



*Strength through diversity*

A large, central portrait of a woman with dark hair pulled back, smiling warmly. She is wearing a dark blue V-neck top with a red and white striped trim around the neckline and a chunky, multi-strand necklace made of gold and red beads. The background is a plain, light-colored wall.

**MASTERING COMMUNICATION**  
HOW TO EXCEL AT ENGAGING & INSPIRING PEOPLE

*“It’s easy, but wrong, to assume that effective communicators like Steve Jobs were born with those skills.” Forbes, 2018*



At The Pipeline we believe effective communicators combine impactful messages with engaging performance skills and great presence. Renowned communicators also answer the ‘why’ question, taking the time to study and listen to their audience. That’s why with us it’s not just about performance, it’s about learning to communicate with purpose. This Mastering Communication programme runs over two days, transforming solid communicators into those rare individuals able to motivate others to achieve more than they believe possible.

## IMPACT

Communication is not simply about the ‘words’ we speak. Over 90% of what we say is heard effectively because of ‘how’ we communicate those words through tone, speed, passion, facial expressions, and body language. This is particularly important in business as senior executives represent their company in a variety of engagements from speaking at large internal forums to dealing with media queries. Research shows that this can be harder for women as they have to overcome different challenges to their male peers, which include:

- » Balancing different expectations about their gender, such as presenting a confident and decisive approach without being seen as aggressive
- » Being less likely to receive feedback on their presentation style, which is critical to women knowing where they can improve
- » Not having as many opportunities to present at senior level meetings and without this practice they cannot fine tune their performance

In response, we developed this practical workshop to specifically address these gaps for senior executive women, with an opportunity to receive feedback and rehearse realistic scenarios so they can excel in any forum. They will learn how to enhance their executive presence by being more intentional in how they act, speak and look.

## PARTICIPANTS

Attendees are from FTSE 100 organisations or equivalent and are one or two roles below Executive Committee, as well as senior civil servants. Typically, private sector attendees work in profit and loss roles (eg managing directors of business units, heads of product lines) and functional roles (eg legal, marketing, finance, risk, HR, digital, and IT). Often they have attended Top Flight (our executive programme to help women achieve CEO and C-Suite roles), although this is not a prerequisite, and have identified this as an area to focus on.



# PROGRAMME CONTENT

The programme provides an opportunity to grasp tried and tested techniques as well as to become established as a highly effective communicator. This is done by:

- » Perfecting tone, pace, facial expressions, passion, and body language with RADA trained actresses on a West End stage
- » Understanding how to transfer the energy from a performance on the West End stage into the right levels for every day communication
- » Presenting to the Board on various topics to role play meeting and greeting, positive pitching, talking through PowerPoint presentations and handling complex questions
- » Hearing from a consummate professional who will share tips and ideas for handling media interviews
- » Rehearsing and filming interviews with experienced TV and Radio presenters to improve your natural ability to respond effectively
- » Recording videos and podcasts to share on social media to build your personal brand and profile.
- » Learning from great influencers of our time to discover the essence of what motivates you and inspires others
- » Returning to the workplace with a personal summary of lessons learnt and future techniques to practise

## TWO DAY AGENDA

DAY 1	"Unlocking the diva in you"	"Nailing the Boardroom"	"Hearing from a professional"
	<b>HARRIET THORPE &amp; MATILDA THORPE</b> <i>Actors</i>	<b>HARRIET THORPE &amp; MATILDA THORPE</b> <i>Actors</i>	<b>GABY ROSLIN</b> <i>TV/Radio presenter</i>
DAY 2	"Doing it LIVE!"	"Conquering Social Media Pt.1"	"Conquering Social Media Pt.2"
	<b>RECORDING TV &amp; RADIO INTERVIEWS</b>	<b>RECORDING VLOGS</b>	<b>RECORDING PODCASTS</b>

## SPEAKERS



### HARRIET THORPE

Harriet is best known for playing 'Carole Parkinson' in The Brittias Empire and 'Fleur' in both the film and TV series of Absolutely Fabulous. She is committed to helping executive women connect and improve their

personal communications. Harriet is an ambassador for Breast Cancer UK and helped to establish the 'Moon Walk', which has since raised millions for her chosen cause.



### MATILDA THORPE

Matilda has worked in theatre, TV, film & live comedy. She is currently playing the mother of Rupert Grint in the comedy, Sick Note, for Sky Atlantic. Also known for Mandy in TV's long-running comedy, Desmond's, BBC's

Robin Hood, & has worked with, among others, Robin Williams & many UK cast members of Whose Line Is It Anyway in comedy improvisation.



### GABY ROSLIN

Gaby is an actress and TV presenter who has over two decades of experience. She has presented shows such as Children In Need, Eurovision: You Decide, and Lorraine, as well as being a reporter for BBC Breakfast. She

currently co-presents Shop Smart: Save Your Money for Channel 5 and Gaby's Talking Pictures, a panel show for BBC Radio 4.



### CHARLOTTE MILLIGAN

Charlotte worked in broadcasting for more years than she would care to admit starting out in the BBC. Over the years she had roles on both sides of the camera as producer and presenter. When Charlotte left ITV in 2008

she was Political Editor and Head of Current Affairs at ITV Yorkshire. Most Cabinet and Shadow Cabinet Ministers had been on her programmes since the days of Mrs T.



## THE PIPELINE: OVERVIEW

The Pipeline enables organisations to achieve their diversity goals through outstanding diagnostic tools, excellent leadership programmes, and bespoke consultancy. It begins by providing organisations with data and insights on diversity across all groups.

Once results are known it specialises in helping organisations achieve sustainable gender diversity through our Executive Programmes and Consultancy. Further information is set out below:

## DIVERSITY DIAGNOSTIC TOOLS

Most organisations wish to be more inclusive and diverse but are finding it hard to achieve. The Pipeline has great diagnostic tools which shine a light into your organisation and provide the data and insights to develop effective plans. They are flexible, can be tailored to your personal requirements and meet all your diversity requirements including age, gender, ethnicity, social class, LGBT, site, and geography. For more information, please contact Joy Reymond on 07775 542 401.



**'GENIE EVALUATION'** reveals the ease with which diverse groups can navigate their way through your organisation and maximise their career potential. It also tells you how your messages on inclusion are landing and whether leaders need more support to build and manage diverse groups.



**'GENIE PLANNING'** takes the data from your systems and maps the progress of individual groups by executive role, function, directorate, division, and geography. If you have a talent mapping process in place it is "future proofed" and will reveal your progress over time (ie currently, 6 months from now, 18 months and so on).

## CONSULTANCY SERVICES

The Pipeline runs a consultancy service that helps you achieve your diversity aims. Our senior consultants and specialists work with your CEO and Executive Committee to establish your beliefs and goals. We then work with you to develop an effective

plan to achieve these goals. We do this through The Pipeline's Gender GAP Framework. To discuss how we can work together, please call Ana Pacheco on 07771 756 799.



**GENDER INSIGHT** We use a variety of tools to deliver a quantitative and qualitative report which provides a clear understanding of the current role of women in your organisation and, if needed, options to improve your position.

***“Working with The Pipeline has also helped us think, as a company, about how we can support more women in reaching the highest levels.”***

*Janet Burr - HR Director, Thames Water Utilities*

## EXECUTIVE PROGRAMMES

The Pipeline develop and run exceptional leadership programmes for individual women and for organisations that want to be better at managing and developing diverse teams. Top Flight and Leadership Summit, our highly acclaimed programmes, operate across all industries, so women develop a powerful, strategic network.

Our programmes increase retention and career progression – nine out of ten participants are still with their organisation five years after graduating and over 50% achieve a promotion within 6 months. To find out which programmes meet your needs, get in touch with Lorna Fitzsimons on 07989 954 648 and Margaret Edge on 07702 713 277.

**TF**

**‘TOP FLIGHT’** is for senior female executives whose organisations believe they have the potential to reach CEO and C-suite roles.

**LS**

**‘LEADERSHIP SUMMIT’** is for women who have the potential but need that extra push to break through to the executive leadership family.

*“I’ve gone from being the hired help regionally to driving and owning the strategy of my organisation in the UK. Top Flight helped me to make that choice and catapulted my career.”*

**– Jane Kielty,**  
Managing Director, National, AON

*“FTSE 350 companies with more women on their Executive Committees perform better financially. It is therefore concerning that the percentage of women on Executive Committees has stagnated... companies will have to do more to meet the Government’s target of 33% by 2020.”*

**– Donald Brydon,**  
Chairman, London Stock Exchange Group

**MC**

**‘MASTERING COMMUNICATION’** turns solid communicators into those rare individuals with the ability to inspire audiences and motivate others to achieve more than they thought possible.

**SP**

**‘SPONSORSHIP PROGRAMMES’** works with sponsors and individual women to maximise the potential of these relationships. It recognises that sponsorship is critical to executive success, and that women are less likely to be sponsored.

**DT**

**‘DIVERSE TEAMS’** supports managers who want to be more confident and better able to manage and build more inclusive teams.

**EC**

**‘EXECUTIVE COACHING’** for senior female executives to reach agreed development aims and achieve their full potential.

# OUR FOUNDERS

Margaret McDonagh is a dynamic business woman and member of the House of Lords. She has had a successful corporate career serving as a NED for both Standard Life and Spanish based infrastructure company Abertis -TBI (global airports). Margaret was also the founding Chairperson of Smart Energy GB. Margaret actively supports several charities, including serving as trustee of the AFC Wimbledon Foundation and is the Chairperson of the Orthopaedic Research & Education Fund, which uses big data to improve outcomes for patients. By profession, Margaret is a global expert in leading 'big campaigns'. She ran Labour's 1997 and 2001 General Election campaigns, which produced the most successful results for any party in Britain's history.



***"It's rare to find a development programme that has measurable ROI. Looking at the progress of attendees of The Pipeline over the last 5 years it is evident that these programmes work. It has had a measurable effect on both retention and promotion, and what you can't measure – doesn't matter."***

*Sue O'Brien - Managing Partner, Ridgeway Partners*



Lorna Fitzsimons is a trusted advisor to blue chip companies and Whitehall on gender diversity and developing executive female talent. She is also a Board member of the UK Fashion Textiles Association (UKFT), the Greater Manchester Local Enterprise Partnership, and a trustee of the education charity, SHINE. Lorna is deeply committed to unlocking women's potential at the top of corporate Britain and realising growth in the Northern Powerhouse. Lorna was the Founder and Director of The Alliance Project, a £150m public-private partnership to bring back textile manufacturing to the UK, and CEO at the Britain Israel Communications and Research Centre (BICOM). She turned BICOM into an internationally renowned centre of excellence. She was also a visiting Fellow at the Defence Academy's Advanced Research and Assessment Group, and a former Member of Parliament.

## OUR ADVISORY BOARD

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**Baroness Margaret McDonagh**  
Co-founder

**Lorna Fitzsimons**  
Co-founder

**Prof Sir Cary Cooper CBE**  
President, CIPD  
Chair of the Advisory Board,  
The Pipeline

**Dame Vivian Hunt**  
Managing Partner, McKinsey UK  
& Ireland

**Dame Una O'Brien DCB**  
Former Permanent Secretary,  
Department of Health

**Bronek Masojada**  
CEO, Hiscox Ltd

**Simon Linares**  
Group HR Director,  
Direct Line Group

**Simon Gulliford**  
Chairman, Gulliford  
Consulting Ltd

**Sue O'Brien OBE**  
Managing Partner, Ridgeway  
Partners & Founder Member,  
Women's Business Council

**Prof Chris Bones**  
Dean Emeritus, Henley Business  
School & Chairman, Good Growth

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**For further information on our  
contributors, please go to:**  
[www.execipeline.com/speakers](http://www.execipeline.com/speakers)

## OUR TEAM

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**Baroness Margaret McDonagh**  
Co-founder

**Lorna Fitzsimons**  
Co-founder

**Ehi Grace Anteyi**  
Marketing Intern

**Alison Byrom**  
Head of Client Liaison

**Nell Cundle**  
Senior Programme Co-ordinator

**William Devine**  
Head of Coaching Practice

**Margaret Edge**  
Director of Advisory Services

**Sue Kay**  
Leadership Summit Director

**Farzana Mannan**  
Executive Assistant

**Ana Pacheco**  
Director of Planning

**Joy Reymond**  
Director, Genie Services

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If you're not sure where to start,  
we're here to help. Call us on:  
**020 7636 9002**

# OUR CLIENTS INCLUDE



## CONTACTS

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