



Sharon Davies

Chief Executive at Young Enterprise

**Transformational Leader Commended
NPWAwards 2022**



HOW CAN BUSINESS LEADERS ENGAGE YOUNG PEOPLE

NORTHERN POWER WOMEN
PODCAST



Sharon's Story

- Chief Executive of Young Enterprise, a leading employability and financial education charity empowering young people across the UK.
- Sharon's professional background is youthwork, the last 12 years spent in the charity sector.
- She is passionate about access to provision of opportunity for young people, having benefited first hand from opportunities that have made a huge difference to her own life. The importance of making such opportunities available to all, regardless of starting point is an area of work that has been of keen personal interest for almost 30 years now for Sharon.

Sharon on being named Commended Transformational Leader

"It's been incredible. The first thing that it did was really provide recognition of the great work and the value of the work that the team do in service of young people providing those opportunities and supporting our young people to build their futures. And that's what we've been continuing to do. I wear my badge with pride all the time. I love it. And it was just a fantastic opportunity to be recommended by your peers and in front of your peers and women celebrating women, it was just a phenomenal experience."

What can business leaders do to educate young people about finances?

"I would go back to making sure those opportunities are available for young people. If you're thinking about young people coming into your business, how do you help them make the most of their money? How do you as part of your induction, make financial education part of that? So that they understand when they're receiving their salary, even if it's just to put a link in their induction to the Money and Pension Service, which will provide some information on finances. So really helping them think about their own situation, I think that gives a really good sense of an employer who cares about their people."

How do we encourage those voices who want to level up to be heard?

"If you are someone who:

- Carries yourself with dignity
- Conducts themselves with humility
- Helps other people to get along
- Helps/ steers organisations/individuals

...then step forward because leaders are looking for you. Find those advocates around you who might be able to raise your voice a little bit."