

Inspiring Women: the story so far



2013 - 2015





Inspiring Women: What we have achieved so far

Foreword

I am thrilled that the Inspiring Women Campaign, that I launched only eighteen months ago, has not only reached its targets but actually gone beyond them.

Throughout these months, we have been overwhelmed by the response from girls, women and teachers to the campaign. The simplicity of the campaign (just one hour per year to go back to school to talk to the girls) is what explains its success. But its success is also due to the fact there is a clear need to fill the gap between what young girls 'think' they can aspire to and what they 'could actually' aspire to.

Our aim is to expose young girls to all the different roles that women have - because it is easier to dream of becoming something when you have actually seen it.

It is not for us to make judgements on the girls' choices, or to try to guide them in any particular direction. We just want to show them the amazing range of possibilities they have within their reach, and we are doing it by giving to the girls thousands of women from different backgrounds who - not so long ago - were girls

themselves. And we also want to inspire the girls to aim high, to work hard and make an effort, no matter what they choose to do in their lives.

Since October 2013, we have crossed the country, from Glasgow to Brighton, from Manchester to Essex... we have organised events including Women in Finance, in Fashion, in the RAF, in Medicine, in the

Royal Navy, in Manufacturing, Technology, Sport and in the Arts. It has been hard work, but it has also been tremendous fun!

We are now proud to have over 15,000 women volunteers, from apprentices to CEOs, women from all walks of life, and to have reached more than a quarter of a million girls from state schools and colleges across the UK.

Official bodies, public institutions and the main companies in the country have backed the Inspiring Women Campaign. And we also have ten countries interested in mirroring us to take the campaign abroad.

Our aim, however, is to make sure first and foremost that every single girl in a state school in the UK has access to all the amazing volunteers who have signed up to the campaign and are willing to talk to them.

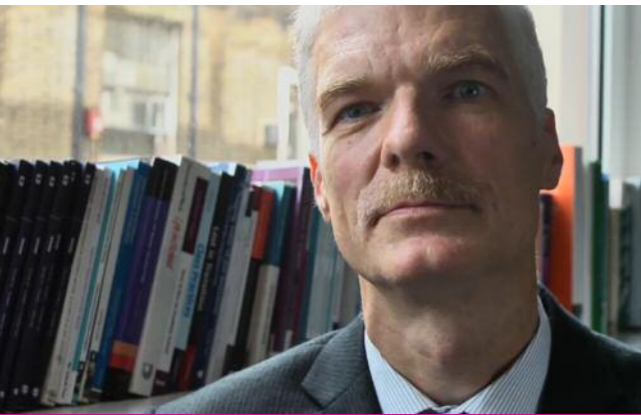
To all of them, to all of you, thank you. Thank you for giving one hour of your time to inspire young girls to aim high, for showing the girls that with hard work and persistence they can be like you.

Thank you also to the teachers, for supporting us and finding time in their challenging schedules to allow the girls to participate. And a special thanks to Bank of America Merrill Lynch, the lead corporate supporter of the Inspiring Women campaign.

And thank you in particular to all at the Education and Employers charity which runs Inspiring the Future, for allowing me to make this personal dream a reality.

Miriam González Durántez
Inspiring Women campaign Champion
April 22 2015

Inspiring Women: The Case for Action



Andreas Schleicher, Director of Education and Skills at the Organisation for Economic Co-operation and Development (OECD)

“**The Inspiring Women campaign does an important job.** By making it easy for women from a wide range of occupations to go into schools, the campaign helps broaden the career aspirations, and build the ambition, of girls and young women.

Gender inequality exists in the modern labour market. Women are predominantly employed in fields where they have fewer opportunities to express their potential and develop and maintain their skills than men. To challenge this inequality, one thing we can do is intervene to ensure that girls and young women are given proper opportunity to consider the widest range of occupational areas, exploring the links between skills and remuneration in situations which they find relevant and meaningful.”

Despite the fact that women today are employed in greater numbers and in a wider range of roles and occupations than ever before, young people still tend to think of particular careers as ‘male’ or ‘female’.¹ This conscious and unconscious classification system starts at an early age² and means young men and young women often rule themselves out of careers that they might otherwise successfully pursue. It also means that industries and employers do not benefit from all the talent that is potentially available to them.

Helping young people understand the breadth of careers and opportunities that are open to them, and what they are actually like, is key to tackling stereotypes, suspicions and misperceptions. One of the best ways of doing this is to ensure that young people are able to meet successful professionals who do a broad range of jobs, and who work for a variety of employers across an array of different sectors, whilst they are still at school or college.

‘We think it’s important to help girls at our school meet successful women because

we’re a small rural school and many of our pupils don’t really understand life outside the local area. Many girls here lack confidence and self-belief and have low aspirations so they need all the help they can get to realise their potential.’

Andy David, PE Teacher at Sir John Colfox School, Bridport, Dorset which staged an Inspiring Women event in September 2014

Research by the OECD suggests there is a particular need to increase the number of interactions between young women and successful female professionals working in a wide variety of jobs. Overall, girls perform less well in PISA mathematics tests than boys and tend to report lower levels of self-confidence in their mathematical ability and higher levels of anxiety towards mathematics. However this gender gap in performance disappears when girls have similar levels of self-confidence in, and anxiety towards, mathematics as boys, which suggests a clear need to build girls’ self-confidence in mathematics and more generally.³

¹ McQuaid, R. W. and Bond, S. (2007) Gender stereotyping in schools - young people and career choices. In: WES Conference, September 2007, Aberdeen.

² Flouri, E. & Panourgia C. (2012). Do primary school children’s career aspirations matter? The relationship between family poverty, career aspirations and emotional and behavioural problems. Centre for Longitudinal Studies Working Paper 2012/5. IOE, London

³ OECD. 2015. The ABC of Gender Equality in Education: Aptitude, Behaviour, Confidence. OECD: Paris.

Despite the fact that women today are employed in greater numbers and in a wider range of roles and occupations than ever before, young people still tend to think of particular careers as ‘male’ or ‘female’.

The Inspiring Women campaign, which is part of the free, national Inspiring the Future scheme run by the Education and Employers charity, aims to increase the number of interactions between girls and women from all walks of life. Such interactions, for example through careers talks, CV workshops, mock interviews and workplace visits, can help tackle gendered perceptions of careers and help young people develop self-confidence as well as useful contacts and networks.

‘For us it’s important to help our girls meet successful women through events like Inspiring Women in Finance because while there’s no shortage of role models for girls, there is a real lack of access to these role models.’

Rebecca Cramer, Head Teacher at Reach Academy where some pupils participated in the Inspiring Women in Finance event at the Bank of England, December 2014

Young people value the opportunity to learn about particular jobs and careers very highly. A 2015 survey by the Education and Employers charity questioned 363 pupils aged 11-19. The poll found that three-quarters of respondents who had engaged with volunteers working in different jobs through their state school felt that they had learnt something new and useful about jobs and careers from the experience. The three things these young people most commonly said they had gained from such interactions were a better understanding of: what they would need to do to get the sorts of jobs they were interested in (55%), jobs and careers they were already interested in (46%), and different ways into jobs like apprenticeships or going to college or university (46%).

Inspiring Women in Numbers

By the end of March 2015:

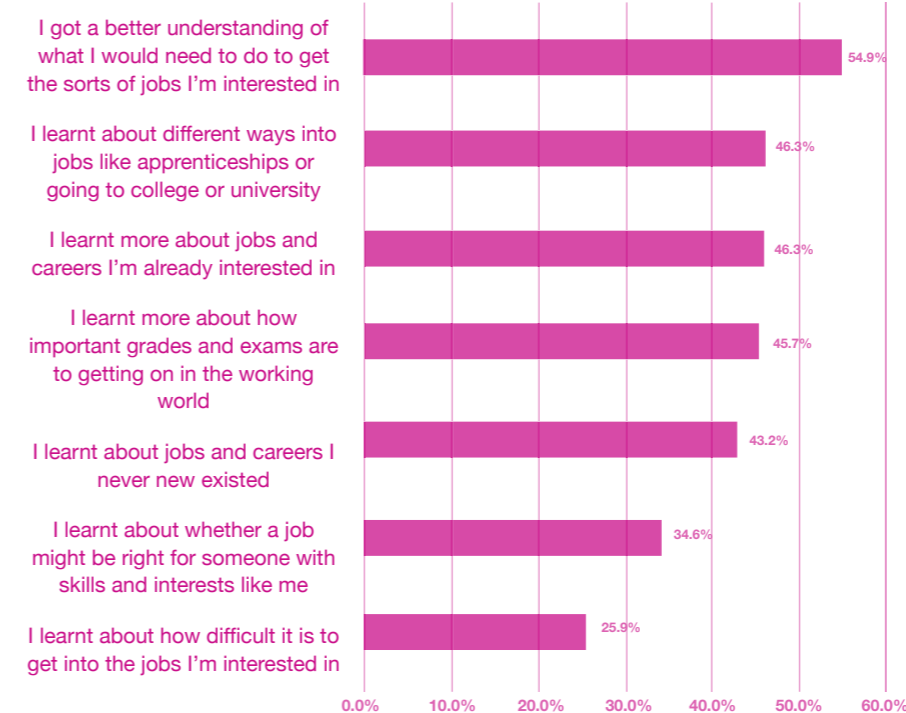
15,009 Inspiring Women volunteering through Inspiring the Future

More than **45,000** approaches to Inspiring Women volunteers from UK state schools and colleges

289,974 girls and young women engaging with Inspiring the Future volunteers since the campaign launched in October 2013

Half of girls aged 11 to 13 would prefer to speak to female professionals about jobs and careers as would one in six young women aged 14 to 19.

Did the new and useful thing you learnt relate to any of the following? (N=162)



Inspiring Women: The Case for Action

As well as these immediate benefits, a growing body of evidence also suggests that these types of interactions between young people and employers are associated with positive effects on the long-term employment and earnings prospects of participating young people.⁴

Why do gendered career stereotypes persist?

Research has shown young people still have fixed and narrow ideas about careers: children start to rule career options 'in' and 'out' at an early age and girls and boys hold stereotypical views about 'male' and 'female' careers by age 7.⁵ For example, girls are less likely to aspire to careers in science than boys, even though more girls rate science as their favourite subject than boys.⁶

Such perceptions among young people reflect wider societal perceptions. In polling cited in Professor John Perkins' Review of Engineering Skills, a much higher proportion of boys reported being encouraged to think about engineering as a career than girls, particularly by their parents.⁷ Furthermore recent research by the National Bureau of Economic Research in the United States found that girls outperformed boys in a maths test when marked anonymously by external examiner, but that boys outperformed girls in the same test when marked by teachers who knew their names, a phenomenon the authors attribute to unconscious bias amongst teachers.⁸

How can these be tackled?

One way of tackling such gendered career perceptions and aspirations among young people is to make

sure they meet, when still at school, successful professionals of both genders who work in a variety of roles and sectors. This might be at a careers fair, through a work experience placement or at a career speed-networking event.

'If I was asked for advice by a teacher thinking about participating in a similar event I'd say go for it! Learning is not limited to the classroom – opportunities like this one are once in a lifetime and really encourage students to make their voices heard.'

Shanaz Begum, teacher at Mulberry School for Girls, reflecting on the Inspiring Women launch event at Lancaster House

Such interactions can challenge gendered stereotypes about careers and help build the confidence, aspirations and networks of young people. A young woman who attended and met women who work in a very wide variety of roles at the Inspiring Women in the RAF event at Manchester Academy said, after the event:

'I now definitely feel much more than merely motivated to achieve what it was that I sought to become. I had hopes of becoming an engineer and not following the traditional career pathways, but my peers had expressed that I'd be better off doing the typical career paths for women,

"I'd say go for it! Learning is not limited to the classroom"

such as teaching, hair styling, fashion etc. I was swayed after what they had proposed, but, after the event, I remain firm in my aspirations – I will not be discouraged in attaining a career that is mostly dominated by men.'

Fatma Omar, pupil at Manchester Academy, reflecting on the Inspiring Women in the RAF event

What do young people say about who they want to hear from?

In a 2015 survey of just under 400 11-19 year olds by the Education and Employers charity, young people were asked whether they would prefer to hear from a man or a woman about career options, if they had the choice. Just over a quarter (28%) of young people surveyed expressed a preference; perhaps unsurprisingly, among young people expressing a preference girls tended to say they preferred to hear from women and boys from men.

The young women surveyed were more likely to express a preference for meeting female role models than their male counterparts for meeting male role models so there is a clear rationale for increasing interactions between young women and female professionals. Girls in Years 7 to 9 were particularly keen to hear from women: 51% of 11-13 year old girls surveyed said they'd rather hear from a woman, compared to 17% of 14-15 year old and 15.9% of 16-19 year olds girls.

About the Inspiring Women Campaign

The origins of the campaign

The Inspiring Women campaign is designed to help young people from all backgrounds, at state schools and colleges across the United Kingdom, meet and make connections with female role models from a range of sectors. By introducing young people to successful women working in different roles and

industries, the aim is to enhance understanding of the breadth of career opportunities available, challenge gendered stereotypes about occupations and give young people the chance to ask questions and make connections with female role models.

'The event was much different to my first impressions, I was surprised at some of the professions the women had as they are 'stereotypically' seen as men based jobs, such as electrician, engineer and banker. They shed a new light to the working life, one that can only be taught through the eyes of these experienced and confident women, I believe this opportunity is something that will stay with me for my future years to come as the advice they gave was constructive and influential to me.'

Yasmin El-harrou, pupil at Elizabeth Garrett Anderson School following the Women Who Make London event which took place in July 2014

Launched by Miriam González Durántez on 17 October 2013 with the support of Bank of America Merrill Lynch as key strategic partner and lead corporate supporter, the Inspiring Women Campaign began with 10 high profile women sharing their career insights with 100 girls at Lancaster House in London.

The campaign reached out to female volunteers doing a wide range of jobs in different sectors, from apprentices to CEOs, those in full or part-time work or recently retired. It sought to recruit and make available to local schools 15,000 Inspiring Women and to connect more than 250,000 girls and young women with local employee volunteers by March 2015.

⁴ Mann, A and Percy, C (2013) 'Employer engagement in British secondary education: wage earning outcomes experienced by young adults.' Journal of Education and Work

⁵ Flouri, E. & Panourgia C. (2012). Do primary school children's career aspirations matter? The relationship between family poverty, career aspirations and emotional and behavioural problems. Centre for Longitudinal Studies Working Paper 2012/5. IOE, London

⁶ Archer, L., Osborne, J., DeWitt, J., Dillon, J. & Wong, B. (2013) ASPIRES: Young people's science and career aspirations, age 10-14. London: King's College

⁷ BIS (2013) Professor John Perkins' Review of Engineering Skills. London: BIS

⁸ Lavy, V. and Sand, E. (2015) On The Origins of Gender Human Capital Gaps: Short and Long Term Consequences of Teachers' Stereotypical Biases, NBER Working Paper No. 20909



Campaign timeline

26 March 2015

12 March 2015

25 Feb 2015

20 Jan 2015

16 Dec 2014

12 Nov 2014



Inspiring Women: 'Driven to Success'

On 26 March 2015 women took part in a unique 'career speed networking' event with 100 girls aged 13 – 17 from four state secondary schools on the HQS Wellington. From RAF jet fighter plane pilots, to Formula E drivers, to British Airways' first female pilot, to Merchant Navy officers and helicopter pilots, these women are breaking into traditionally male dominated arenas.

The event was on board HQS Wellington, the last surviving Second World War escort ship in Britain. Moored at Temple Stairs on the River Thames since 1948, she is the Headquarters of the Honourable Company of Master Mariners.

Inspiring Women in Tech

On 12 March 2015 Mulberry School for Girls in the London Borough of Tower Hamlets hosted the Inspiring Women in Technology career speed networking event. High achieving women from household name companies such as; Google UK, Facebook, Sky News, Microsoft, LinkedIn and Bank of America Merrill Lynch talked face to face with 100 school girls about jobs and careers.

Inspiring Women in Sport with Clare Balding at London Aquatics Centre

On 25 February 2015, BT Sport broadcaster Clare Balding joined Miriam González Durántez and 300 girls from 18 state schools at the London Aquatics Centre for 'career speed networking' with women working across the sport sector.

Backed by principal partner BT Sport and also the British Olympic Association and the Department for Culture, Media and Sport, Inspiring Women called upon females working in this sector to talk with girls about forging a career in this traditionally male dominated industry.

More sessions took place across the country during Inspiring Women in Sport Week – 23 February to 1 March 2015 including events at BT Murrayfield rugby ground in Edinburgh and the National Tennis Centre in west London.

Inspiring Women in Sport launched at the BT Tower

On 20 January 2015 female leaders from the world of sport including; BT Sport broadcaster Clare Balding, world 400m champion Christine Ohuruogu and Minister for Sport Helen Grant joined Miriam González Durántez at BT Tower for a career networking session with students and to launch Inspiring Women in Sport. The launch announced Inspiring Women in Sport Week – 23 February to 1 March 2015.

Inspiring Women in Finance at the Bank of England

On 16 December 2014, 45 high profile women working in the UK Financial Services Sector took part in a career speed networking event with 120 girls aged 14 – 17 from six London state secondary schools at the iconic Bank of England headquarters on Threadneedle Street.

Mark Carney, Governor of the Bank of England and Financial Times newspaper Editor, Lionel Barber, spoke about their increasing commitment to diversity and why a number of their female colleague were taking part in this event.

Inspiring Women in Fashion

On 12 November 2014 the Editor of British Vogue magazine, Alexandra Shulman with 20 other women from the fashion industry took part in an Inspiring Women campaign 'career speed networking' and 120 girls at St Saviour's & St Olave's School, New Kent Road, London.

The aim of this event was to demystify the ever popular fashion industry and show the wide range of roles to which young girls today can aspire – from design, to manufacturing, to marketing, to retail. Looking behind the glitz and glamour to the real jobs available to the enterprising.



Inspiring Women in Scotland

On 6 October 2014, New College Lanarkshire hosted the Inspiring Women in Scotland launch event. Ten senior women from government, public and private sectors, and the arts took part in a speed career-networking event talking directly with 100 young girls about their experiences, their job and how they got there. Schools and colleges in Scotland can now find diverse volunteers to talk jobs, careers and life experiences with their students.

16 Oct 2014



RAF – Inspiring Women

Inspiring Women did an event with female RAF helicopter crew landing at Manchester Academy in Moss Side on 15 July 2014 with the RAF's first female Air Vice-Marshal, Elaine West CBE.

15 July 2014



Campaign timeline

11 July 2014



Inspiring Women – Women Who Make London

The 'Women Who Make London' event took place at Elizabeth Garrett Anderson School, King's Cross, on 11 July 2014 with Lord Mayor Fiona Woolf CBE and 100 other women; from West End theatre choreographers to Thames sewerage engineers.

2 July 2014



Inspiring Women with Aston Martin

Inspiring Women with Aston Martin at Tile Hill School, Coventry on 2 July 2014. Women doing diverse jobs at the company drove the latest model Aston Martin cars on to the school playing field, then did career speed networking with 100 girls.

19 June 2014



Inspiring Women in Design and Manufacturing

Inspiring Women in Design and Manufacturing had 160 students at St Mary's Catholic College in Wallasey, near Liverpool, doing career speed networking in their school on 19 June 2014.

7 March 2014



International Women's Day with Justine Thornton

International Women's Day saw Rushanara Ali, Bow and Bethnal Green MP and Shadow Education Minister, visit Central Foundation Girls School in Bow, and Justine Thornton, Environmental Barrister visit Parliament Hill Girls School in Camden on 7 March 2014 for Inspiring Women career speed networking sessions.

22 Jan 2014



Inspiring Women including Samantha Cameron and Clare Balding at Basildon Upper Academy

One of the first high profile events to be held in a school was Inspiring Women 'career speed networking' and careers fair at Basildon Upper Academy, Essex, on 22 January 2014. Career speed networkers also included Dame Tessa Jowell DBE and Miriam González Durántez.

17 Oct 2013



The campaign launch at Lancaster House London

The Inspiring the Future: Inspiring Women campaign launched with a 'career speed networking' event hosted by Miriam González Durántez with 100 girls from 11 state secondary schools talking jobs and careers with 10 high profile women including Ruby McGregor-Smith, Fiona Bruce and Carolyn McCall.

How it works

The Inspiring Women campaign is part of **Inspiring the Future**, the free national service run by the Education and Employers charity which was launched in July 2012.

All state schools and colleges in the country can register for free and invite women into their schools to meet both young women and young men. As of the end of March 2015, over 8,000 representatives from more than 4,500 state schools and colleges from across the UK have signed up to use Inspiring the Future. They are head teachers, classroom teachers and careers professionals who can use the secure on-line match-making technology of Inspiring the Future to select and invite volunteers to support events and activities they are organising.

When volunteers register with Inspiring the Future, they agree to spend at least an hour a year talking to young people about their job and share information about themselves, their job and the organisation they work for, the activities they can help out with and their particular specialisms, such as being able to speak about Apprenticeships or using languages in the workplace. All this information is visible to teachers at schools and colleges based in the area the volunteer has said they are available to volunteer in, so teachers can tailor events and invitations accordingly. Teachers however can't access volunteers contact details directly and do so via the secure Inspiring the Future matchmaking portal

Teachers looking to organise Inspiring Women events and activities can therefore send messages and invitations to female volunteers in their area. This might be for an Inspiring Women event targeted specifically at young women, or for an event for both boys and girls. Some examples of how teachers at both all-girls and mixed schools have used Inspiring the Future to organise a diverse array of Inspiring Women events for young women of different ages are set out here.

Message: Dear Inspirer of the Future, I would like to invite you to work with two groups of 8-10 twelve to thirteen year old girls as part of our Challenging Perceptions of Women's Work Careers event in our school Hall. You would provide an overview of your job role, a hands-on activity that would give the girls an insight into what your role involves, and the help the girls to create a profile of your job that could be used to market it to other students.

Teacher at a mixed secondary school in Brent

Message: We are hosting an Inspiring Women's event to coincide with International Women's Day and to inspire young female students at our school. We are currently running a project which works with our female pupils on self-esteem/confidence, distorted perceptions of beauty, and other issues which affect young females in our society. We would like the event day to bring together the girls from the project, as well as other girls in school, and to provide role models and career insights for them. The visit would involve giving a talk to the girls about your career, challenges you have overcome, and answering some questions at the end.

Teacher at a mixed secondary school in Manchester

Message: I teach Maths and Physics up to A Level and we are hoping to get a bigger uptake in the future of girls taking Physics (and Maths). I have seen your details on the Inspiring the Future website and was wondering if you'd be able to come and talk to some groups of pupils about your job and the education choices you've made. We were hoping to get a selection of women in and do a sort of rotation system so it would about 10 minutes with each group.

Teacher at a mixed secondary school in Richmond-upon-Thames

To help showcase the Inspiring Women campaign and inspire both schools and volunteers to sign-up, the Education and Employers Charity organised a series of high profile Inspiring Women events for state schools and colleges located in different parts of the country. From the Inspiring Women campaign launch at Lancaster House in London in October 2013 to Inspiring Women in Sport at the Olympic Park's Aquatic Centre in February 2015, these events brought young women from state schools and colleges into contact with women from the widest possible range of roles and sectors, who they would not otherwise have had the opportunity to meet.



a series of high
profile Inspiring
Women events
for state
schools and
colleges

Media coverage

The Inspiring Women campaign has garnered a lot of positive press in the last 18 months, and word is spreading

Basildon Academy student joins Clare Balding at Inspiring Women in Sport Event

Basildon Academy student joins Clare Balding at The Inspiring Women in Sport Event

Basildon Academy student joins Clare Balding at The Inspiring Women in Sport Event

In Community, News by Hayley Minn / January 22, 2015 / Leave a Comment

On Tuesday 20th January, Basildon Upper Academy student Megan Johnson had the honour of speaking at The Inspiring Women in Sport Event at London's BT Tower. Megan spoke alongside Miriam González Durántez (wife of Deputy Prime Minister Nick Clegg and Inspiring Women founder), Delia Bushell (Managing Director, BT TV & Sport), Helen Grant MP (Minister for Sport) and Clare Balding.

Clare Balding backs sports careers for women

By Sean Gregory
Education Correspondent
22 February 2015, Education & Family

Clare Balding told schoolgirls not to "fret" their own ambitions

How did Clare Balding become the unofficial sports head girl to the nation? How did she become such a part of the sporting DNA that she can step from Cheltenham to Crutts to the Olympics?

At the London Aquatics Centre, in the Olympic Park, the sports broadcaster talked about her career to hundreds of schoolgirls, in an event designed to encourage young women to think about jobs in sport.

It wasn't necessarily about playing sport, she told them, but there were many sport-

'If you don't have it, fake it. Women fake lots of things, no? So why not confidence?': Miriam González Durántez on how to grow some cojones

She's the wife of the Deputy PM but Miriam González Durántez doesn't play the back-up role. As her bid to inspire girls takes off, she tells Charlotte Edwardes how to grow some cojones

Inspiring lady: Miriam González Durántez (Picture: Adrian Lawrie)

140 Shares on Facebook | 2 Shares on Twitter

Charlotte Edwardes

Miriam González Durántez, corporate lawyer and wife of Deputy Prime Minister Nick Clegg, is wearing a prim-pleat skirt, pearl earrings and nude lipstick, and relating what she tells schoolgirls who ask how to acquire self-confidence.

"My answer to them is always 'Look, if you don't have it, you fake it'." She smiles. "Women have been faking lots of things during history. No? So if you're going to fake something, fake self-confidence." Then she laughs — a deep, gusty laugh. I blush.

Miriam González Durántez: British women must avoid creating a 'glass floor'

Exclusive: Miriam González Durántez, high profile lawyer and wife of UK Deputy Prime Minister, launched an event across the UK to help each other up the career ladder and not block the path to success

Life is based on lies
The secret of the success of the world's most powerful women is that they are not honest

Women have been faking things since the beginning of time. The only difference is that now we have a word for it: 'fake it till you make it'.

Nick Clegg's Wife Miriam González Durántez Hit 'Unimpressive' Public Schoolboys

There was no better example of the 'glass floor' than the wife of the Deputy Prime Minister, who was hit by a group of schoolboys at a public school in London.

With major coverage from: The BBC, The Guardian, The Times, The Independent, The Evening Standard, Vogue, The Financial Times, The Huffington Post, The Telegraph, Grazia, Red, City AM

heraldscotland

Inspiring Women campaign aims to set schoolgirls' sights higher

Miriam Clegg: I just want what men have, a career and a family

Inspiring Women campaign aims to set schoolgirls' sights higher

i's campaign receives backing from Government

Minister supports involvement, praising 'brilliant idea'

100 Inspiring Women

1. Get to the point
2. Don't be afraid to ask for help
3. Don't be afraid to ask for help
4. Don't be afraid to ask for help

VOGUE

INSPIRING WOMEN IN FASHION

12 NOVEMBER 2014 | by Scarlett Killooley-O'Halloran

ALEXANDRA SHULMAN is joining Miriam González Durántez, partner at law firm Dech LLP and wife of the deputy prime minister Nick Clegg, on the campaign trail this morning to demystify the roles that exist within the fashion industry.

A part of González Durántez's wider Inspiring Women initiative that encompasses dozens of industries, today's event aims to show the wide range of positions to which young girls can aspire - from design, to manufacturing, to marketing, to retail - as well as encourage ambition and aspiration in young women who are about to embark on their professional careers from

MailOnline

High-flying women jet in to inspire schoolgirls

High-flying women jet in to inspire schoolgirls

THE TIMES

UK News

González: Pion adds 'gloss' to students

González: Pion adds 'gloss' to students

FINANCIAL TIMES

Stop labelling women as fluffy or scary, says Miriam Clegg

Deputy PM's wife claims there are not enough female role models

Stop labelling women as fluffy or scary, says Miriam Clegg

MailOnline

Stop labelling women as fluffy or scary, says Miriam Clegg

Deputy PM's wife claims there are not enough female role models

Stop labelling women as fluffy or scary, says Miriam Clegg

The Impact of the Inspiring Women Campaign

Inspiring Women Volunteers

As of the end of March 2015, 15,009 Inspiring Women have signed up and pledged 'an hour a year to talk to girls' in a state school near home or work about their life experience, job and career route. These Inspiring Women volunteers are drawn from across the country and work in a very wide range of occupations, for organisations drawn from all sectors of the economy.

Inspiring Women volunteers range from archaeologists to zoologists, apprentices to CEOs.

The Inspiring Women: 100 examples

Account Executive	WPP	Community Relations Manager	Skanska UK
Accounting Assistant	Kent County Council	Consultant	Deloitte
Analyst	Credit Suisse	Consultant Anaesthetist	Great Ormond Street Hospital for Children NHS Foundation Trust
Apprentice Commercial Underwriter	AXA UK	Consultant Surgeon	Western Sussex NHS Trust
Apprentice Electrician	JTL	Corporate Communications Manager	Aston Martin
Architect/ Associate	Rogers Stirk Harbour and Partners	Curator	Museum of London
Architectural Assistant	Crossrail	Custody Nurse Practitioner	Metropolitan Police
Archivist	Burberry	Customer Experience Manager	Argos
Assistant Brand Manager	Nestle UK	Debt Collector	H.M. Revenue and Customs
Assistant Head Armourer	Royal Opera House	Delivery Director	IBM
Assistant Quantity Surveyor	Balfour Beatty Plc	Deputy Chief Financial Officer	NNHS Central London
Assistant Site Manager	Kier Construction	Derivatives Analyst	Northern Trust
Associate	Freshfields Bruckhaus Deringer LLP	Detective Inspector	Essex Police
Astrophysicist	University College London	Digital Designer	Zone
Barrister	Stone King	Diplomat	Foreign and Commonwealth Office
Airline Pilot	British Airways	Director	Bank of America Merrill Lynch
Branch Manager	Santander	Director of Development	Royal Academy of Arts
Brand Communications Manager	The Economist	Director of Sales	Standard Chartered Bank
British Army Officer	British Army	Drilling Engineer	BP
Broadcast Journalist	BBC	Driver Line Manager	Southern Railway
Business Analyst	JP Morgan	Economist	Social Market Foundation
Business Development Director	Swiss Eyewear Group	Employment Law Consultant	Capita
Campaign Manager	Google	Environmental Scientist	Aecom
CEO	MITIE Group PLC	Events and Operations Manager	Premiership Rugby
Chief Officer	Red Funnel Merchant Navy	Events Director	London Business Forum
Chartered Legal Executive	Weightmans LLP	Farmer	Stocks Farm
Chartered Surveyor	CBRE	Features Writer	Red Magazine
Client Partner	Facebook	Finance Analyst	British Gas
Clinical Trial Coordinator	King's College London	Finance Apprentice	Computer Aid International
Command Coordinator	Royal Navy	Finance Co-ordinator	England and Wales Cricket Board
Communication Manager	Cabinet Office		

Finance Director	American Express	Finance Director	American Express
Financial Controller	Rolls Royce PLC	Graduate Engineer	GKN Aerospace
Fire Fighter	London Fire Brigade	Graphic Artist	Capgemini
Food Director	Pret A Manger	Graphic Designer	The FA
Forensic Investigator	Financial Conduct Authority	Head of Collections	Towner Art Gallery
Fraud Resolution Specialist	Experian	Head of Events	British Swimming
Fund manager	BAE systems	Head of Ecommerce	New Look
Funding Manager	Big Lottery Fund	Head of HR	Lloyds Banking Group
Fundraising Manager	UNICEF	Head of IT	Towergate Insurance
Game Engine Programmer	Rockstar North	Head of Media	Tesco
Global Campaigns Manager	Amnesty International	Head of School Finance	University of Manchester
Global Capability Manager	British Council	Head of University Department	Birmingham City University
GP	The Abingdon Surgery	Helicopter Pilot	Royal Navy
Graduate Engineer	GKN Aerospace	HR Adviser	Sunderland City Council
Graphic Artist	Capgemini	HR Advisor	B&Q
Graphic Designer	The FA	HR Business Partner	Carillion Plc
Head of Collections	Towner Art Gallery	HR Coordinator	Macmillan Cancer Support
Head of Events	British Swimming	Immigration Inspector	The Home Office
Head of Ecommerce	New Look	International Policy Advisor	Royal Academy of Engineering
Head of HR	Lloyds Banking Group	Interview Officer	Her Majesty's Passport Office
Head of IT	Towergate Insurance	Investment Banker	Goldman Sachs
Head of Media	Tesco	IT Graduate	Telefónica O2
Head of School Finance	University of Manchester	Junior Chemist	Veolia
Head of University Department	Birmingham City University	Junior Doctor	NHS
Helicopter Pilot	Royal Navy	Junior Marketing Executive	Brompton Bicycle Ltd
HR Adviser	Sunderland City Council	Key partnership manager	British Airways
HR Advisor	B&Q	Land Graduate	Berkeley Group
HR Business Partner	Carillion Plc	Land Surveyor	Ordnance Survey
HR Coordinator	Macmillan Cancer Support	Learning Coordinator	McKinsey & Co
Immigration Inspector	The Home Office	Legal Adviser	Treasury Solicitor's Department
International Policy Advisor	Royal Academy of Engineering	Lifelong Learning Manager	RSPB
Interview Officer	Her Majesty's Passport Office	Managing Director	World Athletics
Investment Banker	Goldman Sachs	Management Consultant	KPMG
IT Graduate	Telefónica O2	Management Consultant	PricewaterhouseCoopers UK
Junior Chemist	Veolia	Managing Director	Accenture
Junior Doctor	NHS	Marketing Director	Homebase
Junior Marketing Executive	Brompton Bicycle Ltd	Marketing Officer	Shakespeare's Globe
Key partnership manager	British Airways	Materials Engineer	Mercedes AMG HPP
Land Graduate	Berkeley Group	Media and Communications Manager	London Chamber of Commerce and Industry
Land Surveyor	Ordnance Survey	Media Partnerships Manager	Twitter
Learning Coordinator	McKinsey & Co	Mental Health Nurse	Oxford Health NHS Foundation Trust
Legal Adviser	Treasury Solicitor's Department	Midwife Teacher	University of West London
Lifelong Learning Manager	RSPB	National Account Manager	Twentieth Century Fox
Managing Director	World Athletics	Nursery Manager	Childbase
Management Consultant	KPMG	Office Manager	POD Food
Management Consultant	PricewaterhouseCoopers UK	Offshore Wind Farm Asset Manager	DONG Energy
Managing Director	Accenture	Paralegal/P.A.	Mishcon De Reya
Marketing Director	Homebase	Parks Technical Officer	Maidstone Borough Council
Marketing Officer	Shakespeare's Globe	Partner	Allen & Overy
Materials Engineer	Mercedes AMG HPP	Performance Director	Great Britain Wheelchair Rugby
Media and Communications Manager	London Chamber of Commerce and Industry	Performance Manager	Serco
Media Partnerships Manager	Twitter	Performance Manager Trains	Transport for London
Mental Health Nurse	Oxford Health NHS Foundation Trust	Performer	London Playback Theatre
Midwife Teacher	University of West London		

PGA Teaching Professional	Professional Golfers Association	Policy and Research Analyst	NSPCC
Pilot	Royal Air Force	Political Correspondent	ITN
Podiatrist	Hillingdon NHS	Principal Property Manager	Dorset County Council
Policy Adviser	BIS (The Department for Business Innovation and Skills)	Prison Officer	Ministry of Justice
		Producer	TalkSPORT
		Product Developer	Centrica
		Product Director	MasterCard
		Product Manager	Addison Lee
		Production journalist	Financial Times
		Production Manager	The British Institute of Radiology
		Professor	Imperial College London
		Programme Director	RBS
		Project Manager	Bloomberg
		Project Manager	Department for Education
		Public Affairs Officer	Shelter
		Publishing Assistant	Penguin Books
		Radio presenter/ Football Reporter	Sky Sports
		Regional Director	Business Growth Fund plc
		Regional Manager	Compass Group UK
		Regional Quality Manager	Hit Training
		Researcher	House of Commons
		Research Fellow,	UK Centre for Diet and Activity Research
		Retail Project Manager	Marks & Spencer
		Reward and benefits manager	The Natural History Museum
		Reward Manager	River Island
		Rugby Development Officer	Rugby Football Union
		Sales Director	Cognizant Technology Solutions UK Limited
		Sales Executive	Siemens
		Sales Graduate	Barratt Developments Plc
		Secretary	Pimco
		Senior Analyst	BNY Mellon
		Senior Awards Officer	BAFTA
		Senior Building Services Engineer	English Heritage
		Senior Category Director	Asda
		Senior Economist	HM Treasury
		Senior Manager	HSBC
		Senior Marketing Manager	Innocent drinks
		Senior Public Health Practitioner	Public Health Wales NHS Trust
		Senior Research Officer	Scottish Government
		Social Worker	East Sussex County Council
		Solicitor	Belmont & Lowe
		Special Adviser	Deputy Prime Minister's Office
		Specialist Occupational Therapist	The Children's Trust
		Sponsorship Manager	Royal Yachting Association
		Sports Editor	Mail on Sunday
		Sports Scientist	Pepsico
		Stakeholder advisor	Reading Council
		Store Manager	J Sainsbury's
		Strategy Manager	LV=
		Structural Engineer	ARUP
		Studio Coordinator	YMCA
		Swimming Development Officer	National Deaf Children's Society
		Talent & Music Manager	MTV
		Tax Manager	Ernst & Young LLP
		Theatre Manager	Prince of Wales Theatre
		Town Planner	Wigan Council
		Trainee Solicitor	Dechert LLP
		Underwriter	Zurich
		Vice President	Deutsche Bank
		Water Network Apprentice	United Utilities
		Women's and Girl's Development Officer	Football Association

The impact of the Inspiring Women campaign

By early April 2015, the Inspiring Women volunteers had received more than 45,000 invitations to attend a whole host of different events and activities in schools and colleges around the country. Many of these invitations were for events involving both boys and girls, while others were for events designed specifically for young women. Some examples of events targeted specifically at young women are set out below:

Message: Dear Inspiring Woman Volunteer!

Following on from the resounding success of an Inspiring Women in Fashion event at my school last November, I am hoping to organise another speed networking event for students in Year 9 who are in the process of considering their GCSE options. The main focus will be languages in the workplace. Young people are often unaware of the multiple career paths that are open to them through the knowledge of a foreign language and the aim is to open their eyes to the reality of languages /employment.

Teacher at an all-girls secondary school in Southwark

Message: We are requesting some of your valuable time to speak to our Year 9 students about the journey in your professional life. These Aspiration Days give students the opportunity to learn about routes into different industries and professions, as well as developing their aspirations and self-confidence to pursue their dreams, or indeed to help them focus on one. Guest speakers will present a short talk on their current position, inspirations into their field of work, and give advice to students about what they could do now to help them on their journey. After this, there will be a workshop session where guests will move around a carousel to do a ten minute questions and answer slot.

Teacher at a mixed secondary school in Haringey

Message: We will be organising a short session for our Year 8 girls to introduce careers for women in sport and inspire them to get involved in sports. We would like volunteers to support with this event by talking to our girls about different careers in sport from varying perspectives. Volunteers would be supported by our teaching staff and we would organise some fun activities for students and volunteers to participate in.

Teacher at a mixed secondary school in Mansfield

Feedback from schools and young women

To better understand how young people have benefitted from the Inspiring Women campaign, the Education and Employers charity ran a reflective writing competition for young women who had attended high-profile Inspiring Women events in January 2015 and interviewed a number of teachers who had arranged for their pupils to participate and who had attended the events themselves.

A number of key themes emerge from this feedback.

The opportunity to meet and talk to inspirational women is highly valued by young women and by their teachers:

‘The Inspiring Women in Finance event was an opportunity for our girls to go to a professional workplace, somewhere really prestigious, to meet women who have done extremely well in a short period of time and see that anything is possible if you work hard enough. It gave them ideas about where they might head and something to focus on.’

Caroline Hatch, Achievement Leader at Conisborough College Lewisham, reflecting on the Inspiring Women in Finance event

Such opportunities can help challenge stereotypes about ‘male’ or ‘female’ careers:

‘The event was much different to my first impressions, I was surprised at some of the professions the women had as they are ‘stereotypically’ seen as men based jobs, such as electrician, engineer and banker. They shed a new light to the working life, one that can only be taught through the eyes of these experienced and confident women’.

Yasmin El-harrou, pupil at Elizabeth Garrett Anderson School following the Women Who Make London event which took place in July 2014

‘Inspiring Women and the RAF was a really useful and enjoyable day. It was great to watch it unfold with military precision and to have Air Vice Marshal Elaine West CBE present, as a role model in a traditionally male career path who shows that women can do well in the forces.’

Andy Griffin, Head Teacher at Manchester Academy, reflecting on the Inspiring Women and the RAF event

Such opportunities can open young people’s minds to new avenues and possibilities:

‘Having the opportunity to meet 45 high profile women in the financial services broadened my view on what you can achieve in the economics industry, regardless of age, gender or wealth. Before attending the event, I had a sense of what I wanted to do but it wasn’t clear. I thought that most jobs were open to men because they had come from a private school or came from a wealthier background. I couldn’t help being biased and close-minded.’

Jenny Nguyen, pupil at Addey and Stanhope School, reflecting on the Inspiring Women in Finance event

‘At the assembly, I was really surprised to see so many women altogether and occupying different jobs to one another. I honestly didn’t know there were a lot of jobs available for women. At the Careers Fair, what I liked the most (apart from the free goodies!) was that every woman there seemed happy with what jobs they were occupying. Also there were different opportunities at the stalls for young people like me that boosted my confidence in thinking about options other than training to be a doctor. There were different jobs like creating surgeons, construction workers and others that I have never heard of until I attended this event.’

Mahima Aktar, pupil at Enfield County School, reflecting on an Inspiring Women Careers Fair

Such opportunities can help increase young people’s confidence and aspirations:

‘I’d say the girls who have benefitted the most are probably those with less confidence who didn’t think they had it in them to be successful – they came away from the Inspiring Women

event with a spring in their step. Hearing from a doctor and a dentist who didn’t know what they wanted to do at their age and who weren’t necessarily A-grade students, but who worked really hard and made it was really powerful.’

Andy David, Teacher at Sir John Colfox School, Bridport, reflecting on Inspiring Women

Such opportunities can help increase young people’s determination and application:

‘Before the event I wasn’t sure what I wanted to do in the future but speaking to one of the women whose expertise was in writing/journalism (a career choice I have wanted) I realised that gender is something that shouldn’t hold you back, her advice was beneficial and insightful as she told me in order to become successful, hard work and will power is essential as it is a very competitive environment. I have held onto these words of wisdom and looking at my improvement in my commitment when it comes to opportunities over the years it has improved significantly. For example, I have taken up opportunities such as the Duke Of Edinburgh Bronze award, something that takes a large amount of commitment and willpower.’

Yasmin El-harrou, pupil at Elizabeth Garrett Anderson School following the Women Who Make London event which took place in July 2014

These effects are lasting:

‘Looking back on how I used to think, I find myself to be more open minded and positive about my future. This event was helpful to me and has given me a different perspective on options other than my original option.’

Mahima Aktar, pupil at Enfield County School

‘The Inspiring Women event has definitely had a lasting effect for the girls and the school. The girls still talk about the women who came to Basildon Upper Academy and they compare every careers-related activity we do with them back to Inspiring Women! It really has changed a lot of the girls’ thought processes and aspirations.’

Maxine Westley, Assistant Pastoral Manager at the Basildon Academies, reflecting on the inspiring Women in Basildon event

These types of interactions can help develop networks that lead to other employer engagement opportunities for schools and young people:

‘Overall it was phenomenal, the best thing I’ve done in 15 years of teaching, and it’s had long-lasting benefits for our pupils. Three girls who attended have obtained work experience placements via the Inspiring Women who attended the event and a group of girls are going to visit KPMG’s headquarters in London.’

Andy David, Teacher at Sir John Colfox School

‘The Lancaster House event was one of many things we have done to support our young people but for those who attended it sits highly in their development and they refer back to it often. In terms of lasting effects, one of the students who attended is now head girl – two years ago I don’t think she’d have had the confidence to apply for the role. One of the FCO officials present at the Lancaster House event subsequently came to visit the school – it’s great to have that sort of network.’

Shanaz Begum, teacher at Mulberry School for Girls, reflecting on the Inspiring Women launch event at Lancaster House

These comments from young women and their teachers shed light on the myriad ways in which interactions between successful female role models, through the Inspiring Women campaign, can help broaden the horizons of young people, open their eyes to new avenues and possibilities and shape their career aspirations.



Next Steps for Inspiring Women

We need you to help us to expand this free programme so we can reach more young people in state schools across the UK.

Volunteer with us

To sign up and volunteer please visit:
<http://www.inspiringthefuture.org>

Help spread the word on social media

Follow the campaign on Twitter: @Edu_Employers
and like us on Facebook:
<https://www.facebook.com/inspiringthefuture>

Share your experiences of talking with school students
on our blog:
Inspiring Women blog: <https://itfinspiringwomen.wordpress.com/>

About Inspiring the Future and Education and Employers

Inspiring the Future

Inspiring Women is part of the free, national Inspiring the Future programme which was launched in England in July 2012. Nearly 75% of state schools have registered together with over 20,000 volunteers from over 5,000 organisations. The aim is to bring about a significant culture change so that it becomes commonplace that young women and men - wherever they live and whatever their social background - get the chance to meet a wide range of women doing different jobs - from Apprentices to CEOs, archaeologists to zoologists. The key strategic partner and lead corporate supporter is Bank of America Merrill Lynch.

Who is behind Inspiring the Future: Inspiring Women?

The Education and Employers charity was launched in October 2009 and has 12 staff. Its aim is 'to ensure that every school and college has effective partnerships with employers which provide young people with the inspiration, motivation, knowledge, skills and opportunities they need to help them achieve their potential and so secure our national prosperity.'

www.educationandemployers.org

22 April 2015



inspiring the future

Bank of America 
Merrill Lynch

key strategic partner and lead
corporate supporter of the Inspiring
the Future campaign.

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