

Women's Development up and running in Saudi Arabia



Jenny Daisley (centre in the pink jacket) with the Springboard group in Riyadh

After completing the course, I find I have a different attitude to my life, especially work. I have learned how to set the goals that would benefit me and work on the steps to attain them

Ola Al Omran,
Assistant Professor,
King Saud University

I was viewing the world from a small window and now the window has disappeared and I can see a huge world all around me, full of challenges and stimulation

Amal Al Sheukhy, Consultant
Paediatric Dentist,
Riyadh Military Hospital

The **Springboard** Women's Development Programme received an extraordinarily enthusiastic reception in Saudi Arabia when the Springboard Consultancy's Chief Executive, Jenny Daisley, recently delivered workshops across the country in Riyadh, Jeddah and Al Damman. In total, 85 women from organisations as diverse as King Saudi University, the Ministry of Education and Saudi Aramco

participated in the three day workshops which were organised and hosted by the Al Faisal International Academy, Jeddah Chamber of Commerce, Chamber of Commerce and Industry, Eastern Province and The British Council. The workshops caused quite a stir and resulted in press coverage in 'The Arab News'.

"Women's lives in Saudi Arabia are very different to those of women in Western Europe because of the difference in culture, religion and tradition." said Jenny, "However, many of the issues were similar, albeit in a different context. The Saudi women showed exactly the same talents, abilities and desire to make the best of themselves as their counterparts in Europe."

The evaluation feedback from all three programmes showed that, on average; 82.5% of participants now feel more confident at work, 88.5% feel more confident at home, 84% feel they now had

more control over their own futures and 87% thought the training would help them to make the most of themselves.

Following the success of these inaugural workshops, Mariam Daher travelled to the UK in the February snow to attend the Springboard trainers' licensing course, becoming the very first trainer licensed to deliver the **Springboard** Women's Development Programme in Saudi Arabia. She is now available to run the programme throughout Saudi Arabia and initially is planning an exciting schedule of programmes in Riyadh.

We are very excited at the prospect of working with our Saudi Arabian colleagues to develop the programme further in Saudi Arabia. Plans include licensing more trainers and the commissioning of a special Saudi Arabian edition of the **Springboard** Workbook.



Mariam Daher



Participant
Hoda Samh
with her
special cake

“ It was excellent – it did exactly ‘what it said on the tin’. I am now energised, confident, focussed and ready to take my life to the next level ”

Amanda-Jane Woodland,
F3 – the local food consultants

“ Springboard gives you the opportunity to be your best self ”

Beth Môrafon,
Co-creative

“ A great programme if you are stuck, looking to change or improve your prospects ”

Sarah Curtis,
BREAD Youth Project

One woman in 70 will have it. Especially if she is post-menopausal



We are all well aware of the dangers of breast cancer – thanks to the ‘Breakthrough’ charity, it has a high profile nowadays, but how much do you know about gynaecological cancer? We have to confess that, apart from a few anecdotes and our own experiences of the usual cervical smears, we didn’t realise that gynaecological cancers account for 10% of **ALL** cancer cases and that 1 million new cases are diagnosed each year worldwide. That compares with 1.2 million cases of breast cancer, so pretty comparable. We’re talking about ovarian cancer, cancer of the cervix, cancer of the womb and cancer of the vulva. These are common cancers – one woman in every 70 will have one of these cancers at some point and most usually when she is post-menopausal. They are especially deadly because, in most cases, they are symptomless, spreading without detection until it is too late. 75% of cases do not survive.

This is an issue for all of us. We all urgently need these cancers to be detected earlier, to provide us with a much better survival rate. So please support the newly launched ‘**Eve Appeal**’. They need money to develop the ground-breaking new methods of detection that they predict will pick up these cancers 18 months earlier than the present tests, resulting in thousands of lives being saved. Please donate something now and tell all your friends.

To raise money for, or to make a donation to, the Eve Appeal, call 020 7380 6900 or visit www.eveappeal.org.uk

Springboard programme boosts volunteers in Bristol



The Springboard programme is not just for big public authorities or private multi-nationals. A Springboard programme for women from 20 different voluntary and community sector organisations, under the umbrella of Voscur (Bristol’s Council for Voluntary Services) and supported by the Greater Bristol Foundation finished just before Christmas 2004. A number of the organisations are

in the high profile regeneration areas of Bristol and funded by Bristol City Council or central government. The programme, delivered by Georgie Bigg, went extremely well, with excellent feedback. As an indication of their enthusiasm, participants have already had two reunions! The photograph shows Georgie in the back row, second from right, with the Voscur group.

Springboarders make a lasting difference in West Midlands Police

As a result of attending a Springboard programme that ended in December, two police officers, Jane Parry and Kim Rowley were inspired to look for ways to keep development going for women within West Midlands Police. They joined up with Superintendent Sally Bourner (a Springboard speaker), and a group of seven other like minded individuals to set up the Women’s Professional Development Forum. Two of the group are senior men within WMP.

To launch the forum the group put on an impressive development conference on February 2nd, opened and supported by the Chief Constable Paul Scott-Lee. 250 women came to this first forum event, demonstrating their need for networking and support. The theme for the day was ‘I can make a difference’, and the speakers included the first ever female Chief Constable Pauline Clare, and Jan Berry, chairperson of the Police Federation. Jan Morris, Springboard and Spring Forward

Trainer, also addressed the conference on the subject of self-belief.

News of the conference has spread throughout the service, and women’s development is now high on the agenda. Members of the forum have since met up with the Chief Constable to consider other ways to support and development women.

Inspired by being on the Springboard Womens’ Development Programme, these women have turned enthusiasm into action, to make a lasting difference to West Midlands Police.



Springboard trainer Jan Morris speaking at the inaugural conference.

Something is happening

Many of you know that we regard Lesley Abdela's 'Shevolution' campaign for greater involvement of women in political processes as a 'sister' organisation to the Springboard Consultancy. Since working in Kosovo, Sierra Leone, Afghanistan and most recently in Iraq, Lesley has been campaigning for an agreed international format that all peace negotiations and decision-making posts for post conflict reconstruction should comprise at least 40% men and at least 40% women and no more than 60% of either gender. Here is an abbreviated update from her on progress:

In November 2004 I set off to participate in two conferences on women's participation in peace processes. My aim was to get the 40/40 format adopted as recommendations by the 500 or so participants at the conferences.

The first conference took place in the Californian sunshine and the second was in Geneva. The participant lists were a roll call for the world's conflict hot spots – Liberia, Iraq, Afghanistan, Serbia, Sri Lanka, Kosovo, Zimbabwe, Somalia, Sudan, Liberia, Sierra Leone, Israel, Palestine, Angola, Uganda, Burundi, Timor, Nepal, Nigeria, The Great Lakes, Aceh.

The two conferences had different styles, but arrived at similar recommendations. Despite a plethora of fine sounding words, resolutions, and conferences, local women are often invisible to large international organisations such as the United Nations. For example; a World Food Aid programme in Columbia does not include security to protect the women who are growing the food.

Ancil Adriaan Paul of International Alert said there is a disconnection between the language of policy-makers and the initiatives taken by women. For example, Nepalese women working with military and police on human rights are in fact working on security sector reform, but they don't describe themselves as doing that.

In Geneva, women in long Abeyas mingled with Egyptian women dressed in Harvey Nicks. Nobel Prize winner

Jodie Williams described the tactics she used to mobilise the world to pass the land-mine treaty. Gloria Isabel Montoya, mayor of a small community in Columbia, described her successful initiative mobilising small local communities to resist aggression from armed groups.

A number of women made the point that the media portrayal of women as pathetic victims of war obscures their potential role as peace leaders.

A colloquial summary of what women at both conferences said was: "Up with this messed up world, we shall no longer put." Women want to be included on equal terms with men in



Lesley Abdela

peace discussions and on setting any peace-building agenda. Plus all men and women should have several days good quality gender awareness training before they are deployed.

Both conferences agreed on the 40/40 format and pointed out that the inclusion of women would change the paradigm of how and by whom

peace agreements are made. At present there is a parallel universe. Women leaders are mostly in the informal sector such as NGOs and community groups, whilst the men are primarily male politicians, male diplomats, war-lords and mafia – men wanting to grab money and power.

Dr Simar Samar, Chair of the Afghanistan Human Rights Commission and former Minister for Women's Affairs, described her work setting up a hospital for Afghan women and how, when she was asked to set up the post Taliban Ministry for Women's Affairs in Kabul, she had no office and was given a budget of a mere US\$20,000. Her refusal to be cowed into wearing a head scarf plus her courage in speaking out against Taliban's version of Shari'a law made her a target for serious death threats. Dr Simar Samar concluded her talk by saying: "my greatest achievement is that I'm still alive."

Women leaders have courage. Many of these women are in the front line in modern conflicts. At a modest estimate 90 percent of us at those conferences at some point in our lives have been shot at, bombed, rocketed or mortared or received death threats for working on human rights.

Every one of us in that conference in Geneva, want the same from world leaders – We want men to adapt their policies to suit women as well as men.

We want male leaders to listen to women and from now on, we want men to work in equal partnership with women leaders. Something is happening – women are making it happen.

Contact Lesley direct on Lesley.abdela@shevolution.com and www.shevolution.com

Personal development at 50+

We had a very positive response to the item in the last 'NewsSplash' about personal development issues for employees over 50. As result, a handful of enthusiastic HR and training people offered to help us with the research for a brand new programme for this group and we have made a start. The first findings have encouraged us to take this further, so we need small groups to provide us with raw material. If you can get together one or more small groups of people over 50 for us to talk with informally, for about an hour, please get in touch on 01271-850828 or on office@springboardconsultancy.com and be in at the beginning of this exciting new initiative. The demographics are all pointing this way!

These are events being organised by the Springboard Consultancy. If you're looking for a Springboard, Navigator, Spring Forward or Superworking programme, contact a licensed trainer through www.springboardconsultancy.com to find out what is on offer or to organise a programme for you

The business benefits of personal development

Wouldn't it be good to know how personal development training benefits your business? If you are a trainer, HR specialist, Diversity Manager, Equality Officer or an individual interested in your own development, a few statistics and a spot of research evidence could make all the difference to the powers-that-be saying 'Yes' to your personal development proposal.

Currently flowing into the Springboard office are completed questionnaires from folk who have been on any of our courses over the last 16 years, which will give you unprecedented information on the long term effectiveness of personal development training.

And if you are keen to hear the results – the survey report will be published over the summer. Contact us to reserve a copy.

Healthy Men, Healthy Relationships

A seminar about men's health, organised by two Navigator trainers; James Treager and John Campbell, will be held on Friday 1st July at the John Radcliffe Hospital, Oxford. Aimed at all men and also open to women, it will focus on men's real needs from the healthcare professionals and will contribute to some research into these issues. For further details, email john.campbell@orh.nhs.uk or call him on 01865 220198.

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Springboard Licensing

For women trainers
12 – 17 June Devon
18 – 23 September Devon

Spring Forward Intensive

For junior managers and trainers
8 – 11 August Devon

Spring Forward Licensing

For trainers
21 – 25 November Devon

Navigator Licensing

For men trainers
Coaching Groups at intervals during the year

More details on www.springboardconsultancy.com

New Year, New Team, New Building

January gave us the opportunity for a fresh start in '05. In response to an increased workload in the office, we needed an extra person in the Springboard team so Maggi Wase has joined us as Personal Assistant to the Directors. With many years of experience as a PA to senior management under her belt, we are confident that she'll be organising us to be even better!

Also in the new year, we finally moved into our lovely new eco-friendly building, which gives us a purpose-built training room and two additional bedrooms. Heated by warmth extracted from the earth, the first participants to use it report it to be 'very warm and cosy and to have a lovely atmosphere.' Don't take their word for it – book on one of our courses and try it out for yourself!



A rare photo of the Springboard team! From left to right: Liz Willis, Maggi Wase, Georgina Pullen, Celia Morrison-Smith, Jenny Daisley, Emma Lowe



The completed eco-friendly building at Holwell

Mens' development keeps moving on

Which men do you know who might be interested in delivering the ground-breaking **Navigator** Men's Development Programme? In response to demand, we are initiating a brand new coaching process to get trainers familiar enough with the materials and processes used in **Navigator** to become licensed. You'll be working closely with James Traeger and Jenny Daisley – the creators of the programme – and a Navigator licence enables you to run programmes for at least three years, adding another product to your training portfolio. If attending a five-day residential licensing course was logistically difficult for you – ask us about this coaching process instead. Call us on 01271 850828.