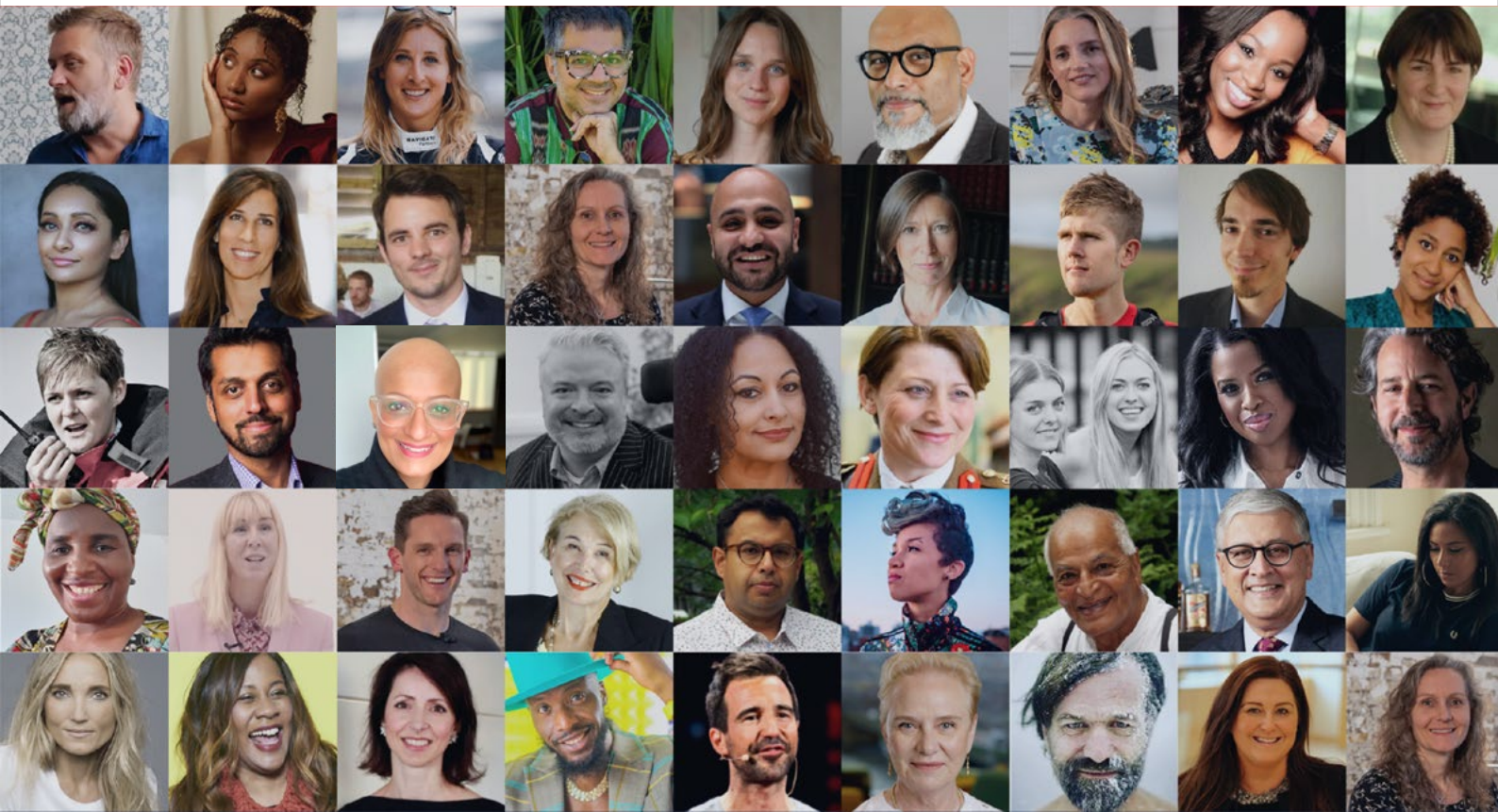




MOVING AHEAD

30% CLUB CROSS-COMPANY MENTORING PROGRAMMES 2023

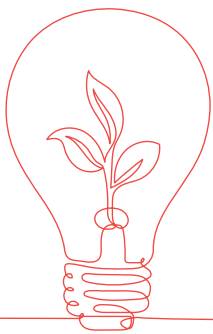


ADVANCING WORKPLACE TALENT, DIVERSITY, EQUITY AND INCLUSION



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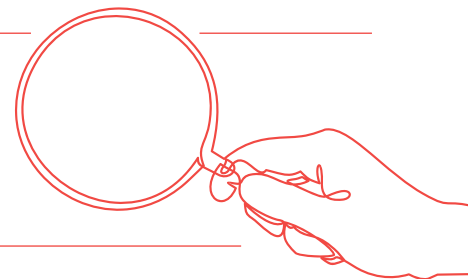
“ I have loved this programme; not only have I benefited from the thought-provoking and inspirational guidance and support from my mentor, but I have also gained invaluable lessons from the masterclass sessions. ”

MISSION GENDER EQUITY MENTEE

AN INTRODUCTION TO MISSION GENDER EQUITY AND MISSION INCLUDE

Moving Ahead is proud to deliver the world's largest cross-company mentoring programmes as a part of the 30% Club campaign – described by founder Baroness Helena Morrissey as the 'jewel in the crown of the campaign'.

Since 2014 these groundbreaking programmes have supported over **19,000 participants** from **60 countries and 30 sectors**. We've been delighted to work with **275 unique organisations**, including a third of the UK FTSE100.



These pioneering programmes are needed now more than ever...

Women leaders
are leaving their
companies at the
highest rate in years

(Lean In, 2022)

46% of UK
Black professionals
plan to leave their jobs
in the near future vs.
34% of White employees and
52% for Black women

(Coqual, 2022)

Representation from
lower-socio economic
backgrounds in the
management population
has declined by 19%
since 2014

(CMI, 2022)

TO LEARN MORE ABOUT THESE PROGRAMMES

[WATCH THIS SHORT FILM ▶](#)

“ The role of the 30% Club is as vital now as it was at launch in 2010. Reaching the campaign's ultimate goal of gender parity will take significant effort and investment; the cross-company mentoring programmes delivered by Moving Ahead are a fantastic example of how organisations can make this investment and really witness powerful results. I implore anyone who is committed to advancing workplace DE&I to join the programmes. ”



HANNEKE SMITS, GLOBAL CHAIR, 30% CLUB AND CEO, BNY MELLON INVESTMENT MANAGEMENT

At Moving Ahead we are passionate about the power of mentoring and the positive impact it can have. Structured developmental mentoring programmes for underrepresented groups have been shown to improve manager level representation in organisations by up to 24% over five years¹.

The 30% Club cross-company mentoring programmes are a ready-to-go, proven, practical and powerful way to advance workplace diversity, equity and inclusion with incredible results on a global scale.



At a glance:

- ▶ Nine-month structured cross-company mentoring programmes
- ▶ Expertly matched pairs, where mentors and mentees both benefit and learn
- ▶ Each organisation selects equal numbers of mentors and mentees
- ▶ A series of live and digital events to engage, educate and inspire
- ▶ World-leading speakers delivering thought provoking and educational content
- ▶ Mentoring training via events and online learning to ensure the opportunity to participate is maximised
- ▶ An unrivalled opportunity for organisations to network and build new relationships

WHY CROSS-COMPANY MENTORING?

What makes this approach so special is that it provides mentors and mentees with fresh perspectives and exposure to alternative ways of working. It's a unique chance to learn about how other organisations are doing things differently and a safe space, away from organisational politics, for participants to really open up.



“ Cross-company mentoring is invaluable as it allows people to hear and learn from other organisations; how they operate; how they do business. It enables mentors and mentees to share successes with pride. ”

TANYA GORDON,
MOVING AHEAD FACILITATOR

¹ Harvard Business Review, 2016

HOW THE PROGRAMMES WORK

Mission Gender Equity focuses on gender diversity in order to build and strengthen necessary pipelines to achieve parity of women in leadership and board roles.

Mission Include supports all protected characteristics as well as broader diversity strands such as socioeconomic background, thinking styles and all intersectionalities.

Participating organisations gain access to an energetic community who learn from each other and unite in their mission to promote workplace diversity, equity and inclusion. A Programme Partner is identified at each organisation and becomes the key point of contact, helping to strategically select mentors and mentees, support participants through their journey, showcase the programmes' impact internally and to provide feedback to Moving Ahead.

“ This mentoring partnership has offered a superb opportunity to engage with someone in an altogether different industry but who has many of the same challenges. The ideas that we have shared, the problems that we have discussed have enabled us to build empathy and understanding as well as find solutions or generate options to take forward. The whole experience has been a huge privilege. ”

MISSION INCLUDE MENTEE

WHO ARE THE MENTORS AND MENTEES?

MISSION GENDER EQUITY

MENTEES

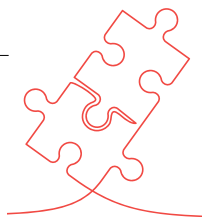
High potential **women** from all levels of your organisation

MISSION INCLUDE

High potential individuals from **underrepresented groups** across all levels of your organisation

MENTORS

Experienced leaders from all genders with 15+ years' professional experience



WHAT IS INVOLVED?

Creating cross-company matches

At Moving Ahead we believe in the power of human connection to make the world a better and more inclusive place for everyone. Creating meaningful mentoring relationships is at the heart of our approach. We're extremely proud that 92% of the 2022/2023 cohort rated their match as good or excellent.

Once signed up, organisations submit an equal number of mentors and mentees to the Moving Ahead team. We will then match your cohort based on our tried and tested criteria, which uses a hybrid method combining the power of technology and the human touch:

- ▶ Auto matching using our matching platform, which is where we collect and store participant data, and matches using a bespoke algorithm designed uniquely for Moving Ahead
- ▶ Manual matching by the team, who are experts in identifying successful partnerships when specific requirements mean the auto match algorithm won't suffice

“ The programme has been very well conducted. My mentoring match is excellent and we get on very well. The masterclasses have all provided me with topics to reflect and learn and were professionally delivered. I am very impressed with the programme and wouldn't hesitate to recommend it to others.”

MISSION INCLUDE MENTEE



Our matching criteria means that your cohort will be paired with someone who is:

- ▶ From a different organisation
- ▶ Not an organisational conflict
- ▶ The requested gender, if this has been specified
- ▶ Within a time difference of no more than five hours

Mentors and mentees commit to meeting (virtually or in person) at least five times throughout the programme, with training specific to their roles as mentor or mentee provided. Participants access a vibrant curriculum of learning opportunities equating to over 26 hours of CPD. All content is stored on a virtual learning hub for participants to access with ease whenever they wish.

OUR EVENTS

These nine-month programmes are punctuated by a series of high energy events - including an official launch and celebratory close - to inspire, connect and develop mentors and mentees. All events are expertly hosted and produced by our film team for an exceptional digital experience when being in person is not possible.

The events truly set our mentoring programmes apart, seeing us bring together world leading experts, facilitators, sportspeople and passionate educators within the inclusion and diversity space from Moving Ahead's renowned Speaker Academy.

- ▶ Programmes are globally accessible, with events running at two different times to cater for our international audience
- ▶ Opportunities to network are presented as part of the live and online events
- ▶ As valued partners, participating organisations also receive exclusive invites and access to other special events from Moving Ahead and our partners.

Speakers on the 30% Club cross-company programmes have included:



Sheryl Sandberg
Founder of Lean In,
author and former
Chief Operating Officer, Meta



Matthew Syed
Best-selling author, journalist
and former Olympic table
tennis player



Patsy Rodenburg OBE
Master voice
teacher and coach



John Amaechi OBE
Organisational psychologist,
best-selling New York Times
author, and former NBA player



Barra Fitzgibbon
Broadcaster, journalist
and conversation
specialist



Helen Tupper
Co-founder,
Amazing If
and author



Kay Rufai
Poet, photographer,
filmmaker and mental
health researcher



Dr Amit Patel
Disability rights
campaigner, fundraiser,
independent accessibility
consultant and author



Otegha Uwagba
Award-winning
author, journalist
and speaker



Jaspreet Kaur
Author, spoken word
artist and historian



Eleanor Mills
Founder and Editor in Chief of
Noon; award-winning editor,
writer and broadcaster



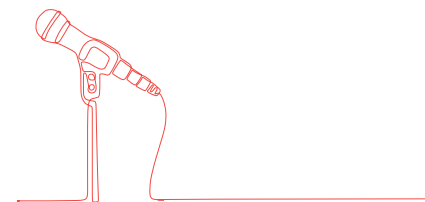
Holiday Phillips
Diversity and Inclusion
advisor, coach, and
speaker



Ruby Wax OBE
Mindfulness and mental
health specialist, author
and comedian

THE PROGRAMME JOURNEY

Below you'll find an outline of what to expect from each programme's design and content, giving you a flavour of what's in store!



MISSION GENDER EQUITY

This programme focuses on gender diversity to build and strengthen talent pipelines to achieve parity of women in senior leadership and board roles.

Launch event

Kicking off our programmes with a bang, a glittering launch ceremony at one of London's finest venues, with guest speaker Megan Reitz!

Masterclass 1

Mastering the art of negotiation at work

Midway event

A fully facilitated opportunity for peer-to-peer learning and support, with separate events for mentees and mentors.

Masterclass 2

Building your network to help you reach new heights

Masterclass 3

How to drive your career... and get the one you want

Close event

We conclude our programmes with a celebration of achievement, advice on next steps and a focus on how to move towards active allyship, alongside another incredible guest speaker and panel discussion of industry leads.

MISSION INCLUDE

This programme addresses systemic and personal barriers that block diverse leadership, exploring diversity characteristics or allyship to support the conversation and growth opportunities.

Masterclass 1

How to become more self-assured and know your worth at work

Masterclass 2

Building your brand – why it matters, and how to do it well

Masterclass 3

Harnessing the power of influence at work



All of our events are designed to equip participants with the tools they need to embrace effective and impactful mentoring relationships and explore a range of personal development topics, all tailored to the objective of the programme.

Both programmes are delivered in English. We also run local versions of these 30% club programmes in the US, Canada, Poland and Mexico.

THE IMPACT OF MENTORING

As validated externally by Aleron*, our 30% Club programmes have a clear, proven, positive impact on the personal barriers mentees face in progressing their careers.

There's also a significant lift in mentees' positivity toward their long-term career prospects within the organisation in which they currently work, which we see reinforced by longitudinal analysis of programme alumni: three years on, 80% of programme participants have remained at the organisation they joined the programme with.

Through measuring mentees' self-perception before starting and after finishing the nine-month Mission Gender Equity programme, mentees show statistically significant uplifts in:



Being equipped to network and self-promote to enable progression in their organisation



Having the skills to move to other roles within and outside their organisation



The ability to create time and space to focus on their own development

This all contributes to a higher-than-average promotion rate:

One in five

are promoted within the nine-month programme (double the average yearly promotion rate for women)

A third

of MGE mentees have been promoted within the following two years at the same organisation

Disclaimers

Indicators drawn from the mentee population responding to our survey feedback (25% response rate at close of the programmes) Statistical significance is measured at a 95% confidence. Average based on linear projections of CMI estimates.

*Independent evaluator of initiatives designed to drive positive change through social impact and sustainability.



SATISFACTION RATES

86%

of participants would recommend the programme to a colleague

92%

rate their mentoring match as good or better

93%

satisfaction: the score given to our current programme events



We gather insights on how the programmes impact our mentors' and mentees' hearts, minds, and careers through three surveys carried out at the beginning, midway and close of the programmes. Our in-depth insight surveys illustrate the impact of mentoring across your cohort, so you can learn more about your people at an individual level and drive meaningful change.

Throughout the programme you will receive:

- ▶ Breakdown of survey feedback for your cohort (anonymised)
- ▶ One impact dashboard at the mid point of the programme and one comprehensive insight and impact report at the Close point of the programme. These could be shared with stakeholders, DE&I leads and experts and other interested parties in your organisation.
- ▶ Ongoing dialogue about recommendations and ideas, sourced from this and the vast range of other Moving Ahead programmes, using reflections on best practice and consolidated client partner and participant feedback. This will be shared with you through regular checkpoint calls and two programme partner conferences.

“ I've learned the value of the creation of a culture where people don't fear failure. Following an insightful chat with my mentee I realised that sometimes I don't allow people the space to make mistakes and to learn from them. ”

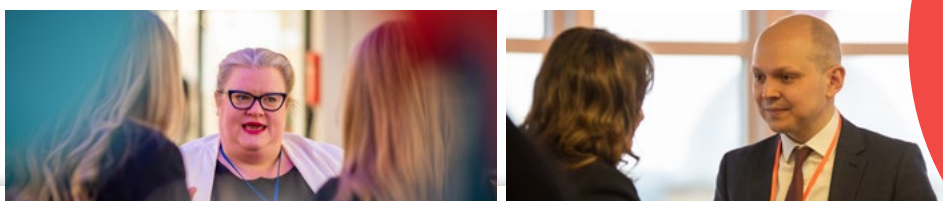
MISSION GENDER EQUITY MENTOR

FEES

Number of pairs	Individual programme	Combined programme - both MGE and MI - save 10%
10	£9,400	n/a
20	£17,000	£15,300
30	£24,000	£21,600
40*	£30,000	£27,000

*For every ten pairs over 40, the contribution is £5,000.

Note: The number of pairs stated is split equally across both programmes (all cost exclude VAT)



“ I've taken on my first non-exec board level role; I feel more prepared for senior level meetings and responsibilities - adapting my personal style to different settings including presentations and networking events. ”

MISSION GENDER EQUITY
MENTEE

HOW TO SIGN UP

Signing your organisation up to take part in the Mission Gender Equity and/or Mission Include programmes couldn't be simpler. You can register for the programmes [here](#).

Once you are signed up, we'll guide you through the entire process and make sure you are fully equipped to get the most out of your participation.

The indicative timeline is as follows:

- ▶ Now until September - Sign up to the programme(s)
 - Once signed up, you'll select your participants (equal numbers of mentors and mentees, with quantity dependent on your fee package)
 - During this period, Moving Ahead will hold initial briefing sessions; one for Programme Partners and one for participants (with separate briefings for mentees and mentors)
- ▶ All these briefings will be recorded and made available on our online learning platform
- ▶ By the end of September - Participants complete their profiles on the Moving Ahead platform
- ▶ October - Moving Ahead expertly matches mentor and mentee pairs
- ▶ October - Programme Partners review and approve their organisation's matches
- ▶ November - Participants receive their matches, just prior to launch
- ▶ November - Programmes launch

Join the hundreds of organisations who have already benefited from being part of the programmes and sign up today!

SIGN UP HERE ▶



MORE FROM MOVING AHEAD

At Moving Ahead we are always developing exciting new approaches to improving workplace diversity, equity and inclusion. To learn more about our experience and what we have to offer, please take a look [here](#)

If you'd like to explore our offerings further, or discuss a specific challenge you'd like help to overcome, please just get in touch: contactus@moving-ahead.org

