

Meet Naomi Price, Business Director at Aspire

Aspire™



Women in Leadership



Why do we need to talk about Women in Leadership?

We have interviewed seven of Aspire's extraordinary women who share their personal experiences, challenges, and breakthroughs as they have become the role models they are today.

By giving us their best advice on how to approach a leadership role, things to consider when managing others, and other golden nuggets of advice, we want to help you feel empowered to aim high, and just go for it.

Whether you've toyed with the idea of becoming a manager, looking to claim your position as a business director (or similar), or simply want to get noticed for going the extra mile, these women, and Aspire, are right behind you! We hope this answers your concerns and helps reduce inequalities between genders.

If you would like to get in touch with our female leaders, don't hesitate to drop us a message and we will put your greatness in touch with theirs! Email marketingteamaspire@weareaspire.com.

These personal accounts will advise other women who aspire to take similar paths. The individual interviews will be published in small booklets that people can download from our website. Each week, beginning with International Women's Day, on 8th March, we will release another booklet, showing our support and raising awareness for IWD for a total of seven weeks.



Women in power

First, let's meet: Naomi!

I have an impressive 16 years of experience in Recruitment, 15 of these as a manager and up, starting as Branch Manager for general staffing. Now as a Business Director for Aspire, I am managing both the Interim division and Events team to hire and place talented candidates.

In order to empower their female employees, I suggest that employers ought to clearly define what someone needs to do to get to the next level and so on.

Open communication about the stepping stones, plus the knowledge, and the skills required will help their employees vision a path to leadership and can help women feel positive and motivated.

As a manager or employer, it's a positive move to help your own employees progress, so asking whether your colleagues are interested in such a role, is a great place to start.

Don't be afraid to ask for what you want.

My advice for: Becoming a Business Director

- Work as hard as you can 110% all the time
- Always ask questions or go find the answer
- Come with a solution
- Support your peers, everyone at every level
- Create great relationships with the right people
- Always be someone who can trust and a go-to person
- Be aware of what's happening in the business, future plans, and potential opportunities
- Accountable for what you do
- Praise everyone's success.

To be a Business Director, you need to learn about your market. So do your research, and analyse your competitors. The most important is to make it known. Tell people where you want to go. Someone else will tell you how to get there. Use your customers (candidates in recruitment terms), to become your fountain of knowledge. You'll need to be very honest to learn more from experts and ask questions to build a picture of the current market.

For temp recruitment, I need to know the legislation and the terms of business well enough to understand it. This is a legal contract for freelance or contract candidates, so it's vital you ask people what it means. Use other stakeholders like payroll partners to get up to date with legislation and questions that may arise around them.

When it comes to events, get used to building relationships for return results. Don't forget to attend networking events where the industry is out there. Virtual and LinkedIn events groups are a great place to start. Follow big company names to see what they do too.

Leadership advice





From managing to leading

Introduce yourself as a leader

Training opportunities can help fast-track people to become a manager. Take opportunities to shadow and take part in some leadership responsibilities to give you a gradual introduction into a higher role. Further duties like this can also demonstrate a change in your role and perceived status in your business and among your peers.

Work/life balance

Having an approachable and supportive relationship between managers and team members will do wonders for everyone. Communicating well can ensure your manager understands what other pressures you may have outside of work.

Remember that parenthood is relevant to both men and women, so your manager can't assume women will have more to handle at home, or with their family, and similarly, they can't be less sympathetic to men when they have similar challenges. Continued communication can highlight if they need to shift things to balance both work and home. This could mean you need to adjust working hours or work from home.

There's no need to worry about juggling everything at once. When I'm finding it tough to balance my work life with my home life, I take the time to order them by priority. Management style is very helpful here. With a supportive manager and a good relationship, you can work together to organise everything. It can also be wise to delegate tasks to colleagues so you can focus on others.



Find a role model

Having a role model or reading, watching, or listening to positive resources can help you enhance your knowledge and prepare you for becoming a manager or leader. I follow Women's networking groups on Facebook and listen to the discussions they have to help provoke thought about my own role and career development. In particular, if I was to choose someone who inspires me, it would be Karen Brady. She's tough and she can hold her own, and is clearly very successful while raising a family. She also strikes me as someone who has high emotional intelligence too.

Other things that have helped me are webinars that taught me how to network on social media and build my personal brand. Doing similar will help you connect with like-minded, and influential people that you can look up to. My recommended book is *One Minute Manager* by Ken Blanchard and Spencer Johnson, a story about different managerial techniques which can really get you thinking about the sort of manager you want to be.





About Aspire

Established in 1992, Aspire is a recruitment consultancy with offices located in the UK, APAC, and the US specialising in supplying talent for a variety of sectors and disciplines such as Content, Data, Digital Media and Marketing, Events, Research and Insight, Intellectual Property, Technology, and Sales.

Aspire is fully committed to Diversity and Inclusion and the fair and equal treatment of our employees and candidates.

We hope this content empowers females to break through barriers and continue to progress into managerial and leadership roles, while enlightening business leaders of the capabilities of such females who can help take their business higher, leaving discrimination behind.

You can find out more about our Diversity and Inclusion policy at: www.weareaspire.com/about-us/diversity-and-inclusion



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while empowering others