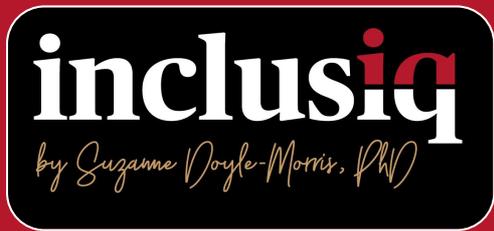
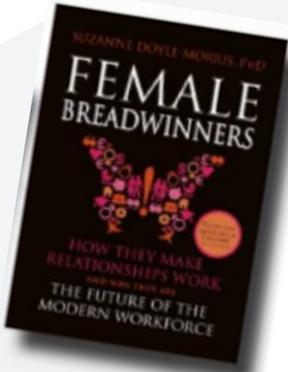


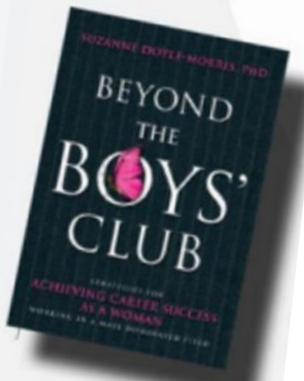
Online Events that get audiences thinking, laughing & changing



Suzanne Doyle-Morris, PhD Author, Speaker & Gender Balance Expert



InclusIQ is led by Dr Suzanne Doyle-Morris, whose PhD from the University of Cambridge looked at the experiences of women in male-dominated fields. Over the last 25 years, Doyle-Morris has helped organisations improve their gender balance, particularly at a senior level. In that time, she has also written two books - '[Beyond the Boys' Club: Achieving Career Success as a Woman Working in a Male-Dominated Field](#)' and '[Female Breadwinners: How They Make Relationships Work and Why they are the Future of the Modern Workplace](#)'. Her latest book, 'The Con Job' was published this year.



She has advised over 50 organisations in the UK, Europe and the US - namely in STEM fields as well as the legal and financial services sectors on improving inclusion and gender balance in particular. She has coached hundreds of clients, most often women in these industries to help them reach more senior roles and the lives they actually want to lead.

Dr. Doyle-Morris is a popular keynote speaker because of her humorous, thought-provoking and straight-talking style. She engages with the audience via a mix of interaction, organisational anecdotes, academic research and practical advice above all - highlighting how these overlap to affect the listener. She is an expert on women in the workplace and is often featured on BBC and STV and is routinely cited in news and industry press.

Over the last 18 years, she has presented to Executive Boards as well as audiences of hundreds - from client-facing events to organisational or industry networks. Recognising her own international style, as someone who has lived and worked in 5 different countries, audiences have been from across the UK and US, from Sweden to Portugal to the Middle East.

'A brilliant myth-buster of a book we all need'
Emma Cashmore, D&I Director Int'l Facebook

Suzanne Doyle-Morris, PhD

The CON Job

Getting Ahead for **COMPETENCE**
in a World Obsessed with **CONFIDENCE**

'An expert analysis of the relationship between confidence and competence: essential reading for all those aiming to improve their progress in the workplace'
Dame Veronica Sutherland DBE, OMB, OBE
Former UK Ambassador to the Republic of Ireland

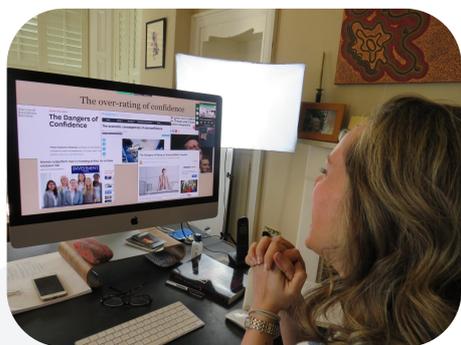
'By challenging our norms on confidence and indeed the definition of leadership itself, Suzanne Doyle-Morris has created a must-read for all those who are truly committed to creating more diverse and inclusive workplaces.'

-Amanda Sourry, Former President, **Unilever North America**



We offer a two stage programme for promoting competence above confidence, with discounted & signed books as an option, in order to ingrain and deepen the learning.

Stage 1. Getting Ahead for Competence in a World Obsessed with Confidence



Dr. Suzanne Doyle-Morris will deliver a presentation highlighting the vital differences between confidence and competence, and how they have often been confused and misinterpreted in the workplace, as discussed in ‘The Con Job’.

You're skilled...but do you sometimes feel overlooked at work?

Not progressing at work is often blamed on 'lack of confidence', but this excuse is a total con job. It misses genuine competence, conveniently rewards the status quo and distracts us from understanding the context of what really drives confidence. This means we fail to get the right people into the best jobs. She shares strategies covered in 'The Con Job', to help audiences:

- Capitalise on what you are doing well to silence the 'imposter'.
- Convince others to value your hard-earned experience.
- Redefine confidence so it doesn't continue to advantage the 'status quo'.

Let Dr. Doyle-Morris work with your audience to debunk the greatest 'Con Job' to get ahead.

Format:

- 90 minutes
- Panel discussion facilitated by SDM or Q&A
- Virtual delivery on platform of your choice
- Recording rights for intranet usage

Praise for 'The Con Job' book

'...a necessary read to cut through the noise...' - Annabel Bosman, **Head of Relationship Management, Royal Bank of Canada**

'Get ready to question what you thought you knew about confidence and come out with better answers about who has it and why, than you did before.'
-Professor Lynne Cadenhead, **Chair, Women's Enterprise Scotland**

'I love her no holds barred approach! I learned a lot and suspect you will too.' - Sharon Moore MBE, **Board Member, CENSIS**

Praise for 'The Con Job' Online Events

'In terms of feedback, we started with "I think I have been waiting for this call all my life!" and closed with "Really great session with lots of takeaways - including knowing colleagues are feeling similarly to me"
- Nicola Lancaster, **Senior Legal Counsel, DS/UP/IG PCRO Shell Intn'l Ltd**

'Suzanne spoke to our global audience prior to the release of 'The Con Job'. Her humour and incisive observations were a huge hit with our mixed gender audience and I'd thoroughly recommend buying books for attendees!'
-Tasnim Tudor, **Director, Global Talent Programmes at CyberArk**

E-mail suzanne@inclusiq.com to discuss how we can help you create an event that gets people thinking, laughing and changing.

Stage 2. Workshop Options to Embed the Learning

Drawn from tactical solutions from 'The Con Job' and led by Dr Suzanne Doyle-Morris

A. Authentic Confidence for Aspiring Professionals

Too frequently those with 'showy confidence' are promoted above their competence level, dearly costing organisations, teams and skilled individuals the roles they deserve.

The way forward is to ensure we value competence above it's oftentimes showier, 'smoke and mirrors' cousin: 'confidence'.

In this workshop, we look at the practical ways to build your 'natural confidence so you are recognised for what's already great about you (and should be rewarded): your competence.

We'll focus on recognizing the difference between the superficially impressive and the genuinely valuable so you can make your expertise work better for you.

You're ambitious and you want to progress.

By looking at the practicalities of showcasing your authentic confidence borne from hard-earned experience, you'll be better able to:

- Distinguish yourself from overconfident underperformers
- Highlight and get recognition for your competence
- Speak up and prepare for meetings
- Articulate and justify ideas
- Challenge overconfidence in others

B. Shining a Light on Competence for Managers

People rarely leave companies, they leave bosses.

You want to be not just the kind of manager for whom people stay, but for whom they go the extra mile.

You know that's what creates better team cohesion, higher engagement and happier stakeholders - because ultimately a manager's performance relies on that of their team. Your job is no longer being the star of the show, it's making sure *your team shines*.

The best way to do this is to reward actual skills and competence, not a false sense of 'confident bravado' with which many don't identify and is ultimately useless. By harnessing self-awareness for both yourself and your team members, you'll better identify and champion competence by being able to:

- Better understand and identify with a wider range of people
- Tackle imposter syndrome in self and others
- Delegate while maintaining control
- Provide and seek feedback
- Express disagreement and annoyance

Praise for 'The Con Job' Online Workshop Series

'Two different events and the feedback couldn't have been stronger: very high attendance, especially for an online event, fantastic panel facilitation, phenomenal engagement via the chat boxes and question tool, that Suzanne creatively encouraged and no one left the virtual room - all huge wins!

Plus, the delegates were excited to get a copy of her books directly to their home to embed the learning, all arranged for us by InclusIQ - it was easy to run and totally raised the bar! One commented that it was the best virtual event she had attended, which is high praise in the current climate.'

-Berenice Mann, **Snr. Marketing Manager, Arm**

