THE 30% CLUB
CROSS-COMPANY MENTORING
PROGRAMME 2019

Proven. Practical. Powerful
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.

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.

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...

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.

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.

Since 2014, the 30% Club cross-company mentoring programme has supported 6,582 mentors and mentees, 183 organisations in 30 sectors.

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

- 60: 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.
- 345: Minutes of video training and inspiration in our digital mentoring toolkit.
- 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 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 mentees feel empowered by their mentoring relationships and have developed greater confidence as a result.
86% of mentors gained learnings from their mentoring experience

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
Organisations register
You can nominate up to 30 mentors and 30 mentees for each level of the career pyramid, in equal numbers, e.g., seven mentors and seven mentees.

Matching
The closing date for registration is 6th September.

Launch
The nine-month programme kicks off with a launch event – live in central London and also live-streamed – led by an inspirational keynote speaker.

Masterclass one
Our masterclasses invite CEOs and leaders to share their stories and answer questions. There is a mentoring skills and networking session, too.

Progress event
Specially designed to maintain momentum, participants come together at this mid-way point to hear from an inspirational keynote speaker and deepen their mentoring skills.

Masterclass three and programme partner conference
Every year we invite programme partners to share feedback and best practice, as well as inputs into next year’s programme.

Graduation event and awards
At this final programme event, participants celebrate their progress and the most engaged and committed mentor, mentee, programme partner and organisation, is recognised with awards.

Mentoring
Mentoring pairs are encouraged to meet every four to six weeks. Depending on where they are in world, meetings might be in-person or online.
Three factors that make a world-class programme

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.

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
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

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.

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

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

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.

UP TO 10 pairs
£6,000

UP TO 20 pairs
£12,000

UP TO 30 pairs
£18,000

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

Early Bird Offer
Sign up before 30th June 2019 to receive a Reduced Rate. Contact us for more information.
Five FAQs and their answers

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.

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.

03

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.
Are there other ways organisations can support the programme?
Yes! The programme is structured around several events, many of which need a location. This 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.

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.

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.
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

Dates for your diary

6th SEPTEMBER 2019
Deadline for mentors and mentees to upload their profiles

4th OCTOBER 2019
Matching emails sent to introduce mentors and mentees

8th OCTOBER 2019
Launch event in central London

Connect with us
We’d love you to get involved, follow us and share our content:

#30percentmentoring #inspiredbymentoring
Since 2014 we have worked with organisations to deliver the 30% Club cross-company mentoring programme to more than 183 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

- 30percentclub.org
- #30percentmentoring
- women-ahead.org

THANK YOU TO OUR PARTICIPATING ORGANISATIONS...