Inspiring Women: the story so far

2013 - 2015

key strategic partner and lead corporate supporter of the Inspiring the Future campaign.

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Throughout these months, we have been overwhelmed by the response from girls, women and teachers to the campaign. The simplicity of the campaign (just one hour per year to go back to school to talk to the girls) is what explains its success. But its success is also due to the fact there is a clear need to fill the gap between what young girls ‘think’ they can aspire to and what they ‘could actually’ aspire to.

Our aim is to expose young girls to all the different roles that women have - because it is easier to dream of becoming something when you have actually seen it.

It is not for us to make judgements on the girls’ choices, or to try to guide them in any particular direction. We just want to show them the amazing range of possibilities they have within their reach, and we are doing it by giving to the girls thousands of women from different backgrounds who – not so long ago – were girls themselves. And we also want to inspire the girls to aim high, to work hard and make an effort, no matter what they choose to do in their lives.

Since October 2013, we have crossed the country, from Glasgow to Brighton, from Manchester to Essex… we have organised events including Women in Finance, in Fashion, in the RAF, in Medicine, in the Royal Navy, in Manufacturing, Technology, Sport and in the Arts. It has been hard work, but it has also been tremendous fun!

We are now proud to have over 15,000 women volunteers, from apprentices to CEOs, women from all walks of life, and to have reached more than a quarter of a million girls from state schools and colleges across the UK.

Official bodies, public institutions and the main companies in the country have backed the Inspiring Women Campaign. And we also have ten countries interested in mirroring us to take the campaign abroad.

Our aim, however, is to make sure first and foremost that every single girl in a state school in the UK has access to all the amazing volunteers who have signed up to the campaign and are willing to talk to them.

To all of them, to all of you, thank you. Thank you for giving one hour of your time to inspire young girls to aim high, for showing the girls that with hard work and persistence they can be like you. Thank you also to the teachers, for supporting us and finding time in their challenging schedules to allow the girls to participate. And a special thanks to Bank of America Merrill Lynch, the lead corporate supporter of the Inspiring Women campaign.

And thank you in particular to all at the Education and Employers charity which runs Inspiring the Future, for allowing me to make this personal dream a reality.

Miriam González Durántez
Inspiring Women campaign Champion
April 22 2015
Inspiring Women: The Case for Action

The Inspiring Women campaign does an important job. By making it easy for women from a wide range of occupations to go into schools, the campaign helps broaden the career aspirations, and build the ambition, of girls and young women.

Gender inequality exists in the modern labour market. Women are predominantly employed in fields where they have fewer opportunities to express their potential and develop and maintain their skills than men. To challenge this inequality, one thing we can do is intervene to ensure that girls and young women are given proper opportunity to consider the widest range of occupational areas, exploring the links between skills and remuneration in situations which they find relevant and meaningful.¹

Despite the fact that women today are employed in greater numbers and in a wider range of roles and occupations than ever before, young people still tend to think of particular careers as ‘male’ or ‘female’.¹ This conscious and unconscious classification system starts at an early age² and means young men and young women often rule themselves out of careers that they might otherwise successfully pursue. It also means that industries and employers do not benefit from all the talent that is potentially available to them.

Helping young people understand the breadth of careers and opportunities that are open to them, and what they are actually like, is key to tackling stereotypes, suspicions and misperceptions. One of the best ways of doing this is to ensure that young people are able to meet successful professionals who do a broad range of jobs, and who work for a variety of employers across an array of different sectors, whilst they are still at school or college.

“We think it’s important to help girls at our school meet successful women because we’re a small rural school and many of our pupils don’t really understand life outside the local area. Many girls here lack confidence and self-belief and have low aspirations so they need all the help they can get to realise their potential.”

Andy David, PE Teacher at Sir John Colfox School, Bridport, Dorset which staged an Inspiring Women event in September 2014

Research by the OECD suggests there is a particular need to increase the number of interactions between young women and successful female professionals working in a wide variety of jobs. Overall, girls perform less well in PISA mathematics tests than boys and tend to report lower levels of self-confidence in their mathematical ability and higher levels of anxiety towards mathematics. However this gender gap in performance disappears when girls have similar levels of self-confidence in, and anxiety towards, mathematics as boys, which suggests a clear need to build girls’ self-confidence in mathematics and more generally.³

The Inspiring Women campaign, which is part of the free, national Inspiring the Future scheme run by the Education and Employers charity, aims to increase the number of interactions between girls and women from all walks of life. Such interactions, for example through careers talks, CV workshops, mock interviews and workplace visits, can help tackle gendered perceptions of careers and help young people develop self-confidence as well as useful contacts and networks.

“For us it’s important to help our girls meet successful women through events like Inspiring Women in Finance because while there’s no shortage of role models for girls, there is a real lack of access to these role models.”

Rebecca Cramer, Head Teacher at Reach Academy where some pupils participated in the Inspiring Women in Finance event at the Bank of England, December 2014

Young people value the opportunity to learn about particular jobs and careers very highly. A 2015 survey by the Education and Employers charity questioned 363 pupils aged 11-19. The poll found that three-quarters of respondents who had engaged with volunteers working in different jobs through their state school felt that they had learnt something new and useful about jobs and careers from the experience. The three things these young people most commonly said they had gained from such interactions were a better understanding of: what they would need to do to get the sorts of jobs they were interested in (55%), jobs and careers they were already interested in (45%), and different ways into jobs like apprenticeships or going to college or university (46%).

By the end of March 2015: 15,009 Inspiring Women volunteering through Inspiring the Future.

More than 45,000 approaches to Inspiring Women volunteers from UK state schools and colleges.

289,974 girls and young women engaging with Inspiring the Future volunteers since the campaign launched in October 2013.

Half of girls aged 11 to 13 would prefer to speak to female professionals about jobs and careers as would one in six young women aged 14 to 19.


Inspiring Women in Numbers
Inspiring Women: The Case for Action

As well as these immediate benefits, a growing body of evidence also suggests that these types of interactions between young people and employers are associated with positive effects on the long-term employment and earnings prospects of participating young people.4

Why do gendered career stereotypes persist?

Research has shown young people still have fixed and narrow ideas about careers: children start to rule career options ‘in’ and ‘out’ at an early age and girls and boys hold stereotypical views about ‘male’ and ‘female’ careers by age 7.5 For example, girls are less likely to aspire to careers in science than boys, even though more girls rate science as their favourite subject than boys.6

Such perceptions among young people reflect wider societal perceptions. In polling cited in Professor John Perkins’ Review of Engineering Skills, a much higher proportion of boys reported being encouraged to think about engineering as a career than girls, particularly by their parents.7 Furthermore recent research by the National Bureau of Economic Research in the United States found that girls outperformed boys in a maths test when marked anonymously by external examiner, but that boys outperformed girls in the same test when marked by teachers who knew their names, a phenomenon the authors attribute to unconscious bias amongst teachers.8

How can these be tackled?

One way of tackling such gendered career perceptions and aspirations among young people is to make sure they meet, when still at school, successful professionals of both genders who work in a variety of roles and sectors. This might be at a careers fair, through a work experience placement or at a career speed-networking event.

‘If I was asked for advice by a teacher thinking about participating in a similar event I’d say go for it! Learning is not limited to the classroom – opportunities like this one are once in a lifetime and really encourage students to make their voices heard.’

Shanaz Begum, teacher at Mulberry School for Girls, reflecting on the Inspiring Women launch event at Lancaster House

Such interactions can challenge gendered stereotypes about careers and help build the confidence, aspirations and networks of young people. A young woman who attended and met women who work in a very wide variety of roles at the Inspiring Women in the RAF event at Manchester Academy said, after the event:

‘I now definitely feel much more than merely motivated to achieve what I was that I sought to become. I had hopes of becoming an engineer and not following the traditional career pathways, but my peers had expressed that I’d be better off doing the typical career paths for women, such as teaching, hair styling, fashion etc. I was swayed after what they had proposed, but, after the event, I remain firm in my aspirations – I will not be discouraged in attaining a career that is mostly dominated by men.’

Fatma Omar, pupil at Manchester Academy, reflecting on the Inspiring Women in the RAF event

What do young people say about who they want to hear from?

In a 2015 survey of just under 400 11-19 year olds by the Education and Employers charity, young people were asked whether they would prefer to hear from a man or a woman about career options, if they had the choice. Just over a quarter (28%) of young people surveyed expressed a preference; perhaps unsurprisingly, among young people expressing a preference girls tended to say they preferred to hear from women and boys from men.

The young women surveyed were more likely to express a preference for meeting female role models than their male counterparts for meeting male role models so there is a clear rationale for increasing interactions between young women and female professionals. Girls in Years 7 to 9 were particularly keen to hear from women: 51% of 11-13 year old girls surveyed said they’d rather hear from a woman, compared to 17% of 14-15 year old and 15.9% of 16-19 year old girls.

About the Inspiring Women Campaign

The origins of the campaign

The Inspiring Women campaign is designed to help young people from all backgrounds, at state schools and colleges across the United Kingdom, meet and make connections with female role models from a range of sectors. By introducing young people to successful women working in different roles and industries, the aim is to enhance understanding of the breadth of career opportunities available, challenge gendered stereotypes about occupations and give young people the chance to ask questions and make connections with female role models.

“The event was much different to my first impressions. I was surprised at some of the professions the women had as they are ‘stereotypically’ seen as men based jobs, such as electrician, engineer and banker. They shed a new light to the working life, one that can only be taught through the eyes of these experienced and confident women, I believe this opportunity is something that will stay with me for my future years to come as the advice they gave was constructive and influential to me.”

Yasmin El-Harrous, pupil at Elizabeth Garrett Anderson School following the Women Who Make London event which took place in July 2014

Launched by Miriam González Durántez on 17 October 2013 with the support of Bank of America Merrill Lynch as key strategic partner and lead corporate supporter, the Inspiring Women Campaign began with 10 high profile women sharing their career insights with 100 girls at Lancaster House in London. The campaign reached out to female volunteers doing a wide range of jobs in different sectors, from apprentices to CEOs, those in full or part-time work or recently retired. It sought to recruit and make available to local schools 15,000 Inspiring Women and to connect more than 250,000 girls and young women with local employee volunteers by March 2015.
Inspiring Women: ‘Driven to Success’
On 26 March 2015 women took part in a unique ‘career speed networking’ event with 150 girls aged 13 – 17 from four state secondary schools on the HQS Wellington. From RAF jet fighter plane pilots, to Formula E drivers, to British Airways’ first female pilot, to Merchant Navy officers and helicopter pilots, these women are breaking into traditionally male dominated arenas.

The event was on board HQS Wellington, the last surviving Second World War escort ship in Britain. Moored at Temple Stairs on the River Thames since 1948, she is the Headquarters of the Honourable Company of Master Mariners.

Inspiring Women in Tech
On 12 March 2015 Mulberry School for Girls in the London Borough of Tower Hamlets hosted the Inspiring Women in Technology career speed networking event. High achieving women from household name companies such as; Google UK, Facebook, Sky News, Microsoft, LinkedIn and Bank of America Merrill Lynch talked face to face with 100 school girls about jobs and careers.

Inspiring Women in Sport launched at the BT Tower
On 20 January 2015 female leaders from the world of sport including; BT Sport broadcaster Clare Balding, world 400m champion Christine Ohuruogu and Minister for Sport Helen Grant joined Miriam González Durántez at BT Tower for a career networking session with students and to launch Inspiring Women in Sport. The launch announced Inspiring Women in Sport Week – 23 February to 1 March 2015.

Inspiring Women in Finance at the Bank of England
On 16 December 2014, 45 high profile women working in the UK Financial Services Sector took part in a career speed networking event with 120 girls aged 14 – 17 from six London state secondary schools at the iconic Bank of England headquarters on Threadneedle Street.

Mark Carney, Governor of the Bank of England and Financial Times newspaper Editor, Lionel Barber, spoke about their increasing commitment to diversity and why a number of their female colleague were taking part in this event.

Inspiring Women in Fashion
On 12 November 2014 the Editor of British Vogue magazine, Alexandra Shulman, with 20 other women from the fashion industry took part in an Inspiring Women campaign ‘career speed networking’ and 120 girls at St Saviour’s & St Olave’s School, New Kent Road, London.

The aim of this event was to demystify the ever popular fashion industry and show the wide range of roles to which young girls today can aspire – from design, to manufacturing, to marketing, to retail. Looking behind the glitz and glamour to the real jobs available to the enterprising.
Inspiring Women in Scotland
On 6 October 2014, New College Lanarkshire hosted the Inspiring Women in Scotland launch event. Ten senior women from government, public and private sectors, and the arts took part in a speed career networking event talking directly with 100 young girls about their experiences, their job and how they got there. Schools and colleges in Scotland can now find diverse volunteers to talk jobs, careers and life experiences with their students.

RAF – Inspiring Women
Inspiring Women did an event with female RAF helicopter crew landing at Manchester Academy in Moss Side on 15 July 2014 with the RAF’s first female Air Vice Marshal, Elaine West CBE.

Campaign timeline

Inspiring Women – Women Who Make London
The ‘Women Who Make London’ event took place at Elizabeth Garrett Anderson School, King’s Cross, on 11 July 2014 with Lord Mayor Fiona Woolf CBE and 100 other women; from West End theatre choreographers to Thames sewerage engineers.

Inspiring Women with Aston Martin
Inspiring Woman with Aston Martin at Tile Hill School, Coventry on 2 July 2014. Women doing diverse jobs at the company drove the latest model Aston Martin cars on to the school playing field, then did career speed networking with 100 girls.

Inspiring Women in Design and Manufacturing
Inspiring Women in Design and Manufacturing had 160 students at St Mary’s Catholic College in Wallasey, near Liverpool, doing career speed networking in their school on 19 June 2014.

International Women’s Day with Justine Thornton
International Women’s Day saw Rushanara Ali, Bow and Bethnal Green MP and Shadow Education Minister, visit Central Foundation Girls School in Bow, and Justine Thornton, Environmental Barrister, visit Parliament Hill Girls School in Camden on 7 March 2014 for Inspiring Women career speed networking sessions.

Inspiring Women including Samantha Cameron and Clare Balding at Basildon Upper Academy
One of the first high profile events to be held in a school was Inspiring Women career speed networking and careers fair at Basildon Upper Academy, Essex, on 22 January 2014. Career speed networkers also included Dame Tessa Jowell DBE and Miriam González Durántez.

The campaign launch at Lancaster House London
The Inspiring the Future: Inspiring Women campaign launched with a ‘career speed networking’ event hosted by Miriam González Durántez with 100 girls from 11 state secondary schools talking jobs and careers with 10 high profile women including Ruby McGregor-Smith, Fiona Bruce and Carolyn McGregor.
How it works

The Inspiring Women campaign is part of Inspiring the Future, the free national service run by the Education and Employers charity which was launched in July 2012.

All state schools and colleges in the country can register for free and invite women into their schools to meet both young women and young men. As of the end of March 2015, over 8,000 representatives from more than 4,500 state schools and colleges from across the UK have signed up to use Inspiring the Future. They are head teachers, classroom teachers and careers professionals who can use the secure on-line match-making technology of Inspiring the Future to select and invite volunteers to support events and activities they are organising.

When volunteers register with Inspiring the Future, they agree to spend at least an hour a year talking to young people about their job and share information about themselves, their job and the organisation they work for, the activities they can help out with and their particular specialisms, such as being able to speak about Apprenticeships or using languages in the workplace. All this information is visible to teachers at schools and colleges based in the area the volunteer has said they are available to volunteer in, so teachers can tailor events and invitations accordingly. Teachers however cannot access volunteers contact details directly and do so via the secure Inspiring the Future matchmaking portal.

Teachers looking to organise Inspiring Women events and activities can therefore send messages and invitations to female volunteers in their area. This might be for an Inspiring Women event targeted specifically at young women, or for an event for both boys and girls. Some examples of how teachers at both all-girls and mixed schools have used Inspiring the Future to organise a diverse array of Inspiring Women events for young women of different ages are set out here.

Message: Dear Inspirer of the Future, I would like to invite you to work with two groups of 8-10 twelve to thirteen year old girls as part of our Challenging Perceptions of Women’s Work Careers event in our school Hall. You would provide an overview of your job role, a hands-on activity that would give the girls an insight into what your role involves, and the help the girls to create a profile of your job that could be used to market it to other students.

Teacher at a mixed secondary school in Brent

Message: We are hosting an Inspiring Women’s event to coincide with International Women’s Day and to inspire young female students at our school. We are currently running a project which works with our female pupils on self-esteem/confidence, distorted perceptions of beauty, and other issues which affect young females in our society. We would like the event day to bring together the girls from the project, as well as other girls in school, and to provide role models and career insights for them. The visit would involve giving a talk to the girls about your career, challenges you have overcome, and answering some questions at the end.

Teacher at a mixed secondary school in Manchester

To help showcase the Inspiring Women campaign and inspire both schools and volunteers to sign-up, the Education and Employers Charity organised a series of high profile Inspiring Women events for state schools and colleges located in different parts of the country. From the Inspiring Women campaign launch at Lancaster House in London in October 2013 to Inspiring Women in Sport at the Olympic Park’s Aquatic Centre in February 2015, these events brought young women from state schools and colleges into contact with women from the widest possible range of roles and sectors, who they would not otherwise have had the opportunity to meet.
Media coverage

The Inspiring Women campaign has garnered a lot of positive press in the last 18 months, and word is spreading.

The Impact of the Inspiring Women Campaign

Inspiring Women Volunteers

As of the end of March 2015, 15,009 Inspiring Women have signed up and pledged ‘an hour a year to talk to girls’ in a state school near home or work about their life experience, job and career route. These Inspiring Women volunteers are drawn from across the country and work in a very wide range of occupations, for organisations drawn from all sectors of the economy.

Inspiring Women volunteers range from archaeologists to zoologists, apprentices to CEOs.

The Inspiring Women: 100 examples

| Account Executive | Account Assistant | Accountant | Account Manager | Accountant | Analyst | Apprentice Commercial Underwriter | APA UK | Apprentice Executive Assistant | Architect/Associate | Assistant Brand Manager | Assistant Brand Manager | Assistant Brand Manager | Assistant Business Manager | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | Assistant Director | 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The impact of the Inspiring Women campaign

By early April 2015, the Inspiring Women volunteers had received more than 45,000 invitations to attend a whole host of different events and activities in schools and colleges around the country. Many of these invitations were for events involving both boys and girls, while others were for events designed specifically for young women. Some examples of events targeted specifically at young women are set out below:

Message: Dear Inspiring Woman Volunteer!

Following on from the resounding success of an Inspiring Women in Fashion event at my school last November, I am hoping to organise another speed networking event for students in Year 9 who are in the process of considering their GCSE options. The main focus will be languages in the workplace. Young people are often unaware of the multiple career paths that are open to them through the knowledge of a foreign language and the aim is to open their eyes to the reality of languages /employment.

Teacher at an all-girls secondary school in Southwark

Message: We are requesting some of your valuable time to speak to our Year 9 students about the journey in your professional life. These Aspiration Days give students the opportunity to learn about routes into different industries and professions, as well as developing their aspirations and self-confidence to pursue their dreams, or indeed to help them focus on one. Guest speakers will present a short talk on their current position, inspirations into their field of work, and give advice to students about what they could do now to help them on their journey. After this, there will be a workshop session where guests will move around a carousel to do a ten minute questions and answer slot.

Teacher at a mixed secondary school in Haringey

Message: We will be organising a short session for our Year 8 girls to introduce careers for women in sport and inspire them to get involved in sports. We would like volunteers to support with this event by talking to our girls about different careers in sport from varying perspectives. Volunteers would be supported by our teaching staff and we would organise some fun activities for students and volunteers to participate in.

Teacher at a mixed secondary school in Mansfield
Feedback from schools and young women

To better understand how young people have benefitted from the Inspiring Women campaign, the Education and Employers charity ran a reflective writing competition for young women who had attended high-profile Inspiring Women events in January 2015 and interviewed a number of teachers who had arranged for their pupils to participate and who had attended the events themselves.

A number of key themes emerge from this feedback.

The opportunity to meet and talk to inspirational women is highly valued by young women and by their teachers:

"The Inspiring Women in Finance event was an opportunity for our girls to go to a professional workplace, somewhere really prestigious, to meet women who have done extremely well in a short period of time and see that anything is possible if you work hard enough. It gave them ideas about where they might head and something to focus on."

Caroline Hatch, Achievement Leader at Conisborough College Lewisham, reflecting on the Inspiring Women in Finance event

Such opportunities can help challenge stereotypes about ‘male’ or ‘female’ careers:

"At the assembly, I was really surprised to see so many women altogether and occupying different jobs to one another. I honestly didn’t know there were a lot of jobs available for women. At the Careers Fair, what I liked the most (apart from the free goodies) was that every woman there seemed happy with what jobs they were occupying. Also there were different opportunities at the stalls for young people like me that boosted my confidence in thinking about options other than training to be a doctor. There were different jobs like creating surgeons, construction workers and others that I have never heard of until I attended this event."

Jenny Nguyen, pupil at Addey and Stanhope School, reflecting on the Inspiring Women in Finance event

Such opportunities can open young people’s minds to new avenues and possibilities:

"Having the opportunity to meet 45 high profile women in the financial services broadened my view on what you can achieve in the economics industry, regardless of age, gender or wealth. Before attending the event, I had a sense of what I wanted to do but it wasn’t clear. I thought that most jobs were open to men because they had come from a private school or came from a wealthier background. I couldn’t help being biased and close-minded."

Such opportunities can help increase young people’s determination and application:

"Before the event I wasn’t sure what I wanted to do in the future but speaking to one of the women whose expertise was in writing/journalism (a career choice I have wanted) I realised that gender is something that shouldn’t hold you back, her advice was beneficial and insightful as she told me in order to become successful, hard work and will power is essential as it is a very competitive environment. I have held onto these words of wisdom and looking at my improvement in my commitment when it comes to opportunities over the years it has improved significantly. For example, I have taken up opportunities such as the Duke Of Edinburgh Bronze award, something that takes a large amount of commitment and willpower."

Shanaz Begum, teacher at Mulberry School for Girls, reflecting on the Inspiring Women in Finance event

These effects are lasting:

"Looking back on how I used to think, I find myself to be more open minded and positive about my future. This event was helpful to me and has given me a different perspective on options other than my original options."

Mahima Akhtar, pupil at Enfield County School, reflecting on an Inspiring Women Careers Fair event

An Inspiring Women in Finance event with a spring in their step. Hearing from a doctor and a dentist who didn’t know what they wanted to do at their age and who weren’t necessarily A-grade students, but who worked really hard and made it was really powerful.

Andy Griffin, Head Teacher at Manchester Academy, reflecting on the Inspiring Women and the RAF event

Such opportunities can help increase young people’s confidence and aspirations:

"I’d say the girls who have benefitted the most are probably those with less confidence who didn’t think they had it in them to be successful – they came away from the Inspiring Women event with a spring in their step. Hearing from a doctor and a dentist who didn’t know what they wanted to do at their age and who weren’t necessarily A-grade students, but who worked really hard and made it was really powerful."

Andy David, Teacher at Sir John Colfox School, Bridport, reflecting on Inspiring Women in Finance event

These types of interactions can help develop networks that lead to other employer engagement opportunities for schools and young people:

"Overall it was phenomenal, the best thing I’ve done in 15 years of teaching, and it’s had long-lasting benefits for our pupils. Three girls who attended have obtained work experience placements via the Inspiring Women who attended the event and a group of girls are going to visit KPMG’s headquarters in London."

Andy David, Teacher at Sir John Colfox School

The Lancaster House event was one of many things we have done to support our young people but for those who attended it sits highly in their development and they refer back to it often. In terms of lasting effects, one of the students who attended is now head girl – two years ago I don’t think she’d have had the confidence to apply for the role. One of the FDO officials present at the Lancaster House event subsequently came to visit the school – it’s great to have that sort of network.

Maxine Westley, Assistant Pastoral Manager at the Basildon Academies, reflecting on the inspiring Women in Basildon event

These comments from young women and their teachers shed light on the myriad ways in which interactions between successful female role models, through the Inspiring Women campaign, can help broaden the horizons of young people, open their eyes to new avenues and possibilities and shape their career aspirations.

Mahima Akhtar, pupil at Enfield County School

Shanaz Begum, teacher at Mulberry School for Girls, reflecting on the Inspiring Women launch event at Lancaster House

The Insight Women event has definitely had a lasting effect for the girls and the school. The girls still talk about the women who came to Basildon Upper Academy and they compare every careers-related activity we do with them back to Inspiring Women. It really has changed a lot of the girls’ thought processes and aspirations.

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Next Steps for Inspiring Women

We need you to help us to expand this free programme so we can reach more young people in state schools across the UK.

Volunteer with us

To sign up and volunteer please visit: http://www.inspiringthefuture.org

Help spread the word on social media

Follow the campaign on Twitter: @Edu_Employers and like us on Facebook: https://www.facebook.com/inspiringthefuture

Share your experiences of talking with school students on our blog:
Inspiring Women blog: https://itfinspiringwomen.wordpress.com/

About Inspiring the Future and Education and Employers

Inspiring the Future

Inspiring Women is part of the free, national Inspiring the Future programme which was launched in England in July 2012. Nearly 75% of state schools have registered together with over 20,000 volunteers from over 5,000 organisations. The aim is to bring about a significant culture change so that it becomes commonplace that young women and men - wherever they live and whatever their social background - get the chance to meet a wide range of women doing different jobs - from Apprentices to CEOs, archaeologists to zoologists. The key strategic partner and lead corporate supporter is Bank of America Merrill Lynch.

Who is behind Inspiring the Future: Inspiring Women?

The Education and Employers charity was launched in October 2009 and has 12 staff. Its aim is ‘to ensure that every school and college has effective partnerships with employers which provide young people with the inspiration, motivation, knowledge, skills and opportunities they need to help them achieve their potential and so secure our national prosperity.'

www.educationandemployers.org

22 April 2015
Inspiring Women: the story so far

2013 - 2015