



Investing in Women in Life

Life Healthcare have always been committed to “Making life better” both for their patients and their staff. But in 2021, they wanted to focus on their ‘Women in Life’ community – their top female talent across the globe. “Women in Life is an extraordinary group of leading female executives who form a crucial part of the success of Life Healthcare.” said their Chief People Officer, Avanthi Paraboosing. “Investing in this group was a priority to take their incredible potential to the next level”

The programme they decided to pilot was different from anything the industry had seen before. It was based on the rapidly developing area of applied neuroscience, delivered by the organisation Brain Powered Coaching.

“We have extremely competent, high performers in this group” Avanthi said. “Development programmes without substance just don’t cut it. We wanted something which was based on science, integrated with real corporate experience, plus the expertise of coaching. The Executive Authentic Confidence programme did just that.”

But why confidence? Surely all these successful executives were brimming with it, given what they had already achieved? “Our intuition was that there was more potential we could unlock” Avanthi said. “We decided to invest in a pilot and see if we were right”.

So how did it work? The pilot programme ran over a 6-week period, with sessions 1.5 hours a week with 2 groups of 8 women online. The founder of Brain Powered Coaching, Caroline Brewin, talks about the journey and why it was set up that way. “The programme is based on real neuroscience, delivered over an extended period to allow participants to integrate the tools, habits and strategies for change.” This makes sense given statistically, you forget 75% of what you learn within 1 day and 90% within 7 days - not such a great return on investment when organisations are trying to make transformational change. “With bite-sized chunks over the 6-week period, you see the most wonderful transformation, as well as a deep connection forming between the participants” Caroline said.

Caroline’s neuroscience foundation was crucial in standing it apart from other training programmes. “A lot of training is only competency based, lacking substance, and not dealing with the underlying issues of confidence. EAC’s foundation is neuroscience, applied to challenging underlying fundamental beliefs and behaviours, then using practical tools and habits to transform the individual - that’s where the real power lies.”



But why is confidence such a complex issue? Caroline explained, “Imagine confidence is like an iceberg. We see how people behave and act above the water and tend to try to address confidence at this level, like with presentation skills or communication training. But if you fundamentally don’t believe in yourself, the impact is low. To really address confidence, you need to go below the water – look at the self-belief, the identity, the values of that person, as that is how you create long lasting change.”

What were the results from the pilot? They loved it. One attendee said “I feel privileged to be part of this group. The world would be a happier place if all can have the opportunity to do this course”.

Another said: “The course designed and led by Caroline has helped me to not apologise for who I am and what I believe in and not be shy to give myself the permission to take the necessary actions that allow me to be the best version of myself”

Following the great feedback from the pilot, Avanathi decided to roll it out across their full 80 plus global Women in Life population over the next 18 months. She was not disappointed. Attendees scored the programme at 4.7* out of 5, with an average 12% increase in confidence and 10% increase in happiness levels and 11% decrease in stress. “The energy, connection and empowerment we saw from women on this programme was incredible. Hearing the difference it’s made to them, both personally and professionally has been truly wonderful and worth the investment” she said.

One attendee of the programme, Prathna, Group Insurance Lead said “The content, theory and care showed by Caroline was phenomenal. It was a space I could share my vulnerabilities, have retrospection into events in my life that made me who I am. Now I am equipped with tools to reframe my energy and mindset in order to focus on my career goals and harness my creativity to solve complex problems.”

Another attendee said, “Before attending this course I did not realize the limiting mindset I had. I viewed certain goals as ambiguous and impossible to achieve. I now have plans in place to ensure I pursue and achieve my goals”.

What’s been the impact on the organisation? “All our participants have made significant personal strides and returned very positive comments and feedback.” Said Group CEO, Peter Wharton Hood. “Every time I interact with the Women in Life group, you see the long-term impact of them operating at their full potential and it’s extremely exciting”.

What’s in the pipeline for the future? “We’ve continued our partnership with Brain Powered Coaching for our Nursing managers and are looking at how we can leverage this kind of empowerment for our broader population” Avanathi said. “Investing in our amazing staff will always be a priority, because we know it benefits our patients and the broader community as a whole.”