

# **Partnering with Northern Power Women**

When you work with Northern Power Women, we don't just roll out a partnership template and start ticking off the boxes. We do not use a one-size fits all model but rather build a framework that will benefit your people, your community, your brand and your purpose. We understand that every organisation is made up of different people with different commitments and values, and we commit the time to making sure that the unique traits of your organisation are promoted in your work with us. Listed below are the successful relationships we have fostered so far; just a flavour of where collaborating with Northern Power Women can take you.

## **United Utilities**

Our conversations with United Utilities started back in December of 2018. As an organisation that had always championed our causes, we were thrilled when United Utilities wanted to create a wide spanning partnership with us across our Northern Power Women and Northern Power Futures. Since then, United Utilities have supported us in awards ceremonies, created a podcast with us and launched a carousel mentoring series. By making the most of their relationship with us, United Utilities have been able to consolidate their existing following, as well as expand to new demographics.

Even a pandemic couldn't stop this partnership! We were able to adapt our initial plans with United Utilities to ensure that 2020 was still a fruitful year for all parties. Instead of the physical events we had planned, we turned our carousel mentoring sessions into virtual experiences, which were a resounding success with 96% of students saying it was excellent. We also got young United Utilities employees involved with our Northern Power Futures podcast, promoting them as the voice of the younger generation, as they aired the concerns specific to this demographic. With the help of United Utilities, young people are now able to have their perspectives lifted up, as each month they send in their burning questions for industry leaders, which are then answered on the podcast.

Our founder, Simone Roche MBE has also supported and hosted United Utilities' Social Mobility pledge launch and gave them a place on the panel on our Human Approach to Leadership webinar panel, giving United Utilities a wider reach across the north of England.

## **The Co-operative Bank**

The first Northern Power Futures festival marked the start of our relationship with The Co-operative Bank. An event that the bank chose to sponsor and was attended by over 1700 people. From the start of our discussions together, we had always promoted our pick-n-mix approach to the partnership, wanting to ensure that The Co-operative Bank felt like their needs were being met. They wanted to focus on early careers, and this is exactly what we were able to provide for them. We kicked things off by hosting a live Northern Power Women podcast, with a panel of 3 and an audience of 200. Career opportunities within the bank were also featured in pop-up information stalls at the event. The podcast was recorded live, as was a one-to-one conversation with a leader from the bank.

This partnership has also featured an early career mentoring event hosted at the Stella Hall in Manchester, which included another live recording of the podcast. At this event, 3 senior leaders spoke about their experiences of failing, leading and innovating which was followed up by another one-to-one conversation. The event concluded with a speed-mentoring event, featuring mentors and mentees both internal and external to the bank, ensuring that The Co-operative Bank was marketed to a wider audience.

Throughout the partnership, and by supporting Northern Power Women in our work, this collaboration has allowed The Co-operative Bank to showcase themselves as a community focused bank, committed to their colleagues, as well as ensuring those outside of the bank benefit from their knowledge and experience.

## **BNY Mellon**

Both Northern Power Women and BNY Mellon are committed to making it easier for everyone to have equal access to opportunities. In light of this, we curated a webinar on the Human Approach to Leadership supported by BNY Mellon including one of their senior leaders as a panellist. We also included their employees in our carousel mentoring events as well as in our 12-week mentoring programme we launched in November 2020.

Through our work together, we want to enable them to be part of different conversations, focusing on connecting people to their community and raising awareness of the fantastic work they do.

## **Michael Page**

In 2018, we were approached by Michael Page to create a mentor programme in partnership with them. After taking their commitment to diversity and inclusion (particularly gender equality in the North of England) into careful consideration, we curated a 10-month mentoring programme. We matched 23 pairs, including mentors such as the Chief Executive of Vimto and Vice-President of George, ASDA. We were able to draw upon our own wide-spanning network to create these matches in the name of Michael Page. The programme was launched with a live event, where mentees and mentors were sat together, but also on larger tables in order to foster an alumni network environment, something that Michael Page was keen to create. A LinkedIn group was established to support the relationships, and monthly check-ins were conducted to ensure that relationships were still working and thriving.

Michael Page didn't want to recruit, or advertise, they just wanted to highlight their genuine commitment to furthering gender equality. This transparent fulfilment of promises is something we are eager to promote for you and your organisation.