



Empow**HER**

ADP for Women on the first rungs
of the Leadership Ladder

“A tiny shrub can grow
into a mighty tree.”

African proverb



The challenge of the broken ladder rung

“Conventional wisdom says that women hit a ‘glass ceiling’ that prevents them from reaching senior leadership positions. In reality, the biggest obstacle that women face is the first step up to manager – the ‘broken rung’. For every 100 men promoted to manager, only 85 women are promoted. This broken rung results in more women getting stuck at entry-level and fewer women becoming managers. As a result, there are significantly fewer women to advance to higher levels.

The broken rung has a long-term impact on the talent pipeline. Since men significantly outnumber women at the manager level, there are far fewer women to hire or promote to senior managers. And the number of women decreases at every subsequent level. So even as hiring and promotion rates improve for women at senior levels, women collectively can never catch up. There are simply too few women to advance.”

McKinsey 2020 Women in the Workplace report



“EmpowHER equips women to successfully navigate the challenging transition from leading self to leading others. The programme inspires and enables them to thrive in their role as leaders, as well as in other areas of their lives. Through this, EmpowHER expands what is possible for them and touches their future.”

Alinda

Alinda Nortje, Free To Grow Founder & Executive Chair and author of EmpowHER



Listen to Alinda share the rationale behind EmpowHER



LINK: [Read the full McKinsey report: Women in the Workplace 2020](#)



EmpowHER

...is aimed at high potential women on the Leading Self and Leading Others levels: women who have been identified as future leaders and those who are already holding positions as first line leaders.

The need for confidence building at the onset of a woman's career

"Women cited **confidence** (63%) and **determination** (63%) as the top two characteristics of leaders; however, less than half of women (49%) personally identify with being confident today. Further, confidence was not a strength for women in their early years, with less than one-third (31%) of women describing themselves as being confident while growing up. Entry-level working women report the lowest levels of confidence (44%) compared to their professional counterparts (mid-level: 52%, senior-level: 55%). This illustrates a **strong need for confidence-building at the onset of a woman's career.**"

KPMG Women's Leadership Study



[LINK: Read the full KPMG report: KPMG Women's Leadership Study: Moving Women Forward into Leadership Roles](#)

Boosting employee wellbeing, growth and engagement



1 Powerful modules presented virtually or face-to-face



2 A blend of complementary activities and tools

- Women's support circles
- Informal Buddy coaching
- Individual coaching by accredited FTG coaches
- In-house mentoring
- Growth projects, focusing on the application of what has been learned
- Self-directed learning through a Step-by-Step workbook
- Reinforcing key messages through WhatsApp

Let us shape a unique journey for you, combining elements of the above that meet your needs.



LINK: View or download a detailed overview of the content



LINK: Case Study: Rainbow Chicken do more for the accelerated development of high-potential women

Boosting employee wellbeing, growth and engagement



Drive, ambition and grit are undoubtedly characteristics that enable women to get into leadership positions. However, the organisational climate is also a key factor – it becomes the container that either enhances or inhibits women's advancement into more senior leadership roles.

We help shape a safe and supportive climate through the following:

1 Equipping participating women's Managers

Research agrees that support from the direct manager of a woman is the most critical organisational factor in enhancing the career advancement of women.

Through a tailor-made combination of modules on **Coaching**, and **From Unconscious Bias to Inclusion** we can equip your managers to support and advance the growth of the women they lead. These sessions can be presented in bite sized chunks or as a full programme.

2 Supporting and involving Female Role Models

Studies show that role models are a highly effective way to encourage women, especially those facing a host of social challenges and obstacles, to make different choices for themselves. Female role models show what is possible, inspire, and demonstrate ways to overcome challenges.

- We can actively involve the Female role models in 'growing by lifting others' through supporting them with the tools and skills to facilitate Women's Growth Circles.
- Your Female Role Models can also be invited to be part of the development programme presented for the participating Women's Managers.
- Qualified women coaches in our team can support your female role models through individual coaching.



LINK: Download a useful eBook on Mentoring, updated for men mentoring women in the #MeToo era

LINK: See our mentoring invitation, an example of one of the tools that is part of the EmpowHER journey



“This programme is a real gem and has tremendous impact. It was so successful that we are continuing the journey.

We are extremely impressed with how the programme is put together and presented. It is innovative, comprehensive, fresh, deep and meaningful. It can deliver change in diversity management to ensure that Rainbow Chicken has the right number of talented women available at all times.

Thank you Free To Grow for your big contribution in designing this programme, facilitating it with such skill and love and supporting us throughout the journey.”

Ansa Du Toit

Talent, Learning & Development Executive, Rainbow Chicken



“I love seeing these women, who enter the programme like buds, grow personally and professionally. They come to the programme with different life experiences and levels of self-confidence, but, at the end, all stand with their heads held high, having developed a new vision for their futures. They exit as beautiful blooming flowers! Such an exciting process to be part of!”

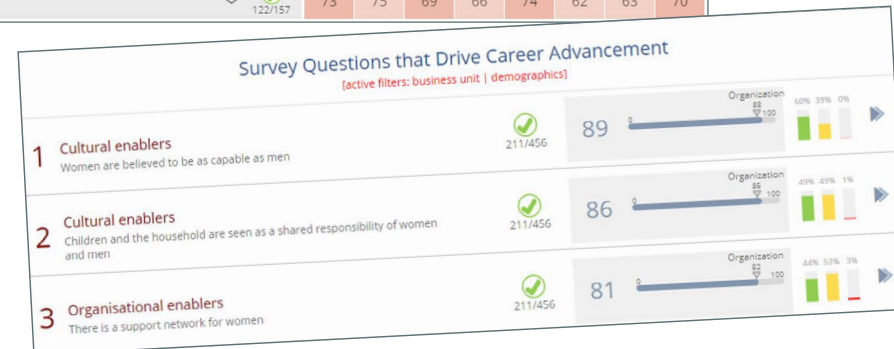
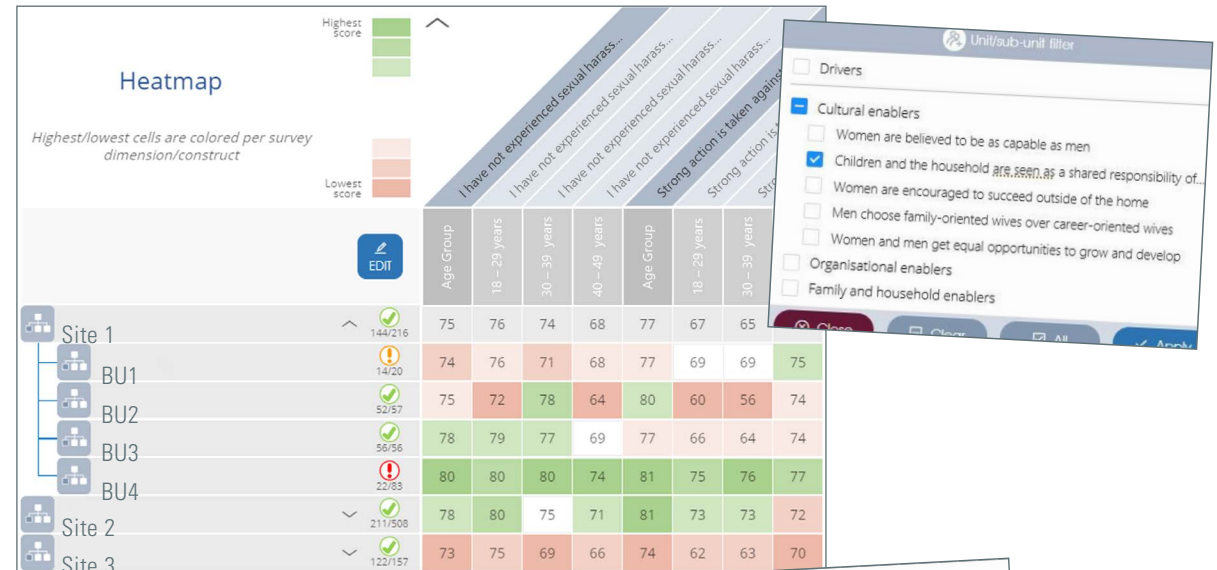
Cathy Theunissen

Learning & Development Specialist, Rainbow Chicken



Women’s Career Enabler Survey

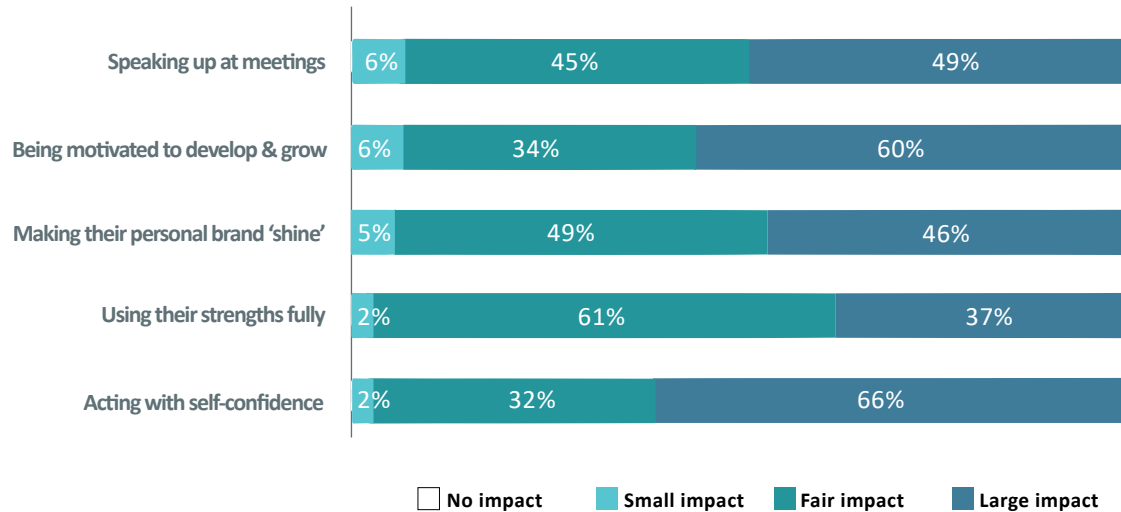
Underpinning EmpowHER is the Women’s Career Enabler Survey. This tool provides organisations with a comprehensive snapshot of the career aspirations of women on these job levels and identifies the key challenges to their career progress, including personal, interpersonal and organisational factors as well as culture, family and household responsibilities.



Boosting employee wellbeing, growth and engagement

Programme evaluation

At the end of the programme, the first six groups of women from Rainbow Chicken were asked to assess the impact of the programme on various areas of their behaviour at work.



“We had a vision which Free To Grow brought to life. It has not only developed stronger, well equipped women in the workplace but has brought an evolution to our organisation. I have seen the impact firsthand. This Programme is truly a movement fit for the equity agenda we are driving. I am eager to again see a similar growth for the new Cohort, and to spread the programme to even more Chicken sites on a virtual platform.”

Sithembile Ngcobo

Learning & Development Specialist, Rainbow Chicken



“Basadi Bereka has also made a major impact on the women through the mentorship and role model component which allows growth and potential to be launched. Women’s Empowerment is exceptionally important to us and through this intervention we believe that our values are emphasised.”



Barney Khumalo

HR Director, Rainbow Chicken

“We are seeing the benefit of this programme as confidence builds within these women they ready themselves for the next level of their career.”



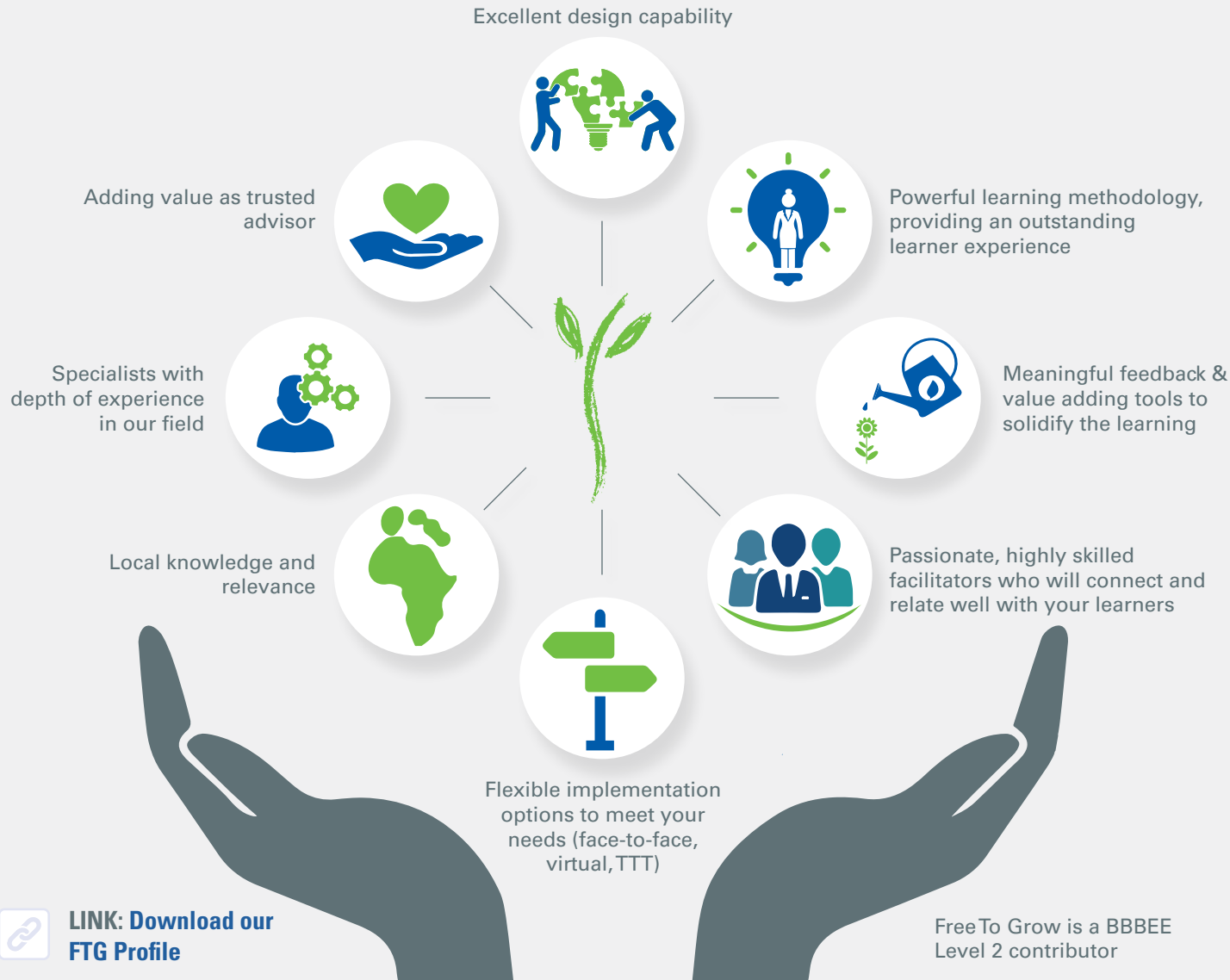
Allan Hankey

Senior Human Resources Business Partner, Rainbow Chicken

Boosting employee wellbeing, growth and engagement

Why partner with Free To Grow in this journey?

30 YEARS 36 COUNTRIES 1 508 ORGANISATIONS 150 316 PEOPLE



[LINK: Download our FTG Profile](#)

Some of our clients

