen years' experience in the networking industry, Jeni now teaches networking skills and creates networking strategies to help people come together and build effective, long-term relationships. During her careers she has won several awards in enterprise including being named within the 'Future 100 Young Entrepreneurs' in the UK in 2010, and 'Growth Accelerator Programme' winner 2012.

Between 2017/19 she conducted two rounds of academic research with Durham University, exploring her unique strategic business networking model. The research results spurred her on to launch Networking KnoWho, a new networking consultancy, to help individuals and businesses become more confident, efficient, and strategic networkers. Jeni truly believes that networking has the ability to change people's lives, unlock hidden potential, spark world-changing ideas and be the catalyst for positive change: all starting with a simple "Hello".

Feedback from previous conferences

“ I felt really empowered after this conference – gave me practical strategies I can take away and immediately apply, so thank you! ”

Wallington High School for Girls

“ Strong overall impressions – well organised, varied programme and valuable resources. Has met my expectations of a conference in that it has given me much food for thought, stimulated ideas and provided me with some methods & strategies to take away. ”

Kingsbury High School, London

COSTS

1st delegate rate £279 + VAT

2nd delegate rate £259 + VAT

3rd delegate rate £239 + VAT

Costs include:

- all speaker presentations
- full set of conference notes
- materials, and resources
- CPD Certificate

Keynote

educational

Keynote Educational Limited
PO Box 130, Wilmslow, SK9 1WD.

T: 01625 532974

E: online@keynote.org.uk

W: keynoteeducational.co.uk

TW: @keynoteed