

# #BEHEARD

A programme that encompasses **myth busting** about talking in the media and how to be heard in a meeting, speaking up, instilling **confidence** in colleagues and enabling difficult conversations to be had. Everyone should be armed with the **skills to speak up and speak out** and this 12-week programme gives you the tools to put this into practice. This can be an **internal programme** run for your employees or your organisation can **sponsor the programme** and nominate participants such as key stakeholders or community members etc.

## SPECIFICS:

- Each participant will be connected with a sponsor who will support them in finding their voice and removing worries and fears around speaking in the media
- Regular events throughout the programme that give the participant the opportunity to check in with their appointed sponsor to gauge progress and set goals
- Each task will be prefaced with guidance and a practical tool-kit to enable participants to reach their full potential

## BENEFITS:

- The opportunity to come and 'try out' being interviewed as part of a group training session, populated by peers from across different sectors.
- They will have a platform & a space to be Heard -- > this may be with peers, the media, the public
- Connected with a wider network who can support and encourage beyond the 12-week programme
- Optional WhatsApp group for your cohort
- Get a #BeHeard badge for social media and email footer to highlight proficiency in speaking publicly
- Completed tasks such as a written thought leadership piece that can be used as part of a portfolio

## PROGRAMME:

- Week 1: Intro of participants to each other, briefing from Be Heard Ambassador, break-out rooms to understand an overview of the target areas for growth, and what you should achieve over the next 12 weeks
- Week 2 –3: Participants produce a thought leadership piece which is published on the Power Platform following guidance around writing a written article
- Week 4 – 5: Short interview on topic of choice by NPF podcast host which is then uploaded to YouTube
- Week 6 – 7: Become a coffee-break mentor and have a 20-30 min conversation to offer career guidance to a mentee from various industries or students. You will be matched by the NPW team on needs and skills appropriately
- Week 8 – 9: Participants will record their Life Lessons, contributing to the award-winning Northern Power Women podcast
- Week 10 –11: Workshop facilitated by an experienced professional speaker to bring together all skills that have been learnt. The workshop will culminate in a series of webinars that each group of 3 participants has prepared and devised. These webinars are recorded and participants will receive feedback from a number of invited guests
- Week 12: De-brief session on lessons learnt. At the end of the programme participants will have the toolkit to engage more confidently as well as having completed practical tasks.

## COST

Please email [philly@northernpowerwomen.com](mailto:philly@northernpowerwomen.com) for further details