

LEADERSHIP
NOW!
HOUSING PROGRAMME

CPD
CERTIFIED
The CPD Certification
Service

Improving career opportunities
for ethnically diverse leaders



 **UNIFY**

 **Gatenby
Sanderson**

Introduction

We know organisations within the sector are at different stages in their continued commitment to creating both a more diverse workforce and leaders that are as diverse as the communities they serve. We need to do more for underrepresented groups in our recruitment processes; and in helping to build leadership capacity at all levels.

We believe it is our role, as a community of Housing professionals, to continue to support diversity within the sector's workforce through skills and leadership development, and programmes like LeadershipNOW! will help to support this momentum.

LeadershipNOW! has been created in partnership with UNIFY, a staff network of ethnically diverse leaders in the housing sector. The co-created elements have been designed from feedback from ethnically diverse groups at all levels in the sector to support current leaders and leaders of the future. There is something for everyone.

The programme brings together the opportunity for participants to explore career progression and leadership development through a blend of workshops, coaching, leadership profiling and career conversations.

The themes covered in the programme include 'demystifying recruitment; 'assessment methods'; 'CV writing and supporting statements'; 'online presence'; 'leading yourself; and 'leading others'. Another key component of the programme is the chance to for participants to build and strengthen their networks with their peers across organisations throughout the UK.

LeadershipNOW! is intended to ensure there is greater promotion and succession of ethnically diverse leaders across the housing sector. The programme will also benefit organisations and the sector by strengthening the perception of their commitment to attracting and building future diverse talent.

Since launching in 2020, we have had several successful cohorts complete the programme.

The programme has already received excellent feedback and results from participants:

100%

of participants agreed that the facilitators were engaging and knowledgeable about their subject matter.

70%

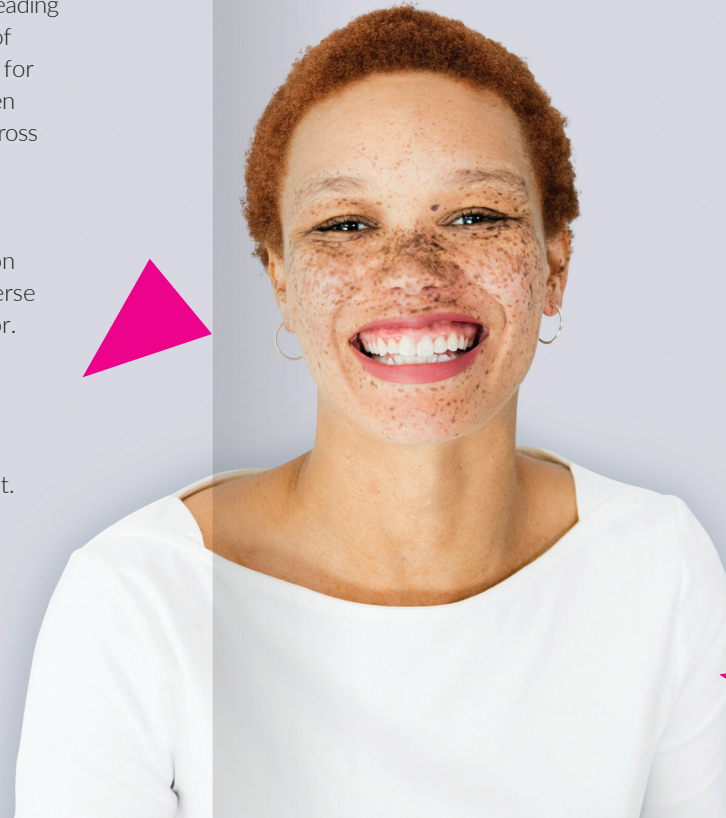
of participants applied for a new role

59%

of participants received a promotion and/or pay rise since completing the programme

90%

of participants felt their confidence levels increased as a direct result of the programme





The coaching sessions were the highlight of the programme for me. In each of the sessions I've felt supported, informed, valued and heard. They helped me address and understand things about myself that I hadn't properly acknowledged, and this felt like an emotional break through of sorts for me, as well as giving me invaluable tools that I intend to immediately use to positively change my current situation.

Overall I feel very lucky to have been a part of this programme and afforded the opportunity to speak to those who delivered the programme who helped me in ways I didn't know I needed. I am more aware of my leadership capabilities than I've ever been before, and that feels really amazing. My warmest thank you goes to everyone whose played a role for their time, effort and commitment to making this a brilliant programme.

Amy Fell
The Guinness Partnership



97%

of participants would highly recommend the course to others



Employer benefits of LeadershipNOW! Programme

- Provide the best insight and environment in which leaders from under-represented groups from your organisation can thrive
- Inspire leaders from under-represented groups to progress into more senior roles to reflect the communities you serve
- Take advantage of the subsidised programme
- Help realise the objectives of the G15 pledge on diversity
- Unlock previously untapped creativity and productivity
- Improve support and opportunities for ethnically diverse leaders
- Opportunity to identify diverse leadership pipelines
- Participants may wish to share their personal development profiles with line managers, enabling further understanding around leadership style and aspirations



Participants benefits of LeadershipNOW! Programme

- Develop a personalised learning journey focused on career progression and leadership development
- Receive your own personalised 'Programme Development Report' based on your leadership profile and career conversations
- Increase your networks across the housing sector and beyond
- Gain insight from sector experts on the opportunities to develop your personalised career path
- Have a clear understanding of what leadership means to yourself and others
- Understand your unique strengths and growth areas allowing you to maximise your leadership potential
- Understand how to use your unique leadership skills to influence, motivate, inspire and challenge others
- Better understand the requirements and challenges for leaders within the housing sector with access to unique research
- Gain CPD points enabling a great platform for career progression and advancement

Programme Format

Below are the key programme dates and timeframes to be aware of, exact dates will be advertised on www.leadershipnowprogramme.com for each individual cohort:

- LeadershipNOW! Webfair/Applications open: September
- Applications close date: October
- Programme starts: November
- Programme ends: June



November	November/December	January/February	March/April	April/May	May/June	June
<p>Programme Launch Virtual (2 hours) For successful applicants Programme overview and expectations Invited speaker ethnically diverse leader, alumni, introduction to network</p>	<p>Career Evaluation Discussion 60 mins 1:1 with Executive Search Expert Exploring experience, values, strengths & aspirations; defining career goals</p>	<p>Demystifying Recruitment 2 hour interactive webinar re the ins & outs of the recruitment process</p>	<p>1:1 Executive Coaching 90 mins</p>	<p>1:1 Executive Coaching 90 mins</p>	<p>Career Next Steps 60 min session with Executive Search Expert (potential to include profiler); Follow up to 1st session and building on workshops = what are the next steps</p>	<p>Programme Close Event</p>
	<p>Leadership Profiling 90 mins 1:1 development session with psychologist</p>	<p>Assessment Methods 90 mins interactive webinar re potential assessments and how to approach them</p>	<p>Workshop: Self as Leader 3 hour group workshop; understanding how and why you lead</p>	<p>Workshop: Leading Others 3 hour group workshop; how to get the best from your team</p>		<p>Alumni & Affinity Groups</p>
	<p>Programme Development Report Combined CED and Profiling results</p>	<p>CV Writing & Supporting Statements 60 mins</p>	<p>Group Coaching 2 hour session 5-6 members</p>	<p>Group Coaching 2 hour session 5-6 members</p>		
	<p>Drop in Sessions slots</p>	<p>Raising your Online Presence 90 mins</p>				
	<p>Line Manager Briefing Overview for all LMs around programme and support expectations</p>	<p>Drop in Sessions 30 mins slots</p>				
<p>Offline Support</p>						





I think it's really important that you take charge of your learning and development – no learning is wasted – and as a black woman coming up in Peabody taking opportunities is something I've always tried to do and something I'd always encourage someone to do.

A colleague of mine used to say your network is your net worth and it's really true. The more people you can relate to, connect with, learn from, share with the more likely you are to progress through your career. I really hope that if you're considering this programme that you go ahead and apply. I found it really enjoyable and I'm sure you will too.

Ijay Onyechi
Peabody



92%

of participants felt the programme supported their personal or professional development



Subsidised Rates

The majority of places on the programme are financially supported by the organisation participants work for. Fees for the LeadershipNOW! programme will be at a highly subsidised rate. We run on a first-come first-served basis.

For UNIFY members the rate per participant is £2,500 + VAT.

Non UNIFY members can access the programme for £3,250 + VAT.

For further information on the programme or to register your organisation's interest in becoming a UNIFY member please contact us.



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