My ‘Why?’

When I was little, my dad taught me that “girls can do anything that boys can do!” and I believed him. But he didn’t tell me that at work I would often be the only woman in the room. That I would struggle to be seen and heard and not interrupted in meetings. He didn’t tell me that I would find conflict at work difficult because I took it so personally and that I would cry silently in the bathroom. That I wouldn’t know how to ask for the mentorship that I needed from the senior (mostly men) around me. Or that once I had children, I would always feel like I left work too early and got home too late, even though I lived close to work.

I guess he didn’t tell me any of that because he didn’t know...because he was a man.

Through my career I went on all the courses that 2 big companies sent me on. Those courses taught me a lot but they didn’t teach me what I really needed to know to navigate my leadership journey as a woman.

I eventually figured out how to navigate effectively and how to do both my job and my “other job” at home...but it took me years. Too long. That’s why I now teach and coach “The Unwritten Rules of Women’s Leadership.” It’s what I wish I had known 20 years ago. I want it to be different for you, and for all of our daughters....

Helen Appleby
The Unwritten Rules of.... Purpose

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Self Leadership</td>
<td>Build self-leadership skills for the program &amp; job role</td>
</tr>
<tr>
<td>Confidence</td>
<td>Grow inner confidence through exploring self-limiting &amp; empowering beliefs</td>
</tr>
<tr>
<td>Leadership Presence &amp; Impact</td>
<td>Build leadership presence through exploring authenticity, power, presence &amp; impact. Being “Seen &amp; Heard” effectively</td>
</tr>
<tr>
<td>Conflict Management</td>
<td>Enable effective conflict resolution through style understanding</td>
</tr>
<tr>
<td>Influencing Skills</td>
<td>Build ability to elicit support and influence without authority</td>
</tr>
<tr>
<td>Work/Life Balance</td>
<td>Enable intention setting &amp; effective time mastery (not management)</td>
</tr>
<tr>
<td>Personal Branding</td>
<td>Developing and Managing a compelling personal brand</td>
</tr>
<tr>
<td>Resilience</td>
<td>Build resilience to embrace change and challenges</td>
</tr>
<tr>
<td>Negotiation</td>
<td>Know your value and effectively ask for what you want</td>
</tr>
<tr>
<td>Self-Promotion</td>
<td>Authentically make your work visible</td>
</tr>
<tr>
<td>Mentors &amp; Sponsors</td>
<td>Identify &amp; get the support you need to accelerate</td>
</tr>
</tbody>
</table>

Helen Appleby is a NJ/NYC based Executive Coach who has a strong track record of leadership and commercial success. Prior to becoming a full-time coach, she was a VP & Global Business Leader for GlaxoSmithKline where she led the $1bn Respiratory Health business in Consumer Healthcare.

Her career at GSK and Unilever spanned 6 countries and she has lived and worked in Canada, the UK, Cyprus, Dubai, Malaysia and the USA.

She is a fabulous shopper, an average yogi and a terrible cook.