

NORTHERN POWER WOMEN PODCAST

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How to Make the Change: For you Career & your Body

with Rebecca Hirst
Chief Marketing &
Communications Officer
for EY UK

Rebecca's Story

Rebecca is the Chief Marketing & Communications Officer for EY UK.

Rebecca leads a team of brilliant brand, marketing and communications experts aligned behind EY's purpose of Building a Better Working World.

Prior to joining EY, she led marketing at Samsung and Coca-Cola. She's also a TEDx speaker and a board advisor to Distillery, who won Campaign's independent agency of the year 2020.

Rebecca has a passion for nutrition and has built a successful side-hustle as #TheHealthCoachToHighFlyers, working with senior leaders on health and wellbeing.

Finding your Voice at Big Tables

Interrupting or interjecting to add your point of view during a big meeting can feel daunting. Here are Rebecca's top tips for overcoming that fear:

"It doesn't matter what you say [...] In each and every meeting that you're in say something!"

Here are some phrases you can use to get your point across:

- "I come at this from a different point of view and my point of view is ____"
- "As the [insert your job role/department] in the room, I think that ____"

Difficult Conversations & How to Approach them

- Rebecca spoke of her experience with a previous colleague, and how she dealt with his marketing related confrontations
- **"Everyone thinks they know marketing, and I found in the early days there were lots of opinions about what good marketing looked like"**
- If you're experiencing something similar with a colleague, Rebecca recommends;
 - Speaking to them outside of the meeting room. Rather than addressing it in front of other people, step aside and have that conversation.
 - Remind them that you're on the same team, working towards the same goals.
 - Ask them to be your ally rather than your adversary as you work towards shared goals

Glorious Wellness: Rebecca's nutrition Side Hustle

- During her journey with her own health, Rebecca discovered her passion for all things nutrition, and how she could help others.
- **"If changing one simple thing in my diet has had such a massive impact on my body, imagine what it could do for other people"**
- **"If I can help a handful of people to feel better, to have more energy, more brainpower, more creativity [...] that's my job"**
- **Rebecca's top nutritional tips?**
 - It's different headlines for everyone, don't worry about quinoa and kale!
 - Minimise processed sugar where possible
- Take a look at 'I Quit Sugar' by Sarah Wilson to find out more!