



THE 30% CLUB

CROSS-COMPANY MENTORING PROGRAMME 2019

Proven. Practical. Powerful



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About the 30% Club

The 30% Club campaign was set up by Dame Helena Morrissey in 2010 with the aim of achieving a minimum of 30% female representation on FTSE 100 boards. That target was reached in September 2018, yet there is still much more work to do to achieve better gender balance at the top of businesses. The 30% Club is now under the joint leadership of Brenda Trenowden CBE and Ann Cairns as Global Co-Chairs of the campaign.



Dame Helena Morrissey DBE
Founder



Brenda Trenowden CBE
Global Co-Chair



Ann Cairns
Global Co-Chair

The 30% Club cross-company mentoring programme is a proven, practical and powerful way to achieve greater gender balance at senior levels within organisations, as well as delivering on gender pay gap reporting, and broader diversity and inclusion goals.

[WHAT IS THE 30% CLUB? WATCH THE VIDEO ▶](#)

About Women Ahead

Moving Ahead and Women Ahead are social impact organisations working to create an inclusive society in which individuals and organisations can be at their best. Mission-led and values-driven, we work cross-sector, cross-company and cross-diversity strand, designing and delivering programmes that help organisations achieve diversity of thought and perform at their best.

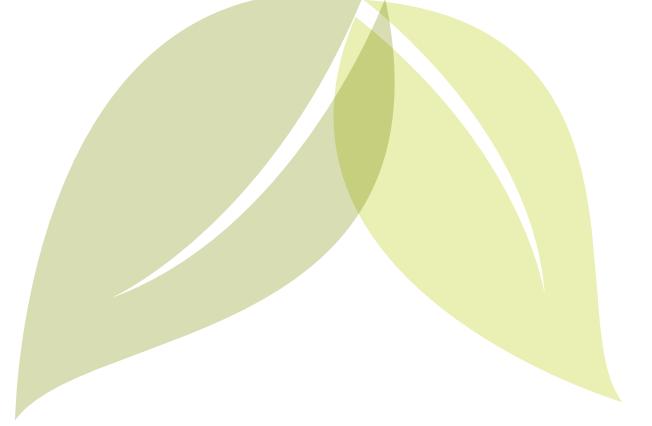


Liz Dimmock
Founder and CEO

Women Ahead supports women to become the leaders they want to be. Through our expertise in diversity and inclusion, and mentoring, we work with men and women to develop female talent pipelines in a proven, powerful and practical way.

The 30% Club cross-company

mentoring programme is...



The
world's largest
cross-company
mentoring
programme

Delivered by
mentoring
and development experts,
Women Ahead,
on behalf of the 30% Club

A nine-month
programme in which
female mentees
are matched with senior
male or female mentors from
another organisation

Since 2014, the 30% Club cross-company mentoring programme has supported

6,582
mentors and mentees

183
organisations

30
sectors

FACT: Organisations of **all sizes** take part in the programme. **You do not have to be a member of the 30% Club or FTSE 100.**

“ One of the 30% Club initiatives I am most proud of is our **cross-company mentoring programme**, and that’s because of its scale ”

Dame Helena Morrissey DBE, Founder, 30% Club,
Head of Personal Investing, Legal & General

The programme by numbers

345

minutes of video training
and inspiration in our
digital mentoring toolkit

600

The number
of mentoring
pairs you can
nominate in
the UK and
globally

1,760

Attendees to the 2018/19 programme
launch event at London's Barbican

6

Scheduled events per programme, live and live-streamed globally

18

The number of Continued
Professional Development
hours each participant can
access from mentoring
meetings, events and
masterclasses

120
pages

in the Moving Ahead
'Guide to Great
Mentoring'

The impact of the programme at Pearson



Pearson

Pearson was one of the eight organisations to sign up to the first 30% Club cross-company mentoring programme in 2014, and has taken part in the programme each year since. They won the inaugural Dynamic Mentoring Organisation Award in 2016/17.

"Since the programme started in 2014, the gender diversity conversation has only grown. Yes, we want to better equip women within our organisation and give them mentoring opportunities, but we continue to join the programme year after year because we recognise it as such a beneficial tool for developing leadership skills and confidence in both our mentors and mentees, male and female.

It's fantastic to see the programme grow year on year and its reach and profile increase. As that happens, more and more organisations can take part and that's positive for everyone. And it leads to other opportunities, too. We supported Women Ahead's International Women's Day event in March 2019. It was an amazing day, and gave all the organisations involved the chance to positively associate with the strides Women Ahead are making to push the gender diversity debate forward.

“Our people have really grown as a result – in their careers and personally – and many have been promoted.”

At Pearson, we are always looking to invest in staff, and the programme has been a gateway for us to take a broader look at mentoring, to measure the positive impact it's having and develop other internal programmes and approaches. But what really stands out about the 30% Club programme is its cross-company nature. The perspective our participants gain from being matched with someone from outside their organisation – outside their industry, even – really enhances the opportunity for growth.

This programme is the bottom-up way of tackling issues and creating real change. It can only enhance your reputation."



Top three benefits of the programme for...

Your organisation



The programme is a proven, powerful and practical way to impact D&I goals, gender pay gap reporting and gender balance, beyond internal programmes

This tried and tested programme is based on best practice in structured mentoring and delivered for you by a team of experts

Through the programme, your organisation becomes part of a vibrant, global, cross-sector community of 30% Club supporters

More than **80%** of university students list **mentoring as criteria for selecting an employer** after graduation

Your mentees



The programme develops skills, knowledge and confidence through real, human relationships, with built-in accountability



The programme supports mentees in taking control of their careers and gives them inspiration, support and challenge to move forward



The programme exposes mentees to a global community of like-minded individuals, expanding their network while also developing networking skills

“ Mentoring gives us time to pause and do some strategic career planning. It forces mentees to carve out time and think about their career in a structured way. Often just having the chance to articulate your career aspirations and challenges allows you to formulate a much clearer plan. ”

Brenda Trenowden CBE, Global Co-Chair, 30% Club; Partner, PwC UK

87% of mentors and mentees on the programme feel empowered by their mentoring relationships and have developed greater confidence as a result

Top three benefits of the programme for...

Your mentors



The programme makes gender diversity issues tangible for mentors, turning them into advocates and facilitators of wider culture change



The programme helps leaders connect to meaning in their own careers and inspires them to stretch further



The programme gives mentors a vital insight into other organisations and industries, and expands their network



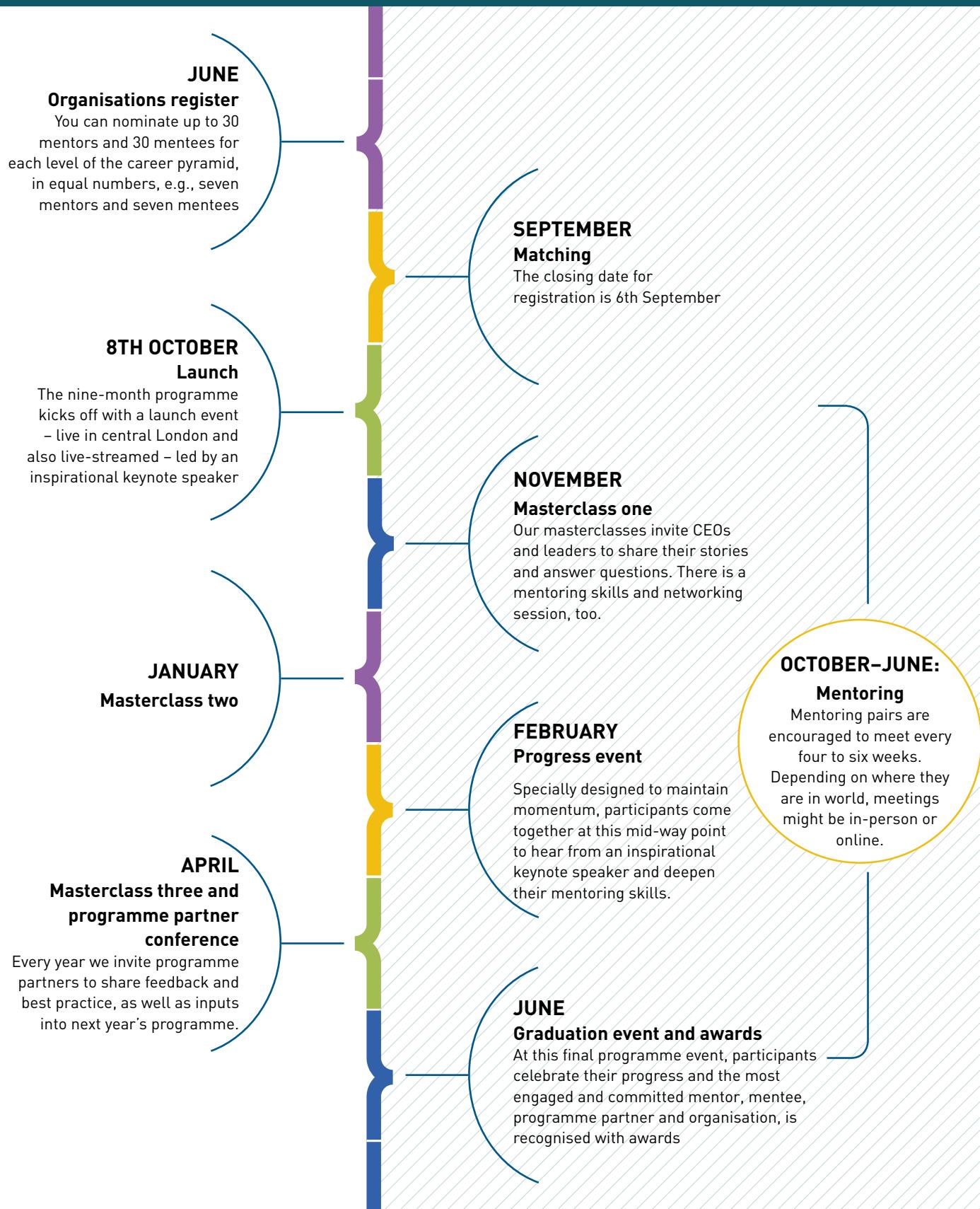
“ Being a mentor is hugely humbling. It has forced me to consider the challenges women can face in career progression, and encouraged me to help find solutions. These in turn are shaping my own recruitment and career development. I am also who I am because of the mentors I have had. ”

Michael Cole-Fontayn, former 30% Club mentor, Executive Vice President and Chairman, BNY Mellon

86%
of mentors
gained learnings

from their mentoring experience

The programme journey



Three factors that make a world-class programme

74%

of mentors and mentees rate
their **mentoring match** as
'good' or 'excellent'

“

The Women Ahead 'Guide to Great Mentoring' is fantastic. To get the best out of the mentoring relationship – as a mentor or mentee – definitely utilise that.

”

Jeremy Carrick,
mentor and programme partner,
HR Director, Lazard Asset
Management Limited



Our matching

Our bespoke matching algorithm and process creates unbiased mentoring matches at scale, while our mentoring experts oversee everything manually. We've learned that contrast is a powerful factor in successful mentoring, so our process is designed to connect two people who would be unlikely to meet, but who can build rapport around shared values and interests. This approach broadens not only their networks, but their perspectives.



Our mentoring education

We equip every mentor and mentee with the tools and information to become an outstanding mentoring partner. Resources include a pre-programme guide and digital mentoring toolkit, which contains more than 20 short films on topics including, 'How to have great mentoring conversations', and insights from our experts, mentors and mentees. Every programme event includes a mentoring skills session.



Our digital platform

Our digital platform is built on our belief in the power of mentoring to form connections and deliver learnings. Dynamic, intuitive, GDPR compliant and accessed through web and a smartphone app, it enhances the experience of mentors, mentees and programme partners in several ways.

Three ways we create even more impact

“

I learn a lot from the structure of the events and it's great to have the opportunity to talk to others about their challenges and experiences

”

30% Club mentee, Paragon

Our events

Creating an engaged community and giving participants unrivalled networking opportunities is absolutely key to the success of the programme. The nine-month programme is structured around launch, progress and graduation events – based on an inspirational keynote from one of our Moving Ahead Speaker Academy speakers – and interspersed with three thought leader masterclasses.



[WATCH THE 2018/19 LAUNCH AT LONDON'S BARBICAN ▶](#)



Our Amplifier sessions

Amplifiers support you to 'amplify' the impact of the 30% Club cross-company mentoring programme within your organisation. Delivered at strategic points during the programme journey, these internal and cross-company events deepen understanding and commitment, deliver advanced mentoring and career development education, support participants in overcoming challenges, and create momentum.

[Please see our 'More about Amplifiers' information sheet for more details.](#)



Our Horizon cohort

Horizon is the global extension of the 30% Club cross-company mentoring programme, specially designed and delivered online to help organisations expand beyond their London or UK cohort and include global colleagues. You can nominate up to 30 mentors and 30 mentees for Horizon, at the same cost as UK participants.

[Please see our 'More about Horizon' information sheet for more details.](#)

Three steps to set up for success



“ It is a privilege being a programme partner as you **get to see some of your talent thrive and your senior leaders keeping on learning** ”

Claire England,
30% Club programme partner,
Head of Diversity and Inclusivity, BLP



Identify a dedicated programme partner and sponsor

The programme partner is an important role, acting as an internal contact for the programme and working closely with a Women Ahead Client Partner to manage it internally. We provide guidance on how to select a programme partner, information about their role, and ongoing support, as well as a detailed programme partner guide.

An internal sponsor from your senior leadership team should also be recruited to support and oversee the programme. This is a key factor in the success of mentoring programmes.



Strategically select mentors and mentees

Organisations approach mentor and mentee selection in different ways. We support you in finding the best approach for your organisation across invitation, application and nomination stages.

- Mentees should be high-potential women from every level of the career pyramid.
- Our guidance is that mentors are male and female leaders, with at least 10–15 years' experience. More importantly, they must be excellent representatives for your organisation and fulfil the criteria laid out in the programme partner guide.
- Both parties take part voluntarily. It's essential that they understand the programme, why they have been nominated, be committed to it and to meeting their mentoring partner.



Design clear communications

It's vital that goals, timelines and expectations are clearly communicated to all participants, ideally before the launch event. We support you in doing this, and our Initial Amplifier session is specifically designed to take care of this for you.

Please see our
'More about
Amplifiers'
information sheet
for more details.

How to take part in the programme

UP TO
10 pairs

£6,000

EARLY BIRD OFFER

Sign up before 30th June 2019 to receive a

REDUCED RATE

Contact us for more information

UP TO
20 pairs

£12,000

UP TO
30 pairs

£18,000

To discuss joining the 30% Club cross-company mentoring programme, or find out about any aspect of it, please contact kate.howlett@women-ahead.org or on 01491 579726

You can extend the programme by up to another 30 pairs globally, through Horizon. The same costs apply.

Five FAQs and their answers

02

Why are so many of the mentors male?

Since 2014, 59% of mentors taking part in the programme have been male. Our mentors are senior leaders and, currently, most senior leaders are men. They have a wealth of experience and different perspectives to share with women, and their advocacy is vital in helping women achieve their goals and progress up the career pyramid. Male mentors who take part in the programme often become outspoken supporters of female colleagues and key drivers of inclusive cultures.



01

Why is the programme cross-company and cross-sector?

The 30% Club cross-company mentoring programme is rooted in the belief that we can all benefit from engaging with new experiences. Two brains are always better than one, and the perspective of someone from outside our organisation, and our industry, can inject creative, fluid and fresh ideas that benefit mentor, mentee and their organisations.



What if my organisation doesn't have 10, 20 or 30 pairs?

You can nominate any number of pairs, up to 30, for the costs outlined above. Many organisations run smaller programmes in the first year, going on to invite more pairs as the results are felt and internal confidence in managing the programme grows. Horizon enables organisations to get the best value from their investment by including participants – particularly mentors – from global locations.



03

04



Are there other ways organisations can support the programme?

Yes! The programme is structured around several events, many of which need a location. This is a great way to showcase your office and its leaders, one of whom will be invited to introduce the event. It is also possible to sponsor the networking session at the launch, progress and graduation events. To do this, **please contact** events@moving-ahead.org.



How can individuals and organisations stay involved beyond the programme?

The programme is nine months long but has a significant legacy. Many pairs choose to continue their mentoring relationships informally after the programme ends. They are invited to become part of our alumni network, giving them access to events and research.

05



Participating organisations are invited as special guests to our annual International Women's Day event, in partnership with the 30% Club. Organisations who join the mentoring programme before the 30th June 2019 will receive global live-stream access and the post-event video and podcast series to share at internal events throughout 2020, worth £3,000, at no cost.

To register for International Women's Day 2020, contact us [here](#).

[WATCH THE HIGHLIGHTS FROM THE 2019 EVENT ▶](#)

If you have questions around building a business case for the programme, selecting participants, the role of Women Ahead or other programme practicalities, **please contact** kate.howlett@women-ahead.org or on 01491 579726.

Dates for your diary

“ I have loved every second of this nine months. It's incredibly structured and well run. It's been one of the best experiences of my professional life. ”

Amanda Brilliant, mentor and Inspirational Mentor of the Year nominee 2016/17, Managing Director, Nomura

6th SEPTEMBER 2019

Deadline for mentors and mentees to upload their profiles

8th OCTOBER 2019

Launch event in central London

4th OCTOBER 2019

Matching emails sent to introduce mentors and mentees

Connect with us

We'd love you to get involved, follow us and share our content:

#30percentmentoring

#inspiredbymentoring

Since **2014** we have worked with



183

organisations to deliver
the 30% Club cross-
company mentoring
programme to more than

6,000

mentors and mentees.

We would love for you to be part of this
community dedicated to change.

Thank you

To discuss joining the
30% Club cross-company
mentoring programme, or find out
about any aspect of it,
please contact
kate.howlett@women-ahead.org
or on 01491 579726

Our participating organisations



Aldermere	ANGLO AMERICAN	ANZ	architas	argus	ARMY	AVIVA	AXA	BAILLIE GIFFORD
Baringa	BDO	BELRON	BRYAN CAVE LEIGHTON PAISNER BLP	BLACKROCK	BNY MELLON	BookingGo	BREWIN DOLPHIN	BRITISH AIRWAYS
BRITISH AMERICAN TOBACCO	BRYAN CAVE LEIGHTON PAISNER BLP	BTG	Bupa	CAPITA	centrica	CII THE CHARTERED INSURANCE INSTITUTE	CISCO	Close Brothers
CLYDE&Co	COSTA	CRH	DEBENHAMS	Deloitte	DENTONS	EFL	Environment Agency	EY Building a better working world
FCA FINANCIAL CONDUCT AUTHORITY	Fidelity	FT FINANCIAL TIMES	Freshfields	fscs Financial Services Compensation Scheme	FULLERS	GENPACT GENERATING IMPACT	GROSVENOR	Hastings DIRECT
HSBC	Imperial College Business School	Investec Asset Management	Investec	Janus Henderson INVESTORS	Jardine Motors Group trading as Lancaster	KPMG	LAING O'Rourke	
LAZARD ASSET MANAGEMENT	LAZARD	Leeds Building Society	Legal & General	Linklaters	London Stock Exchange Group	LIVE LIVERPOOL VICTORIA	MACFARLANES	MAYER BROWN
MIZUHO	monzo	Nationwide	NATIXIS	neyber	NOMURA	NTT DATA Global IT Innovator	OLIVER WYMAN	ORACLE
OXFORD UNIVERSITY PRESS	paragon	PCUSED	Pearson	PGIM	POST OFFICE	PRI Principles for Responsible Investment	Premier League	
pwc	PZ Cussons	ReedSmith	RICOH Imagine. change.	RM Education	RPC	RSA	Santander	Senior
SLAUGHTER AND MAY	STATE STREET	ST. JAMES'S PLACE WEALTH MANAGEMENT	TalkTalk Brighter Phone & Broadband	Tetra Pak PROTECTS WHAT'S GOOD	TOYOTA	TP ICAP	R&A	rightmove
VOLKSWAGEN GREAT UNITED KINGDOM LTD	WESLEYAN	Westpac	WHITBREAD	William HILL	XPS			