



Women  
Your Authenticity Matters



Women are **38% more likely** to experience imposter syndrome (#BeYourselfAtWork)

**42% of women** have faced some form of discrimination based on their gender (Pew Research Center)

**77% of UK women** still think more should be done with gender balance in the workplace (YouGov, Feb 2022)

## SUCCEED AS YOUR BEST SELF

We are setting the individual free, encouraging you to know and value yourself better. We're activating the conversation around bringing your authentic self to work, making this the standard for all.



### WHY?

It's now known that companies with female leaders outperform those led just by men. But they're in the minority – and more women need to feel able and confident to be themselves at work.

### WHAT?

iAM is a short and convenient, easy to access programme designed to help individuals know and understand their core values, and help organisations embrace them.

### HOW?

iAM gives you the confidence to be yourself at work and to find the conditions you need to flourish. Smart businesses value truly diverse workforces, who bring unique perspectives and personalities. We're helping individuals to build these kind of workforces, and inspiring leaders to bring the change.

#BeYourselfAtWork is leading a change. It's a movement designed to refocus all of us on the values that shape you.

Only when we appreciate **our own unique value**, can we shrug off imposter syndrome and better understand our **unique strengths and ambitions**.



**iAM brings the opportunity for you to be recruited for who you are, as well as what you know.**

We're changing the narrative of work to one where work is an opportunity to make your unique difference and love it.

[For more information, click here](#)





#BeYourselfAtWork

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**Bespoke** one-to-one programmes beginning with an **iAM experience** and setting of individual objectives before completing multiple 50-minute Teams sessions to build **self-awareness**, confidence, **success** and stretch to thrive and reach their **career ambitions**.



Women are **21% more likely** than men to unfavorably compare themselves to others

#BY@W



## Shrug Off Imposter Syndrome

Just 1 in 5 women feel like they can be themselves at work. How to stop comparing yourself to others and be you.



## Watch the iAM Film

Discover the confidence to be your authentic self by understanding who you are and flourish.



## Women at Work Survey Results

Women are 8 times more likely than men to feel comfortable speaking up when something does not feel right.

## Help Us Drive Change

Learn, contribute and share how we can all change the working world for everyone.

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Discover how bringing your true self can bring greater success

