



Leadership Communication Mini Workshop

Session Facilitators



Jae Sloan (they/them)

PSA Co-Chair

Consultant, Coach, Writer,
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Annie Newman (she/her)

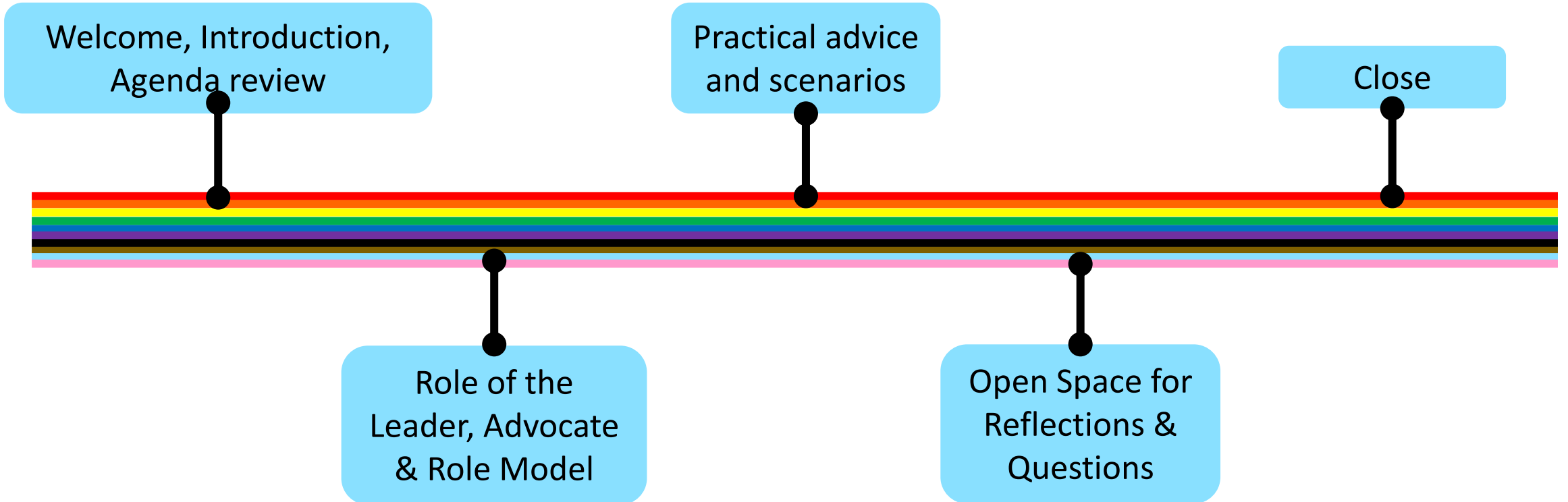
PSA Engagement Lead

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[LinkedIn](#)



Session Roadmap





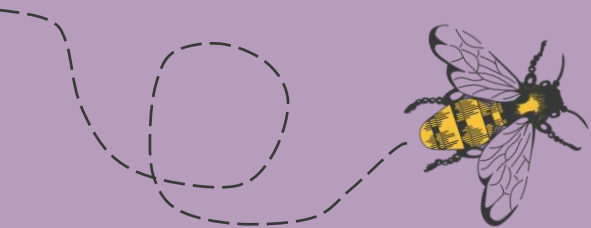
Role of the Leader, Advocate & Role Model

Who is a leader and
what is their role?

Descriptives or behaviours of the commonly accepted leadership archetype :

- Assertive, confident, aggressive, forthright, experienced
- Directive, authoritarian, delivery focused, finger points
- Extroverted, good communicator, articulate, charismatic
- Overtly ambitious, self focused, seeks power, always 'on'
- Politically savvy, influential, connected
- Strategic, business-minded, always working
- Leads by example but also by fear, hierarchical
- Removed, distanced, cold, numerical
- Masculine, paternal, older, smartest in the room
- Capitalistic, competitive, scarcity mind-set

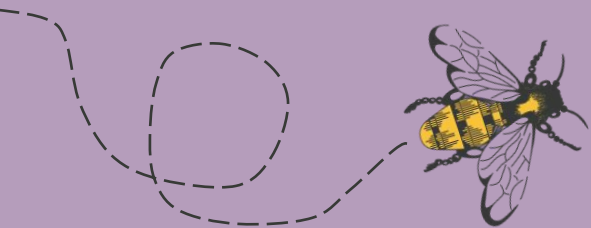
Self
Power
over
Control



What kind of leadership do we need more of in the world today?

- Human centric, compassionate, trusting, kind, heart-led
- Empathetic, empowering, egoless, gets the best out of people
- Supports psychological safety, creates a sense of belonging
- Diverse, inclusive, equitable, more balanced
- Diverse across age, experience, economic status, position
- Curious, open-minded, collaborative, works to understand people
- Brave, courageous, speakers of truth, honest
- Works to fix the 'system' so it works for people
- Visionary, can see the future holistically
- Highlights and encourages a sense of purpose

Other
Power
to
Coach



A few words about power....



Power matters in the context of a system.

We generally perceive that a leader's 'power' typically comes from their position and title.

Where does power really come from?

Leadership starts with you....



- Are you actively trying to fit into a leadership norm?
 - Are you unconsciously making choices that will help you fit that leadership norm?
 - Do you have a different idea of what leadership is for yourself and others?
-
- Let go of judgement – you're right where you need to be in this moment.
 - Start where you are, be conscious of where you are & what you're ready for.
 - Begin to ask yourself the question – Do I want to lead? How do I want to lead?

Leadership Brand



From *Managing Brand Me: How to build your personal brand*, by Tomas Gad and Anette Rosencreutz

Composure

Connection

Charisma

Confidence

Credibility

Clarity

Conciseness

**Leadership
Presence**



Leader vs Role Model



indeed

A role model is someone who inspires others by demonstrating their ideals, attitude or deeds.

Leaders act as role models by demonstrating integrity, perseverance, positivity and confidence.

glassdoor

A role model is someone who is admired for something positive about their character or their actions. A leader is someone who, formally or informally, uses their influence, knowledge or skills to direct the work of others to achieve a specific goal.

Leaders are not necessarily role models. Role models might not be leaders but they do possess characteristics that others admire and want to emulate.



**In short, anyone
can be a role model**



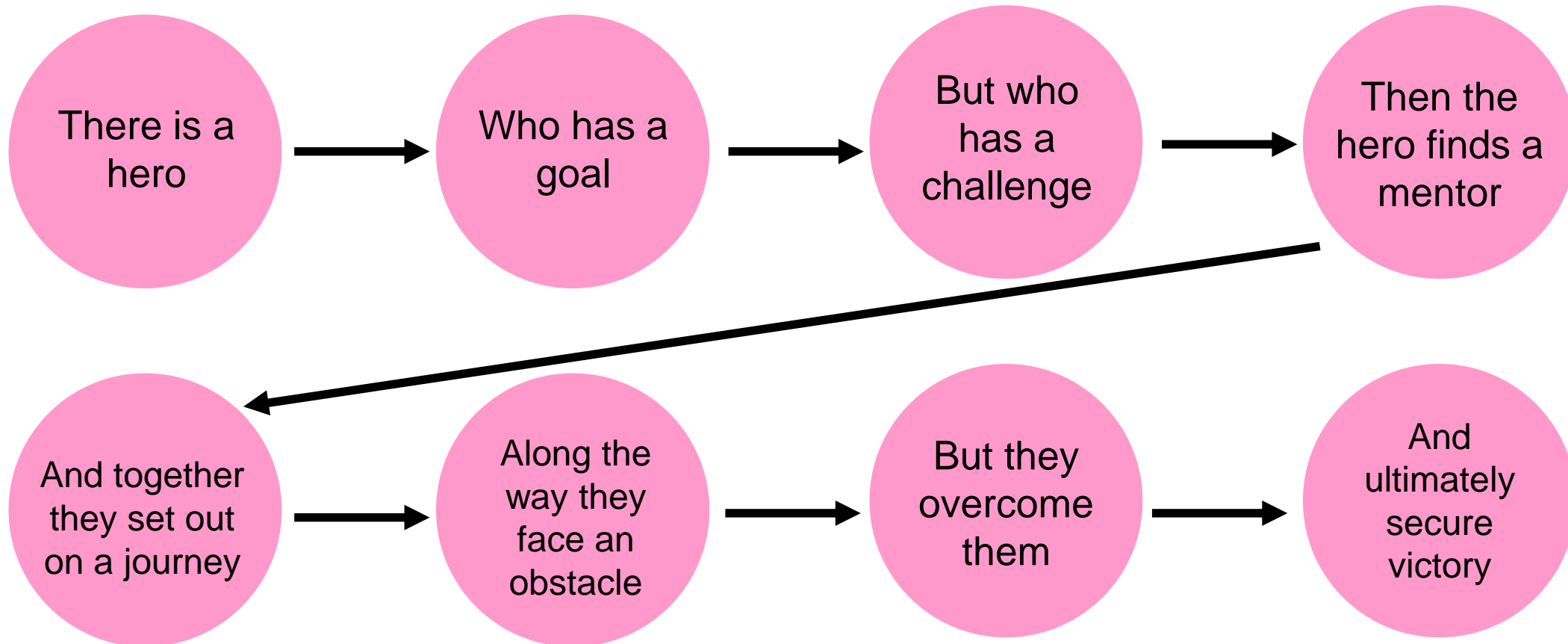
Why we need role models



- There are far too few out senior leaders
- Around 7% of leaders identify as LGBT+ but not at the level of senior leadership

What is your
[leadership]
story?

A storytelling framework



Annie's story

Confusion - Fear – Acceptance - Difference



Spectrum attend the Rainbow Honours awards ceremony

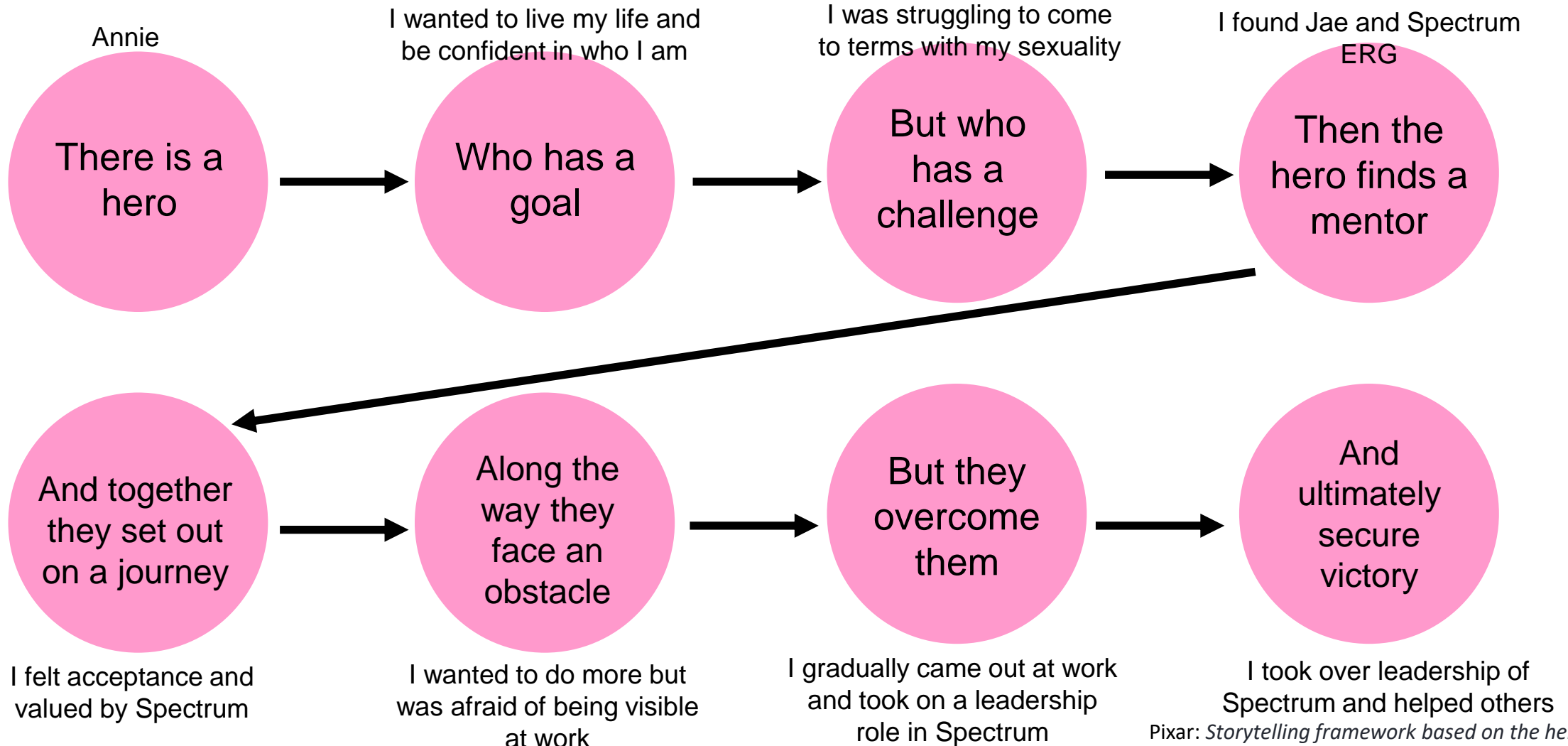
How I realised I was a role model



Annie Newman

Director, Healthcare at Porter Novelli / Proud Science Alliance Company
Director & Communications Lead / Pink News Role Model of the Year 2020 /...

A storytelling framework





Jae's story



Some additional tips when telling your story



- Understand your **audience** and the **purpose** of telling your story – to educate, inspire, challenge, provoke, elicit empathy, etc.
- Speak from the **heart**, be **authentic** and decide for yourself how **vulnerable** you feel able to be.
- Use your **inspiration** to support you, but also ensure you have **support** of others around you who can ‘hold’ you.
- Be open to tough or personal questions.

Practical advice and scenarios



Scenario 1

You are invited as an LGBTQ+ leader to provide input and advice to a senior leader or senior leader group who want to make some decisions regarding LGBTQ+ inclusion where you work.



Scenario 2

A senior leader consistently disregards they/them pronouns used by a non-binary employee. The employee has tried to address the problem but the issue persists.



Scenario 3

You are asked to be featured in an internal or external organisation campaign highlighting LGBTQ+ people or invited to speak as part of this campaign.



Open space for
questions + reflections

Thank you for joining...



- We need your feedback please.
- Slides are on the PSA website 'Resources' page.
- Watch for a follow-up session focused on storytelling.

About Jae Sloan (They/Them)



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I am an organisational development consultant, executive coach and mentor with expertise in business strategy, performance, inclusion & diversity, leadership and change. I have 20 years' experience working in a multinational pharma organisation as well as more than 5 years of professional experience working in education/non-profit community organisations. I have my [NTL](#) Organisational Development certification and am an [APECS](#) Certified Professional Executive Coach.

As an OD Consultant I have supported individual leaders to lead their teams more effectively, have been the lead on large, global-scale change projects impacting thousands and everything in between. I primarily specialise in working with senior leaders and leadership teams to understand the root cause of a problem that needs to be solved and then work with the leader(s) to design and deliver solutions to resolve the problem in alignment with their overall business strategy and plan. I use a coaching approach, so leaders take active ownership of the process and solutions, while building their own leadership capabilities. When needed as part of a project, I also work with extended leader groups and support teams, most often to build their capability to lead change, to lead their teams and to deliver organisational goals more effectively.

As an out queer (non-binary, gay) person I have nearly 10 years of leadership in inclusion and diversity with an emphasis on LGBTQ+. I have been recognised twice as an Involve Top 50 OUTstanding LGBT+ Future Leader. I am a Co-Founder and current Co-Chair of the [Proud Science Alliance](#), a collective of healthcare and life sciences sector LGBTQ+ networks and partners who work together to raise the bar on LGBTQ+ inclusion within their organisations and the sector as a whole. I have mentored emerging inclusion leaders across multiple companies and am regularly invited to speak at events. As a reverse mentor, I have worked with corporate executive team members to support their growth as inclusive leaders.

While working in the corporate, non-profit and educational sectors for more than 25 years, I have integrated personal study and practice across the mind-body-spirit continuum. I have done this formally through graduate degrees, an MSc in Exercise Physiology from Springfield College and an MSc in Cell and Molecular Biology from the University of Pennsylvania, gaining in depth understanding of how our bodies work. Building on this foundation, I have used other formal learning opportunities, workshops, reading and practices such as exercise, yoga, meditation and chakra healing techniques to gain practical understanding of how our minds and spirits intersect with our bodies. With further formal training in interpersonal/group dynamics and Gestalt, I am skilled in working with individuals and groups to build knowledge and awareness of how we can better know ourselves, heal our bodies and stand in our power.



About Annie Newman



Being able to make a difference to LGBT+ inclusion in the health & life sciences sector is of upmost importance to me. Having grown up identifying as gay, I like many in the LGBT community have had to deal with the challenges that that can bring but as an adult I am out and proud and passionate about doing what I can to help others.

As the first female lead of GSK's award-winning LGBT+ employee network group Spectrum, I feel privileged to be able to influence GSK's LGBT+ agenda and to be in a position to support and be the voice for those within the organisation.

During my involvement with Spectrum we have grown from strength to strength and I believe one of my biggest contributions to be enabling the community to connect better than ever before. I also see that through my day job in corporate global digital communications, I have been able to utilise my passion for bringing to life the diversity of employees across the company.

As Company Director and Engagement lead for the Proud Science Alliance, a ground-breaking cross-company collaboration, I'm responsible for engagement across our member communities. To bring such a large and diverse group of LGBT+ employee groups together with one mission takes a robust strategy and great story-telling. It's an honour to bring their stories to life and also to work across the organisations to ensure best practice is shared.

I am so proud to have been named Role Model of the Year 2020 by Pink News. Over the past few years I have placed in the 2019 and 2020 OUTstanding LGBT+ Role Model list, LGBT+ future leader category and was a finalist in DIVA's Rainbow Honours LGBT Champion category.

Contact us



- PSA website: <https://www.proudsciencealliance.org/>
- Twitter: [@proud_science](https://twitter.com/proud_science)
- LinkedIn: <https://www.linkedin.com/company/proud-science-alliance/>
- Facebook: <https://www.facebook.com/proudsciencealliance>
- Instagram: <https://www.instagram.com/proudsciencealliance/>

