



Jaguar Land Rover (JLR) was so pleased with its first taste of Semta's Women and Work programme that it doubled the number of employees taking part. Now even more are set to benefit from the programme.

Women & Work Sector Pathways Initiative

Raising Skills and Unlocking Potential

The company initially put 42 of its female leaders and managers through 'Women and Work' - an initiative designed by Semta to support businesses and individuals by developing female staff to their full potential. The programme offers career development planning sessions, coaching and workshops, along with help and funding to meet identified training needs.

Fulfilling leadership potential

With Semta's help, JLR accessed up to £400 towards the cost of tailor-made training for each woman, matched by the company's own contribution. In addition to individual development support, training included a leadership programme for all participants, designed and delivered by provider CHPD.

Andrea Stallan, Diversity and Inclusion HR consultant at JLR, administered the programme and also participated herself. "We recognise that there is talent within the business and we want to equip our female leaders with the right skills to promote themselves within an engineering business. It's about fulfilling potential," she says. "The

Women and Work programme has given individuals the opportunity to reflect on their own style and personal branding and to give them the confidence to ask the right questions and think about what they want from their careers. It's not just about promotion, it's about enabling women to see what success looks like for them, as an individual."

Individual and company benefits

The benefits are already starting to show, as women's motivation and commitment to their careers increase. Andrea says: "We've had some really good feedback on the programme. Networks and relationships have started to build internally, which we're quite excited about."

JLR is benefiting not only by developing women's potential but also by retaining talent. Following a Women and Work coaching session, one participant due to go on maternity leave was spurred on to discuss with her People Development Committee representative, her career aspirations for when she returns.



As the first cohort celebrated successes and summed up the lessons learnt at their final network meeting, the second cohort of 42 started the programme. They attended a briefing session to explain the content and importance of the initiative, and their managers were also invited to get senior management buy-in. JLR plans to build on early experiences and put more of its female managers through Semta's Women and Work programme. "We'll get feedback from people as they go through to help us shape the continuing programme," Andrea concludes.

For more information on Semta's Women & Work programme, please contact the Semta Customer Service team on: **0845 643 9001** or **customerservices@semta.org.uk**



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