

She believed she could,  
so she did



Department for  
**Communities**  
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# She believed she could, so she did



## Information for organisations

### The details

A free two-day course for young women aged 18-25 on leadership, civic representation, confidence and communication. The goal is to encourage young women to represent and lead– at home, at work, in their community and in public life.

The programme will bring together 30-40 young women, in **groups of 5 from each organisation**. At the end of the two days, the participants will produce media content, such as a short video, which will be released during National Democracy Week (2-6 July 2018).

**Places are very limited and this high-value course is being provided free of charge.**

<b>Derry~Londonderry</b>	<b>Belfast</b>
<b>30-31 May 2018</b>	<b>6-7 June 2018</b>

### Who are the participants?

Women:

- aged 18-25
- employed or volunteering in your organisation
- keen to develop beyond the demands of their current role
- access to/ownership of a smartphone for use in the course

### What do participants get?

Each group of 5 women will get:

- access to world-class trainers
- a bespoke course suited to the skills and experiences of the group
- to develop skills that will be essential in forging a path at home, work and in the community
- strategies for working within and leading teams
- skills for communicating effectively
- confidence

### What do organisations get?

The organisations will get:

- trained and motivated staff
- women who see the value and impact of their input at work
- focused and strategic contributions at work
- women who are equipped to lead the way in the future
- more targeted communication within your organisation

## Media Output

Each group will produce a video (or a short piece of media) at the end of the two days which will be scheduled for launch as part of National Democracy Week (2-6 July) by the Department for Communities.

It is up to the participants to choose the topic and messages; this may be a topic chosen by each group or a message relevant to the organisation to which they belong. Regardless of content, this video will be provided to each of the organisations for review **prior to being broadcasted.**

Participating organisations may wish to support this release through their own promotional and social media channels. The output will be made available after Democracy Week for the participating organisations to use in their own promotional work, if appropriate.

### **ALL VIDEOS WILL BE UNDER STRICT EMBARGO UNTIL JULY 2-6**

## Logistics

- All venues are accessible to those with a disability
- Lunch and refreshments will be provided
- Travel costs are not covered within this programme
- Expenses to mitigate hardship will be considered on request

### **What happens next?**

There are only a very limited number of spaces available. If you have five young women aged 18-25 working or volunteering in your organisation that you would like to nominate for this programme, you should:

- Register your organisation's interest in either the Derry~Londonderry or Belfast programme to [pamela.carson@politicplus.com](mailto:pamela.carson@politicplus.com) by **Wednesday 9 May 2018**
- Successful organisations will be drawn and notified by **Friday 11 May 2018**
- The organisations must then provide the names of five attendees aged 18-25 by **Wednesday 16 May 2018**
- Due to the cost and limited numbers, participants **must be committed to attend the full two days** of the course.

If your organisation is interested but concerned that you may not be able to fulfil the criteria outlined, please contact us to discuss on 02890 521021 or 02890 521541 before Wednesday 9 May.

*This is an exciting opportunity and we are keen to involve as wide a cross section of young women as possible. If you have any queries, then please do not hesitate to contact Pamela on 02890 521541 or Stephanie on 02890 521021.*

## Outline of the Programme

<b>Day one</b>				
<b>Time</b>	<b>Title</b>	<b>Presenter</b>	<b>Activity</b>	<b>Outcomes</b>
9.15	<i>Getting together</i>	-	Meeting up, registering, getting your course pack	Meeting participants and getting set up for the day
9.30	<i>Introduction</i>	-	Starting the day on a positive, motivating note	Building confidence and interest
9.45	<b>Creative empowerment: who am I?</b>	Friz	Creating art which encapsulates who you are and how you want to be described	Building a manifesto for how powerful women, who lead and represent, are described
10.45	<i>Tea break</i>		Sharing experiences and networking	Reaching out and communicating
11.00	<b>Creative empowerment: hear my voice</b>	Katy Richardson	Bringing participants together through the power of singing	Using your voice to empower, uplift and inform
12.00	<b>Understanding my communication style</b>	William J Clinton Institute	Communicating more effectively with others	Becoming more informed about decision making and the power of communication
1.00	<i>Lunch</i>		Recharging and reflecting	Processing and preparing for the next bit
1.45	<b>Understanding strengths</b>	William J Clinton Institute	Understanding strengths and building confidence	To gain a better understanding of your personal strengths and how you can use the effectively
3.00	<b>Understanding Leadership</b>	William J Clinton Institute	The characteristics of effective leadership and what they could look like in each participant's world	Considering the impact a leader has on a group, factors to consider when leading a team
4.00	<b>Reflection and feedback</b>	William J Clinton Institute	Reflecting and feeding back	Developing individual plans on how the learning can be used in each participant's life
4.30	<b>Learning Journal</b>		Capturing your learning	Catching your learning into a journal to help future development
5.00	<i>Close</i>		Going off to recharge	

*NB Day one is super creative which can be a messy business – attendees will grow, stretch, create and paint so dress in clothing appropriate to the task.*

<b>Day two</b>				
<b>Time</b>	<b>Title</b>	<b>Presenter</b>	<b>Activity</b>	<b>Outcomes</b>
9.15	<b>Hear my voice</b>		Limbering up for the day's challenges	Witnessing the power of teams
9.30	<b>Your vote counts</b>		Getting political, being the change	Learning about representation
9.45	<b>Create a message</b>	Arlene O'Connor Brown O'Connor	A session on messages, influencing, creating for audiences and the power of words	Developing communication skills that are considered and targeted
10.45	<i>Tea break</i>		Comparing notes and feeding inspiration	Building relationships
11.00	<b>Find your theme</b>	<i>Facilitated by</i> Arlene O'Connor Monica Fitzpatrick	Coming together to choose an issue to represent. A self-led activity for groups to consider video themes	Working as a team, consider the learning of the day, to develop a theme or topic of the message the team wants to deliver
11.30	<b>Become a Leading Influence in your Community</b>	Wayne Denner, Digital Ninja	A session on using social media including getting a message out, getting support, being positive, developing an epic online reputation and protecting yourself online	Developing skills in getting a message across, in considering the audience, in protecting those using social media, encouraging participants that they have something important to say
1.00	<i>Lunch</i>		Fuelling for the big afternoon	Sharing experiences
1.45	<b>Develop Your Message</b>	<i>Facilitated by</i> Wayne Denner Monica Fitzpatrick	A self-led activity for group to hone the message and create the script of the videos/product	Coming together as a team, considering the learning of the day, to develop a message
2.15	<b>Rehearse</b>		A self-led activity for group to practise the content of the videos	Scripting, rehearsing and speaking a message & working to everyone's strengths
3.00	<b>Represent</b>	Pi Communications	Making a professionally filmed one-minute video by the group. Plus a 10 second recording, filmed on phones, which can be linked to video	Bringing together the skills learned, being heard, developing confidence, giving information that needs to be imparted and championing a cause
4.00	<b>Learning Journal</b>		Capturing your learning	Recording your learning to help your future and celebrating your triumphs
4.15	<b>Reflections</b>		Giving your thoughts on being a future leader or representative	Feeling your power and consolidating learning
5.00	<i>Close</i>		Going off to be awesome	