



Breaking Barriers

International Women's Day Event 2021

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International Woman's Day
8th March 2021



Breaking Barriers

International Women's Day Event

Thank you for joining us for our Breaking Barriers Event for International Women's Day.

International Women's Day marked annually on March 8th is a global day celebrating the social, economic, cultural and political achievements of women. The day also marks a call to action for accelerating gender parity. Significant activity is witnessed worldwide as groups come together to celebrate women's achievements or rally for women's equality. And that's exactly what we did.

The sessions were designed to maintain and raise aspirations as you finish your education and enter the workplace and help develop those of you who have had such a tough year. We hope you had many takeaways from the event.

We're delighted to share this toolkit with you: it collects the key themes of the event, expands on the content we presented, includes the social media contact details of all the speakers for easy networking as well as links to watch all the sessions again. More importantly, it also contains invaluable extra resources which we're confident you will find useful.

We'd like to keep the conversation going and continue to share ideas that will ultimately lead to a more inclusive society for us all. Keep in touch – share your thoughts, learnings and questions:

[#BreakingBarriers2021](#)

[#ChooseToChallenge](#)

Clare Beynon

Talent Acquisition Manager, Enterprise Rent-A-Car





Your Hosts

Clare Beynon

Talent Acquisition Manager
Enterprise Rent-A-Car

Clare leads the Talent Attraction team at Enterprise Rent-A-Car, having previously been in operations and HR leadership roles. Clare continues to ensure we are attracting the best and brightest diverse talent.

Ashley Hever

Talent Acquisition Director
UK and Ireland, Enterprise Rent-A-Car

As Talent Attraction Director, Ashley oversees recruitment for all UK and Ireland operations. After graduating from The University of Hull in Criminology, he joined Enterprise Rent-A-Car as a Management Trainee in 2001. He has over 19 years of experience with the company and has held a variety of roles in operations, management and human resources.



Judith Baines

Head of Service, Careers and Employability,
University of Hertfordshire

Judith is Head of Careers and Employment at the University of Hertfordshire with 20 years-experience in careers and student development. She is also a Board Director at the Institute of Student Employers.



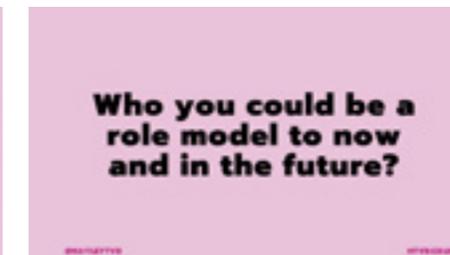
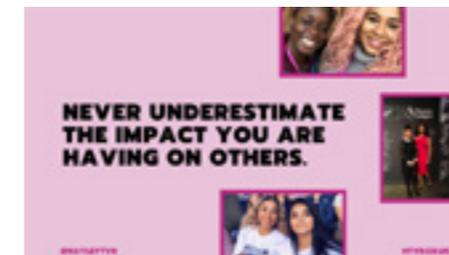
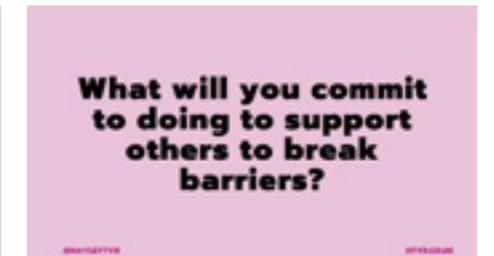
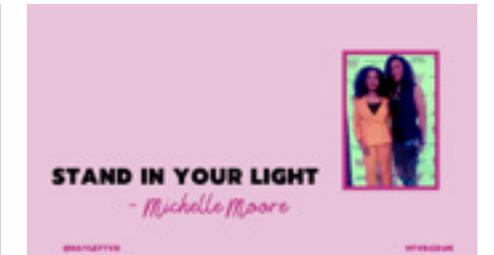
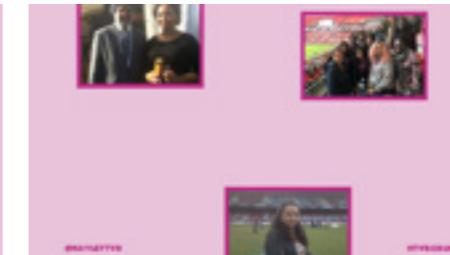
Keynote



Hayley Bennett

Diversity and Inclusion Consultant, HTVB

Hayley Bennett is a multi-award-winning Equity, Diversity & Inclusion consultant and campaigner. She has a passion for sport and co-founded Nutmegs, a football community for women and non-binary people of colour.





Women in Industry Panel

Meet the women who have successfully built their careers in ‘traditional’ male-dominated industries. Learn how they have challenged bias, re-addressed the balance and dispelled some common gender myths.

The Hosts



Laura James

Talent Acquisition Specialist, Enterprise Rent-A-Car

Laura joined Enterprise as a Management Trainee with a degree in Fashion and little to no understanding of business but a willingness to learn. After 6 years and 5 promotions she took the role of Area Manager in Newcastle. Today she's part of the team building a pipeline of fantastic talent to join Enterprise Rent-A-Car.



Caroline Collins

Partnership and Engagement Manager, Enactus UK

Caroline is Partnership and Engagement Manager at Enactus UK. Enactus a global non-profit organisation operating in 37 countries committed to creating a more sustainable world through student-led entrepreneurial action.

The Panellists



Hayley Bennett

Diversity and Inclusion Consultant, HTVB

Hayley Bennett is a multi-award-winning Equity, Diversity & Inclusion consultant and campaigner. She has a passion for sport and co-founded Nutmegs, a football community for women and non-binary people of colour.

Revolent

Nabila Salem

President, Revolent Group

Nabila is on the Board of Tenth Revolution Group and as President of Revolent Group is responsible for leading on the creation of talent, specialising in Salesforce and AWS.



Evey Bate

Head of Academy, Nestle

Evey Bate is Head of Academy at Nestle, responsible for early years recruitment and development. She joined Nestle as a graduate in the Sales team and has held a variety of roles in both Sales and HR in the UK and abroad.



Nicky Simpson

National Marketing Manager, Enterprise Flex-E-Rent

Nicky has worked in the fleet industry for over 25-years at a senior level, managing operational fleets for large Infrastructure companies across multiple markets.

SIEMENS

Sarah Black-Smith

Siemens

Sarah Black-Smith has been an integral part of Siemens UK operations for the past 19 years, holding roles of Head of Manufacturing and more recently Lead of Factory Operations at the Siemens Digital Industries factory.



Watch



An introduction to the common biases women experience



What I realized about men - after I transitioned genders
Paula Stone Williams | TEDxMileHigh



Imagine The Possibilities



Expert video series from Lean In



Work smart, not hard - get ahead of your peers, it's all within your control.

Have you ever thought what people say about you when you've left the room or how your brand is perceived in the digital world?

Sophie Draper

Talent Acquisition Specialist, Enterprise Rent-A-Car

Sophie has worked her way up through the graduate scheme and has taken every opportunity she could with both hands. She's now a Talent Acquisition Marketing Specialist for the UK/IRE team.

Holly Penfold

Area Rental Manager, Enterprise Rent-A-Car

Over the past six years, Holly has had a successful career at Enterprise; she's had experience working with a variety of business lines over multiple sites. Holly is currently an Area Rental Manager in Cumbria.

Raj Dohil

Talent Acquisition Specialist, Enterprise Rent-A-Car

Raj has worked in graduate recruitment for over 15 years and is passionate about being a vocal diversity advocate. In 2017 she won the Asian Women of Achievement Award in the Business category.

Charnelle Taylor

Area Rental Manager, Enterprise Rent-A-Car

Charnelle started as a Graduate Trainee back in 2014. Since then, she has worked her way up to being a successful Area Manager covering Lancashire, North West.

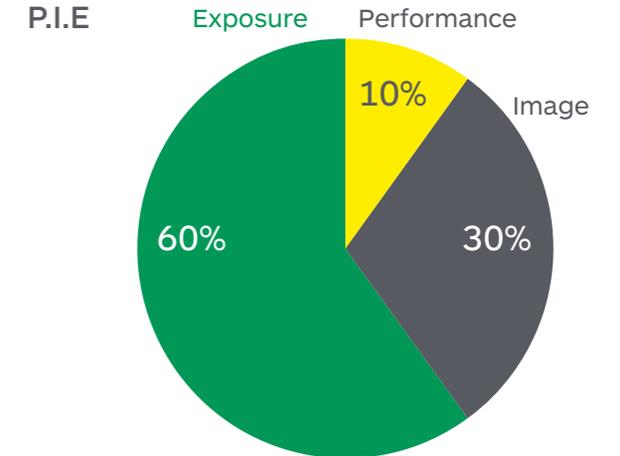
What is personal brand?

Your brand is an expression of who you are and, whether you like it or not, you already have one. It is how other people perceive you.

How do you see yourself?

Self reflection - ask yourself some important questions:

1. What are my qualifications
2. What specialist and transferable skills do I possess?
3. What am I known for?
4. What am I passionate about?
5. What am I good at?
6. What makes me happy?
7. What do I want to achieve?
8. What are my non-negotiables?
9. How do I want to be remembered?



What you do next is up to you...

Be proactive, be in control of your personal brand. Create and elevate the brand for which you want to be known.

Read



If you are looking for a graduate job then create a personal brand that reflects what you want in a career and what your unique selling points are.



Watch



Powerful Personal Branding
Ann Bastianelli | TEDxWabashCollege



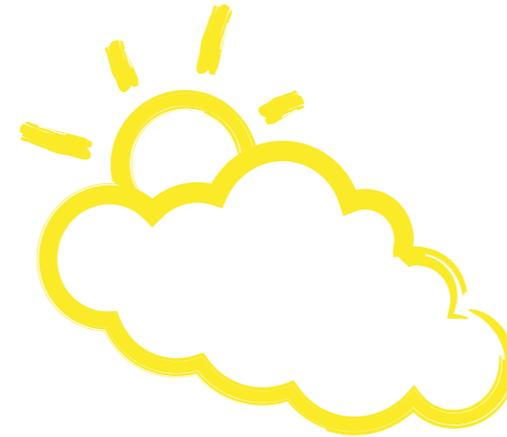
Your personal brand tells employers who you are and what you can do. If you want to make a good impression, avoid these 10 mistakes.



**Women in Leadership:
Lessons in Working Smarter, Not Harder**
Anila Khalique | TEDxDeMontfortUWomen



If you are looking enhance your employability prospects, then growing your personal brand is a useful starting point. Here are our tips for growing yours.



Don't create your barriers, break them

Do you sometimes feel out of your depth? Feel the pressure to perfect? Avoid applying for a role unless you meet ALL of the criteria? Should you 'fake it till you make it' or are there some easy wins to break down those barriers and succeed?



Nazish Bhaiwala

Career Coach and Speaker, RedArbre

Nazish specialises in what is commonly known as 'Imposter Syndrome' and helps professionals to understand and start to overcome their imposter feelings.

Sarah Burke

Business Management Student, Management Undergraduate of the Year Winner 2020

Second year Business Management student at the University of Leeds and winner of TargetJobs' Management Undergraduate of the Year 2020, experienced imposter throughout education and working life.

So, what is imposter Syndrome?

*Many high achievers share a dirty little secret: Deep down they feel like complete frauds—their accomplishments the result of serendipitous luck. This psychological phenomenon, known as imposter syndrome, reflects a belief that you're an inadequate and incompetent failure despite evidence that indicates you're skilled and quite successful. Below is a summary of the subgroups of imposter syndrome, so you can see if you recognise yourself:

The Perfectionist:

Perfectionism and imposter syndrome often go hand-in-hand. Think about it: Perfectionists set excessively high goals for themselves, and when they fail to reach a goal, they experience major self-doubt and worry about measuring up. Whether they realize it or not, this group can also be control freaks, feeling like if they want something done right, they have to do it themselves.

The Superwoman/man:

Since people who experience this phenomenon are convinced they're phonies amongst real-deal colleagues, they often push themselves to work harder and harder to measure up. But this is just a false cover-up for their insecurities, and the work overload may harm not only their own mental health, but also their relationships with others.

The Expert:

Experts measure their competence based on "what" and "how much" they know or can do. Believing they will never know enough, they fear being exposed as inexperienced or unknowledgeable.

The Natural Genius:

People with this competence type believe they need to be a natural "genius." As such, they judge their competence based ease and speed as opposed to their efforts. In other words, if they take a long time to master something, they feel shame.

These types of imposters set their internal bar impossibly high, just like perfectionists. But natural genius types don't just judge themselves based on ridiculous expectations, they also judge themselves based on getting things right on the first try. When they're not able to do something quickly or fluently, their alarm sounds.

The Soloist:

Sufferers who feel as though asking for help reveals their phoniness. It's OK to be independent, but not to the extent that you refuse assistance so that you can prove your worth.

*Source: www.themuse.com/advice/5-different-types-of-imposter-syndrome-and-5-ways-to-battle-each-one

Read



What Is Imposter Syndrome?



I Don't Deserve to be Here: Presence and the Impostor Syndrome



I can't deny a slight feeling of imposter syndrome creep in as I sat and listened to everyone else's CVs.



Watch



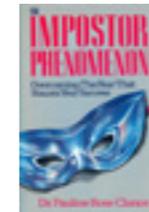
How 7 Successful Women Deal With Impostor Syndrome.



What is imposter syndrome and how can you combat it?



Suggested Reading



The Impostor Phenomenon: Overcoming the Fear that Haunts Your Success
Dr Pauline Clance



The Pursuit of Perfect
by Tal Ben-Shahar



Standing out for the right reasons: my disability; my 'plus'.

Are you concerned about how your disability will be viewed by employers? Are you in a dilemma about whether to disclose your disability? Is this stopping you from applying for your dream job? Let's turn the spotlight on the skills and strengths our disability can bring, enabling us to stand out for all the 'right' reasons.

Helen Cooke

CEO and Founder, MyPlus Consulting

Helen Cooke, CEO and Founder of MyPlus is recognised nationally as a leading expert in disability and graduate recruitment. The uniqueness of Helen's approach comes from her expertise in HR and graduate recruitment, having previously worked for Marks & Spencer and Mars combined with her first-hand experience of disability; Helen is a wheelchair user as a result of a childhood spinal injury.

Nicole Greaves

Talent Acquisition Specialist, Enterprise Rent-A-Car

Talent Acquisition Specialist for Enterprise Rent a Car (UK and Ireland) - passionate about hiring and retaining a diverse workforce to mirror the community in which we serve. Active member of the Enterprise Employee Disability Network 'Thrive'.

Romina Afrasani

Fleet Accounts Supervisor, Enterprise Rent-A-Car

Romina is a Fleet Accounts Supervisor with Enterprise, she started on the Graduate Management Trainee Programme in 2008 after obtaining a B.A. in Finance and an M.A. in Sociology. Romina has been living with a Spinal Cord Injury for over 20 years. [Read Romina's story >](#)

Keren Coney

Careers & Employability Consultant, Liverpool John Moores University, Co-Chair of the AGCAS Disability Task Group and PhD researcher at the Autism Centre for Education & Research at The University of Birmingham.

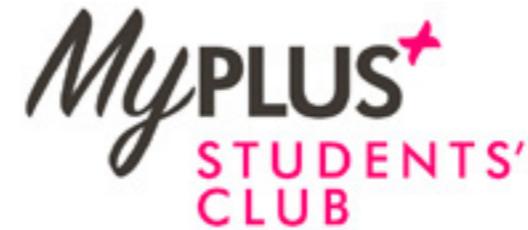
Keren is a specialist disability careers practitioner who is eager to highlight the disadvantages experienced by disabled graduates and to explore what can be done to enable them to succeed in the workplace.

Ben Hart

Assistant Branch Manager, Enterprise Rent-A-Car

Ben joined Enterprise as a Management Trainee in 2018, he has worked in multiple locations and is working towards becoming a Branch Manager. Ben has Perthes Disease and Osteochondritis Dissecans.

Visit



We help students and graduates with disabilities land their dream job



Watch



MyPlus Students' Club:
Applying for a job with a disability



Read



Advice and resources



We're The Superhumans
Rio Paralympics 2016 Trailer



What's on your mind?

Business in the Community (BITC) defines “wellbeing” as the mutually supportive relationship between an individual’s mental, physical, social and financial health and their personal wellbeing.



Alice Cooper

Corporate Funding Officer, Student Minds

Alice Cooper is the Corporate Funding Officer at Student Minds, the UK’s student mental health charity that empowers students to care for their mental health, support others and create change.



Aimée-Louise Carton

Founder, Keep Appy

After attempting suicide, Aimée-Louise Carton went on to launch a digital mental health revolution with her wellness app KeepAppy, empowering people across 130 countries.



Amy Henderson

Wellbeing Adviser, Business in the Community

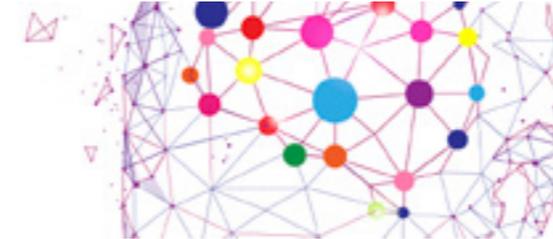
Amy is a passionate Wellbeing Adviser who has enjoyed designing and implementing wellbeing strategies and initiatives alongside some of the UKs leading employers in the private, public and third sectors.



Read



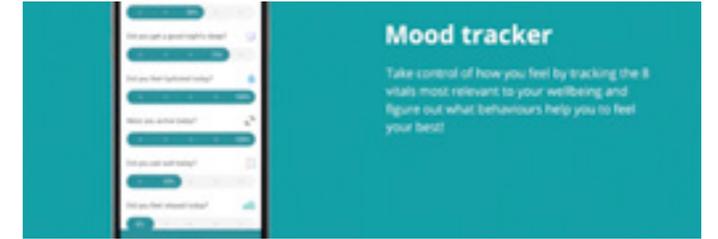
Detailed information on different challenges that university life can bring



BITC/Public Health England: Health and Wellbeing Toolkits



Watch



KeepAppy Story



Resource



Download the App!



Student Space





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We Are Enactus



Recruitment Resources



Annual Report

At Enterprise, there's **no limit to
your success.**



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