

every
woman

 SecureTrust
Bank

CASE STUDY

TAILORED RESOURCES FROM
EVERYWOMANNETWORK
TOOLKITS SUPPORT SECURE
TRUST BANK STAFF ON
SELF-CONFIDENCE JOURNEY



What everywoman gave us was an absolute gold mine of really appropriate and varied resources to support our programme. It gave people somewhere to find information, support and role models that are spot-on for them.

Hannah Sutherland
Group Learning and Development Lead,
Secure Trust Bank



PARTNERSHIP OVERVIEW

Market

Financial services

Services

everywomanNetwork

Initiation

2018

Region

UK

BACKGROUND

BLAZING THE TRAIL FOR EQUALITY

Secure Trust Bank is an award-winning UK retail bank with more than 1,000 staff and 1.5 million customers. Focused on building the ‘best bank in Britain’, the company’s strategic aims are underpinned by themes of Grow, Sustain and Love – including a commitment to create ‘a highly rewarding environment for all staff, where they can enjoy progressive careers’. However, as in many other organisations in the sector, women are under-represented in senior management positions, and on the board of directors at Secure Trust Bank.

“We are a very inclusive business,” said Hannah Sutherland, Group Learning and Development Lead, “but while we have a positive gender balance up to mid-grades, data and feedback told us we lacked representation in more senior grades.

“Through our diversity and inclusion working group, we set out to offer help and support for females to be more confident about taking advantage of the many opportunities for progression within the bank.

“Although we rate very highly among the UK’s Best Workplaces™ for Women, there is always more we can do. But we didn’t want to build a programme that was discriminatory in itself, and only open to females. We wanted something that was open to all, but also helped specific under-represented groups on their self-confidence journey.”

In 2020, Secure Trust Bank launched their ‘Blazing my Trail’ programme, a series of blended and interactive modules and activities to help participants develop the personal skills and confidence required to take control of their careers. The programme is sponsored by Baroness Lucy Neville-Rolfe, a non-executive director on the bank’s board and a champion of equality in the workplace. Key to the success of the programme is a range of varied, engaging and relevant content... which is where everywoman are able to help.

Award-winning UK retail bank committed to helping all staff enjoy 'progressive careers'

everywomanNetwork resources form core of new programme to boost staff confidence and increase number of women in senior positions

Tailored webinars, workbooks and videos contribute to staff CPD hours

everywoman are increasingly important partners in delivering the bank's diversity and inclusion agenda

Bank directors reciprocate by sharing insight with whole everywomanNetwork as Ambassadors and Advocates

SOLUTION

SUPPORTING CHANGE WITH THE RIGHT TOOLS

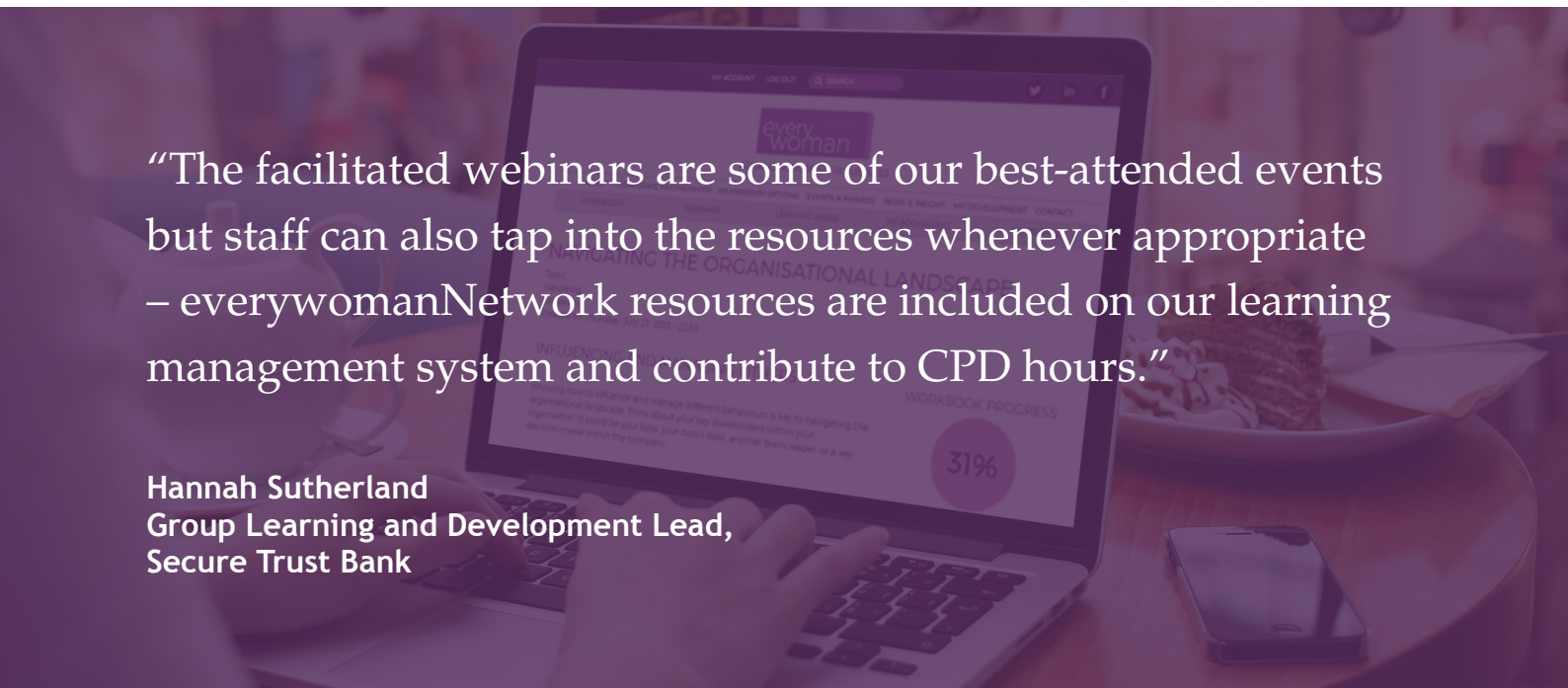
Secure Trust Bank had been corporate members of the everywomanNetwork since 2018, with more than 350 employees engaging with the digital learning and development platform through live and interactive webinars, videos, workbooks and thought-leadership content. In recent years, the relationship has been cemented with the appointment of CEO David McCreadie as an everywomanAdvocate, and HR Director Anne McKenning, CFO Rachel Lawrence and Sales & Marketing Director (Motor Division) Ciara Raison as everywomanAmbassadors.

Together, they share experience and insight with other members and showcase the bank as an organisation that fully encourages diversity.

Today, everywomanNetwork resources are embedded in the Blazing my Trail programme and the wider L&D curriculum. “We use the resources extensively within our learning and development offering,” said Hannah. “The facilitated webinars are some of our best-attended events but staff can also tap into the resources whenever appropriate – everywomanNetwork resources are included on our learning management system and contribute to CPD hours.”

It’s a collaborative effort says everywoman’s Head of Partnerships, Eileen Evans. Secure Trust Bank set the agenda and everywoman curate (or develop) a suite of tailored content on specific challenges or topics from their vast toolkit of resources. “We want to be important partners in delivering the bank’s diversity and inclusion agenda,” added Eileen; “to support real change with the right tools and the right experiences to benefit their business.”

Increasingly, the Blazing my Trail programme is being built around everywoman’s webinars, workbooks and videos but, in April 2021, the relationship went a step further with everywoman Director of Learning Kate Farrow taking her place as a keynote guest on a panel discussion on building, sustaining and protecting confidence, and overcoming ‘imposter syndrome’. She was joined by David McCreadie, Anne McKenning and Sandra Busby, CEO and founder of the Welsh Contact Centre Forum.



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RESULTS

'BLOWN AWAY' BY EVERYWOMAN CONTENT

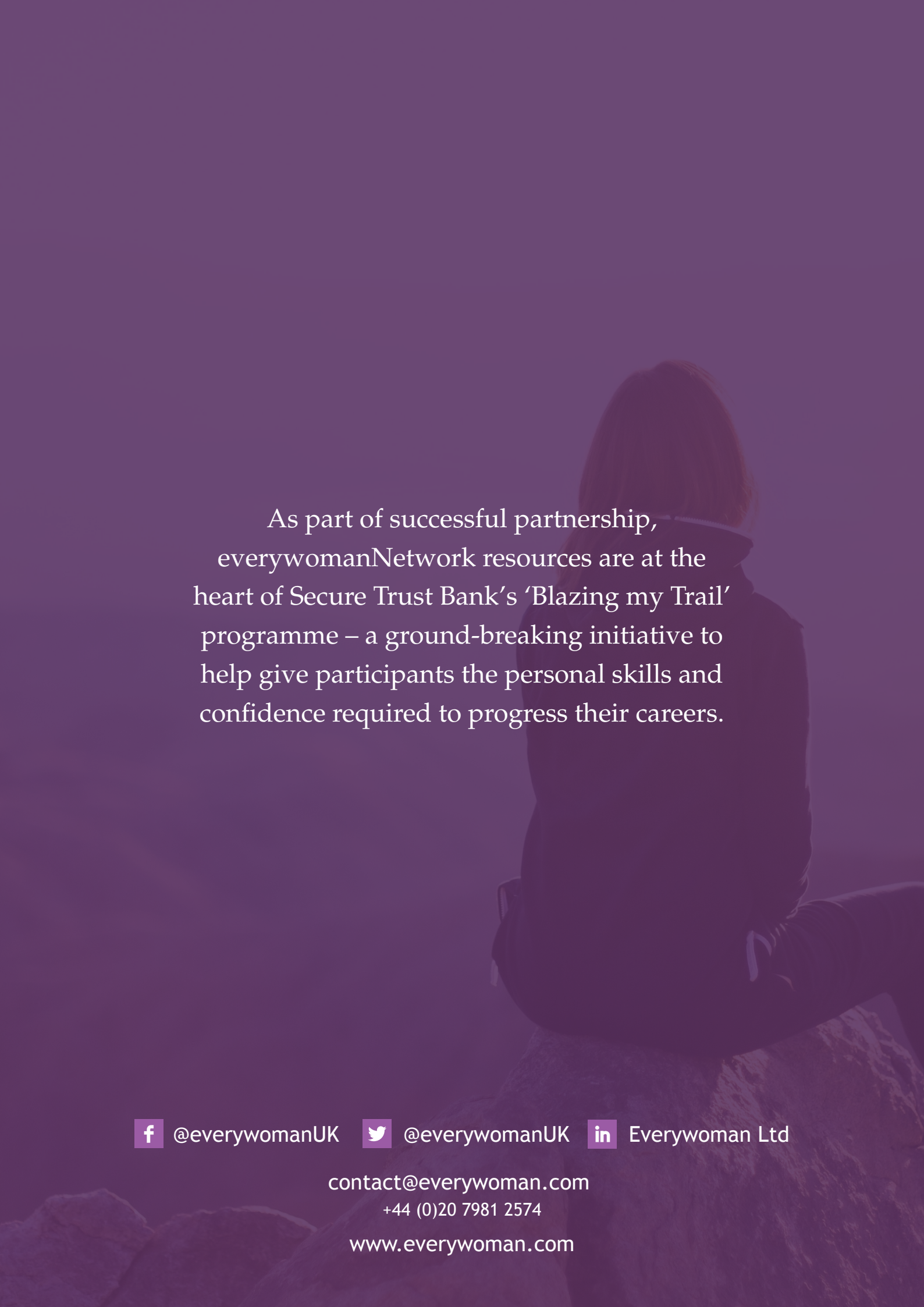
Secure Trust Bank's first four-month Blazing my Trail programme of modules and events was over-subscribed, and plans are now in place to make it a key part of the bank's D&I activity in the future. However, more modules require more content.

"Yes, we could go to the internet and find a lot of content, but what we get from everywoman feels totally different," added Hannah. "When people discover what's available on the everywomanNetwork, they're blown away. It's really powerful stuff, and has made a huge difference to how we deliver the programme and to its success."

Other topics explored in the inaugural programme included Being authentic, Building self-confidence and overcoming self-limiting beliefs, and Taking control and planning your future. A common thread running through the four-month programme was 'Your personal brand – how to get others to see you the way you want to be seen'. Hannah added: "What everywoman gave us was an absolute gold mine of really appropriate and varied resources to support our programme. It gave people somewhere to find information, support and role models that are spot-on for them."

Hannah also believes the programme will become even more important as a hybrid model of working emerges post-pandemic. Acknowledging that a remote way of working may appeal to women seeking a better work-life balance, she is convinced the partnership with everywoman will help career-building and progression take centre stage. "Feedback to the first programme was overwhelmingly positive," she said. "It was opening people's eyes to what is possible, and the everywomanNetwork content really resonated. We have people saying they've found the confidence to make changes in their lives and careers that they wouldn't have considered before, and that gives me hope for the future."





As part of successful partnership,
everywomanNetwork resources are at the
heart of Secure Trust Bank's 'Blazing my Trail'
programme – a ground-breaking initiative to
help give participants the personal skills and
confidence required to progress their careers.

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