

# Women Leadership (ANANYA)

Unleashing the leadership  
potential of women in the  
workforce

**ANANYA**  
Women@Work



A N A N Y A

Our Flagship Program

**A journey-based program for women in their mid-management careers.**

The program encourages the women participants to recognize the “glass ceiling “and the “broken rung” as a reality. The participants will also learn to acknowledge and navigate through their “Sticky floors” that could be impacting their career progression



The process of self-realization and sharing with co-participants during the workshop combine to provide a varied and engaging learning experience.



### **A**wareness of self

Identifying values, celebrating strengths and reframing the limiting beliefs



### **N**on-negotiables

Learning to define and communicate boundaries and becoming comfortable to seek support.



### **A**sk and you shall receive

Using a positive mindset and collaborative strategies to negotiate at the workplace.



### **N**avigating your way to success

Learning the role of mentors and sponsors to ascend on the career ladder & becoming intentional in seeking them



### **Y**ou and office politics

Discerning between politics and manipulation, and exploring ways to make their presence felt.



### **A**spire and Act now

Taking the ownership of their own growth and creating an action plan.

**Program Format [5-month format] :**

**Month 1:** 2-day in-person intervention | **Month 2:** 1-day in-person intervention | **Month 3, 4 & 5:** 1-hour online intervention for reinforcement of learning

No of Participants: 12-15 per group

[ The program is also available in an 8-month format]

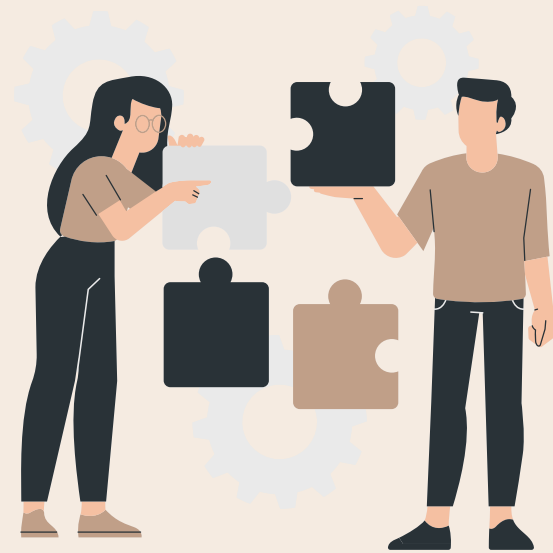
# Benefits to Women

Participants in the program learn to



- Reframe their own beliefs and limitations and identify their unique strengths as well as barriers to their success and happiness.
- Create personal action plans to overcome systemic barriers and enhance their leadership skills.
- Building a roadmap for their growth while identifying key milestones and developing an action plan

# Benefits to the Organization



**More women leaders = better problem-solving**



**Women leaders are more collaborative and make for terrific mentors**



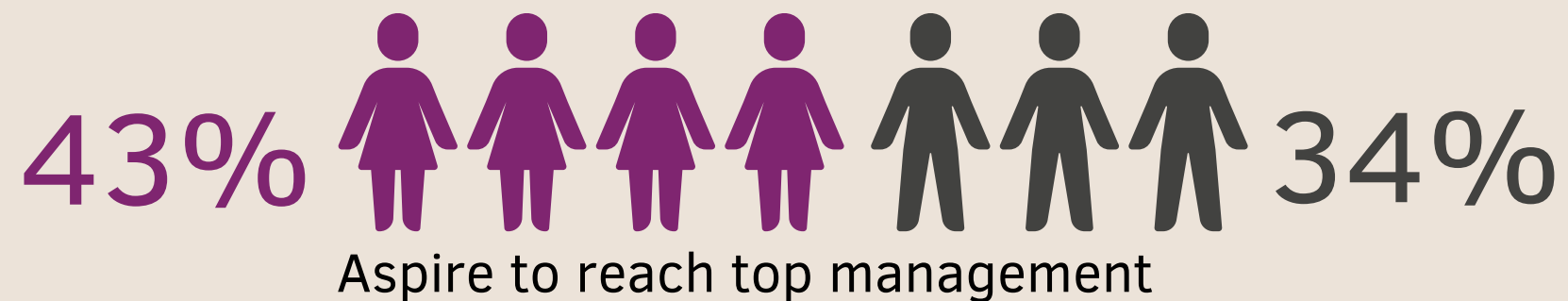
**Increased talent pool for the senior leadership pipeline**

# Why is it Important?

**Myth:**  
**Women lack ambition**

**Fact:**

New employees <2 years experience



**It's not of lack of ambition that holds women back but the cost of ambition that is holding women back\***

\*Source : Bain & Company 2015

# Towards a More Balanced Workforce

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## **Productivity**

Demographically diverse organization demonstrates superior team dynamics and productivity.



## **Financial results**

A gender-balanced company performs better financially, especially if women occupy a significant proportion of top management.

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“For long-term sustainability it is imperative upon organisations to ensure every employee has access to equal opportunities and fair treatment”



The Group of companies with highest representation of women in their top management experienced\*:

**35.1%** higher Return on equity (ROE)

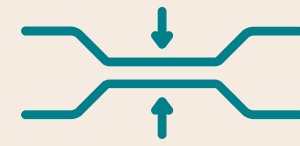
**34.0%** higher total return to shareholders (TRS)

Than the group of companies with the lowest representation of women

\*A report by Catalyst



# Failure to Retain Women in Mid-management Positions



The organisation's leadership pipeline narrows



Organisation's loses the time & effort spent in developing talent



The organisation has to bear the additional financial of recruiting and training fresh talent

# At Ananya-Women@Work we support your organisation to build a strong leadership talent pipeline by supporting women in their mid-management positions

Started in 2014, the program has impacted the lives of 1000+ women professionals in India and abroad, who now have

- Greater clarity about their careers,
- Been able to work with their limiting beliefs & ask for more in their careers and in personal life,
- Been able to navigate successfully to their next career move.



# Ananya Advantage

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Ananya-Women@Work is a boutique Diversity, Equity & Inclusion (DEI) consulting organisation specialising in the strategic management of a diverse workforce by creating a work environment which is intentionally inclusive.

We offer full-service customized DEI solutions that achieve measurable outcomes facilitating sustainable & lasting change.

Our philosophy is in our name Ananya. Ananya means unique. We believe each one of us has unique capabilities and leadership is all about tapping into those capabilities and celebrating them.

# What Else Can We Do?

Traditional diversity programs put the entire burden of diversity on women and treat them as a victimized group. A balanced workforce can be a reality, only where all employees embody and practice intentional inclusion and all people processes have been debiased,

We recommend a combination of following interventions with women leadership program

- 1 Engaging men in diversity initiatives.
- 2 A long-term mentoring program for women
- 3 A study of the people practices to identify biases, their impact and ways to mitigate them
- 4 Benchmark studies in similar industries
- 5 Partnering with educational institutes to build a brand image
- 6 Strategic communication campaign for both Internal and external stakeholders for brand building and information sharing

# Success Story



In a global manufacturing set-up in Chennai, we co-created a vision of moving women in their mid-management position to move either vertically or laterally. Our intervention has resulted in 80% retention, 100% of those retained in the organization, moving either laterally or vertically within the organization with 75% moving to a next-level role within 2 years.

In this case, we worked with the women, their managers, and the HR department. This helped to ensure women are equipped with tools to overcome their limiting beliefs, and managers and HR were together creating an enabling environment for the women to grow and thrive. The three-pronged strategy has worked and in 2021 the program was launched at a global level with participants from Europe, Middle East, Africa & Asia.

# Our team



**Madhujit Singh**  
Founder & CEO



**Priya Iyengar**  
Corporate Lawyer



**Bhavana Arora**  
Chief Engagement Officer



**Keerthika**  
Media Strategist



# Connect With Us

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Drop us an email or give us a call for the for the 90-minute session, Workshops or Lab for your team/s. Our contact details are:

## Phone Number

Madhujit Singh: +91 98485 63034

Bhavana Arora: +91 93431 23455

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## Email Address

connect@ananyawomenatwork.com

bhavana@ananyawomenatwork.com

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## Website

[www.ananyawomenatwork.com](http://www.ananyawomenatwork.com)