



PWN - LONDON

WDI ROLE MODELS WORKSHOP

Our overview



We would particularly like to thank Beth Twigger for her energy and organisation and Jane Ferre' for her input and follow up after the event.

(Jane posted on LinkedIn a video sharing the key themes of the archetypes we outlined during the workshop - Jane had clearly been paying close attention.)

Jane Ferre'

*Head of Mentoring and Board Member at
Professional Women's Network London*

(When exploring the Thought Leader who is insightful and innovative)

"There was something Clare said that resonated with me - if this person says what if, or have you thought about - you know you should stop and take note."

We shared our approach and our insights, and discussed our research.

We gave people an opportunity to learn from female archetypes - learning, as the feedback demonstrates, people are taking forward with them.

It has been a busy and exciting time in the world of WDI with us developing and progressing work that is very personal and individual to us (more details of which we hope to share with you soon).

We want to give our thanks to Professional Women's Network London for inviting us to present our interactive role models workshop. It was a pleasure to work with such a committed group of supportive, engaged women.

Beth Twigger

*Head of Events at
Professional Women's Network London*

"We had great feedback on the night from members about the workshop and the content."

One member contacted me the next day to say, 'It was such a great topic at PWN last night, I felt amazing today. The archetype [of States Person] really clicked with me'.

It's really valuable to understand the underlying traits and motivations of a role model and the aspects of them that make them an inspiration to you.

Once you can identify those within an individual, it makes it easier to consciously replicate those behaviours in your own work and life."



The five core archetypal patterns of women leaders



Small Groups

People worked in small groups to identify and reflect on their role model. They were then introduced to the qualities of five different archetypal patterns.

After reflecting on some of the areas where they wanted fresh insight on a development need or career issue, they explored how to start creative conversations with their archetype.

The discussions were lively and varied as people explored and engaged with this approach.



WDI's Ambition

Our ambition is to bring our unique approach to the retention and progression of women out into the world.

Our Women's Leadership Coaching approach focuses on both inner and outer leadership, enabling women to lead from their difference and bring all of who they are into their role and their businesses.

We are excited and committed to explore this work. Please do contact us if you would like to discuss how this approach may support the retention and progression of women in your organisation.

A more detailed account of the archetypes can be found in this article by Clare Russell, [The Unseen Role Models that Inspire Women Leaders](#).