

# STEPPING UP

FOR EVERY WOMAN EVERY WHERE

*Empowering  
Women to  
Thrive in  
Work, Life &  
Leadership*

## THE 7 PILLARS OF SUCCESS

*Hosted by*



**REAL WOMAN GLOBAL**  
FOR EVERY WOMAN EVERY WHERE

# *Introducing* **REAL WOMAN GLOBAL**

Research suggests that to reach our potential as leaders, it is essential that we feel connected, supported and empowered in ALL areas of our lives.

Real Woman Global is committed to supporting the presence of women in business and community leadership roles.

We believe that women represent an enormously under-utilised resource and that there are significant organisational, cultural and economical benefits for the broader community as we empower women to 'Step Up'.

Real Woman Global has evolved to comprise of three core activities consisting of a quarterly online magazine (Stepping Up Magazine), an annual conference (Stepping Up); and an online education portal and community (Stepping Up Club).

Together they provide connection, mentoring and support for women looking to achieve a greater level of leadership in their professional and personal lives.

Since our launch in 2008, Real Woman Global has had the privilege of working with and empowering thousands of Australian women. Stepping Up marks a huge milestone as we launch our education online to a global audience.



**FABIANNE KEILY - CEO, FOUNDER**

**2011 PREMIER'S AWARD WINNER FOR  
EXTRAORDINARY CONTRIBUTION TO WOMEN**

*Celebrating the 100th Anniversary  
of International Women's Day*



# Introducing **STEPPING UP**

*The content was fantastic and I thoroughly enjoyed the two day conference. Professionally run with a wonderful group of ladies from diverse backgrounds*

*Anna McLean,  
Commonwealth  
Bank*



For the past 7 years, Real Woman Global has been instrumental in empowering women of all backgrounds towards greater professional, personal and financial success.

Stepping Up is a brand new program developed by Real Woman Global to meet the needs of real women across the Globe who are looking to achieve a greater level of leadership.

Whether you're a career woman or a business woman 'Stepping Up' is the perfect place to be refreshed, rejuvenated and recharged ready to face the challenges that real women face on a daily basis in their professional and personal lives.

Stepping Up provides a unique opportunity for education and training from experts across the globe, as well as the opportunity to connect and celebrate with other inspiring women including peers and program mentors. It also provides a powerful natural mentoring environment for women of diverse backgrounds and occupations.

Stepping Up has been shaped based on feedback from thousands of women across Australia and provides the 'Missing Link' to being able to step outside your comfort zone and step up to achieve greater career success and work/life balance.

*So inspirational, so interesting, so moving and so much fun! I want to say it is life changing information for women.*

*Gayle Green,  
Qantas*



**LIMITED SEATS**

[www.realwomanglobal.org](http://www.realwomanglobal.org)

**BOOK NOW!**

# Why Attend Stepping Up?

Stepping Up is built around seven distinct but complimentary modules 'The 7 Pillars of Success'. The Program is specifically structured to maximise the learning outcomes of each module, as well as contribute to the overall flow of the program.

## The '7 Pillars of Success' contained in the Stepping Up program are:



MINDSET



HEALTH



MONEY



WORK



IMAGE



LIFESTYLE



GIVING

*Give Yourself Permission to Shine*

*Fit & Healthy in Your 20's, 30's, 40's & 50's*

*A Man is Not a Retirement Plan*

*Women and Leadership in the Workplace*

*You Only Get One Chance at a First Impression*

*Work / Life Balance isn't Selfish, it's Essential*

*Life is Simple 'What You Give Out You Get Back'*

The program is undergirded by an experiential learning approach to ensure participants have the opportunity to maximise their learning throughout the day and connect powerfully with other inspiring women.

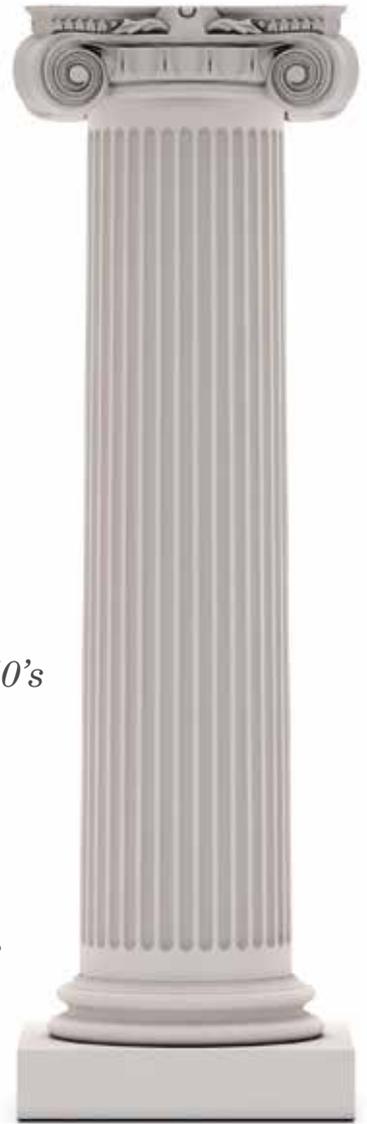
*The event was fantastic and very inspiring to be with 300 women in the same room. Great speakers and lovely people to network with.*

*Susan Ridolfi,  
Body Dynamics  
Australia*

**LIMITED SEATS**

[www.realwomanglobal.org](http://www.realwomanglobal.org)

**BOOK NOW!**



# Who is Stepping Up For?

## Women Aspiring to Leadership:

Stepping Up provides the key development skills necessary for women aspiring to achieve a greater level of leadership. Participants benefit enormously from connecting with other leaders, combined with experiential learning that builds their confidence and self esteem to face the challenges of being a woman in leadership.

## Women in Leadership:

Women currently in leadership have the opportunity to gain valuable insights into what it takes for a woman to not only survive, but thrive as a confident and courageous woman in leadership.

**LIMITED SEATS**

[www.realwomanglobal.org](http://www.realwomanglobal.org)

**BOOK NOW!**

## Program Agenda:

Thursday	08:00am to 09:00am	Registration
Thursday	09:00am to 02:00pm	Conference
Thursday	02:00pm to 05:00pm	Fashion, Fitness & Finance Expo
Thursday	05:00pm to 06:00pm	Cocktail Connections (Networking)
Friday	09:00am to 02:00pm	Conference
Friday	02:00pm to 05:00pm	Fashion, Fitness & Finance Expo
Friday	07:00pm till late	Gala Dinner / Go Red 4 Women*

\* Support 'Go Red for Women' by wearing a touch of red on the night

## Conference Fees Include:

- ✓ 2 Days of Education and Empowerment
- ✓ Arrival Coffee / Morning Tea / Lunch both days
- ✓ Access to Women's Fashion, Fitness & Finance Expo
- ✓ Gala Dinner / Entertainment / Luxury Handbag Auction\*

\* Three times more women die of Heart Disease than Breast Cancer but not many women know. All funds raised on the night will go to raising awareness about Women & Heart Disease.



# Stepping Up REGISTRATION FORM



Date of Registration:	
Phone:	
Organisation Name (if applicable):	
Email:	
Contact Name:	
Position:	
Mailing Address:	

Name of Attendee 1:	
Position:	
Email Address:	

Name of Attendee 2:	
Position:	
Email Address:	

Name of Attendee 3:	
Position:	
Email Address:	

Please scan and email to: [enquiries@realwomanglobal.org](mailto:enquiries@realwomanglobal.org)



# Stepping Up SPONSORSHIP FORM

	Ruby \$2,500	Silver \$5,000 5 only	Gold \$10,000 3 only	Platinum \$25,000 1 only
Speaking Opportunity				✓
Expo Site (Optional)		✓	✓	✓
Program Advertising	✓	✓	✓	✓
Event Advertising	✓	✓	✓	✓
Website Advertising	<b>1 Month</b>	<b>3 Months</b>	<b>6 Months</b>	<b>12 Months</b>
Magazine Advertising	<b>¼ Page</b>	<b>½ Page</b>	<b>Full Page</b>	<b>Double Page</b>
Stepping Up Conference	<b>1 Ticket</b>	<b>3 Tickets</b>	<b>5 Tickets</b>	<b>10 Tickets</b>

Please scan and email to: [enquiries@realwomanglobal.org](mailto:enquiries@realwomanglobal.org)



# Stepping Up PAYMENT FORM



**Tick Option 1, 2 and/or 3 and complete the details below:**

Organisation Name:

**Individual Tickets.**

Option 1:  x tickets for Stepping Up @ \$997 each = \$

**Or buy a table of 10 and ONLY pay for 9 (Save \$997!)**

Option 2: 9 x tickets for Stepping Up @ \$997 each = **\$8,973**

**Why Not Make a Difference and Pay it Forward!**

Option 3: Sponsorship: We want to Pay it Forward: *(Please tick one)*

Platinum \$25,000    Gold \$10,000    Silver \$5,000    Ruby \$2,500



<input type="checkbox"/> Direct Debit:	<b>Direct Debit to:</b> Westpac Bank BSB No. 034 185 A/C No. 114 594 <i>Please send deposit receipt for Direct Deposits</i> <i>Reference: Your Last Name/s or Company</i>		
<input type="checkbox"/> Credit Card:	<input type="checkbox"/> Mastercard <input type="checkbox"/> Visa		
Card Number:	<input type="text"/>		
Expiry Date:	<input type="text"/>	CCV (last 3 digits on back):	<input type="text"/>
Credit Card Holder Signature:	<input type="text"/>		
Total to be charged:	\$ <input type="text"/>		
Email Address for Receipt:	<input type="text"/>		

# The 7 secrets to Gail Kelly's success

By permission and as published in BRW Magazine by Joanne Gray, 13 November, 2014



Gail Kelly, who will stand down from her ground breaking role running Westpac next year, says her journey from teacher to bank teller to chief executive, "doesn't seem conceivable or possible or probable". But in this candid speech she gave at the St George Bank Foundation lunch in Sydney in August, Kelly revealed the seven life lessons that helped her smash the glass ceiling and learn to lead.

## 1. CHOOSE TO BE POSITIVE

This does go back to living in a small family, a happy family, in Pretoria and the very positive influence of my mum and my dad, particularly my dad, who was inherently a very optimistic person.

He had that wonderful flavour of, you can choose in your life how you respond to situations and you should actively choose to be positive, to see the world through a glass-half-full perspective. You should choose even in difficult times to look for the learning, the insights, the opportunities, the next steps.

And it's a life skill, not just a business skill. I sometimes have to remind myself as I am going home at night and have had a really tough day that I can choose how I walk into my home. I can choose to be warm and embracing and welcoming, or I can choose to walk in and reflect in my tone and style that I had a bad day and everyone else is going to suffer a little bit because of it.

## 2. DO WHAT YOU LOVE, LOVE WHAT YOU DO

If you love what you do, you'll do more of it; doing more of it, you'll gather more confidence, more energy and get better at it. That builds more confidence and energy and you love it more. And you grow in your capability and skills. And the reverse is true.

I definitely had a period where I was in that mode. This is the time when I was a school teacher. Much as I loved teaching and I love education, I was too young, I think, for the environment that I found myself in and I was very unhappy as a young person, 21 years old.

I was teaching at a school in Johannesburg and I didn't feel confident in what I was doing, I didn't feel like I was doing a good job. I was teaching boys who didn't want to be there, I was teaching subjects I didn't want to teach, it was a whole combination of things. I just lost confidence, I lost a sense of my self esteem, I did it worse as a consequence and I all of a sudden ended up feeling deeply unhappy.

It came to a crunch point the day I'll always remember. It was a winter sports afternoon in Johannesburg and I was on duty in this clubhouse and I was [thinking], 'Thank goodness, it's the end of the day.' And I was on my way to the bus stop. And this young boy ran up to me and said, 'M'am, I've left my jumper inside. May I please go and get it?'

And I stomped back upstairs and I was the worst kind of school marm. I shook my finger at him and told him this was inconvenient and I told him he should think ahead, and I opened the door with a great amount of noise and stood there in the door and watched him scurry to and fro. And then he went downstairs I shut the door behind him, with again a lot of noise and flurry, and walked downstairs and I reached the bus stop.

And I sat down at the bus stop and I just felt so

ashamed. I thought, 'What has happened to me, this person who loves people and enjoys teaching and who has a positive view of her life? What has happened to me, that this is the way I am behaving, this is the way I am reacting to some small situation?'

I realised it was affecting my life and it was affecting the way I felt about myself and I recognised that I needed to make a change either in my attitude or in what I was doing. And I ended up at the end of that term leaving teaching and ultimately joining the bank.

## 3. BE BOLD, DIG DEEP

I suspect that [this] will apply more to women than men, though I suspect it applies to us all. Be courageous, and be prepared to take the opportunities and the challenges that come your way. In my experience, women like to be really 100 per cent ready before they put their hand up for opportunities. My advice and my encouragement to you, over life journeys and career journeys is put your hand up and be bold and be courageous. Be prepared to back yourself, be prepared to have a go.

It's been trouble for me all my life, the sense of gosh, 'I'm not good enough, I'm not adequate, I'm not going to do this well. I might fail, what happens if I fail?'

Every time I've met this career opportunity in a life sense, I've had to pause, stop, dig deep, take my courage in my hands, actively say I'm going to back myself, actively say there are others out there who are going to support me, there are others out there that want me to win.

I was in South Africa, 34 or 35 years old at that really critical time in your career, I was general manager of human resources of one of the divisions of the Nedcor Group. The organisation was going through structural change, so I knew my job would change.

The CEO of the group [Richard Laubscher] called and said would I like to have a cup of tea with him. He sat me down and said, 'I would like you to think really carefully about your next career decision. I'd like you to think about whether you might like to take the opportunity to be the CEO of the card business.'

I said, 'I don't know anything about that business.' And he said, 'Yes I know, but you can learn.' Then I went through how you make money in that business.

He started to rattle off about issuing income and fee income and merchant service fees. I thought, 'I don't know what you're talking about.' I thought, 'I don't know anything about technology either and it sounds like there's a lot of technology that underpins the card business.'

But I said thank you and went home and spoke to my trusty husband, Alan, and said, 'What do I do?' He said, 'Why don't you give it some good hard thought. Richard clearly backs you, the organisation is clearly going to back you.'

I would be breaking through a glass ceiling in that organisation. At that time there were no women in senior line roles in any bank in South Africa and, of course, including Nedcor. I was also coming from the retail part of the business, which was seen as the soft part of the bank and even more I was coming from HR.

I was a young mum, I had four children who were five and under. I thought, 'Can I do this?' It was really one of those digging deep and taking your courage in your hands [moments] and thinking, 'If the organisation is prepared to invest in me and back me, I am prepared to have a go?' I rang Richard the next day and said, 'If you back me, I am in this 100 per cent and I'm going to give you everything I've got and give this a really good go.'

You can imagine the mistakes I made and the lessons that I had there. There was no transition. It was just, from day one you are now the CEO with no experience and knowledge of that at all.

It was all men in this business. It was a real culture shock for me. It was more the Afrikaans side of the bank as well, so culturally I was not equipped for this. But I reflect on it now, that if I had not dug

deep then, if I had not made that call then, taken that opportunity then, there is absolutely no way I would be here today in the role I am today.

## 4. RIGHT PEOPLE ON THE BUS, WRONG PEOPLE OFF

It's become obvious to me [to ask] are the right people in the right roles? [This is] the single most important factor for leadership success and for organisational success. I'm not alone in evidencing this comment and some of you will have read Good to Great, by Jim Collins. What he does over five years is research 1500 companies who are deemed to be good companies and he looks at what is it that distinguishes those that are good from those that become truly great. And he comes to the conclusion, which was a surprise to him and the researchers at the time, that the single most important ingredient was what he called having the right people on the bus and the wrong people off the bus. It's both sides of the equation that you need to work on.

If I think of the mistakes I have made in my career and things that I would have done differently had I had my time again, often they go to people where I should have acted more quickly; I should have recognised more quickly that this person was the wrong person on the bus for various reasons.

## 5. THE VISION THING

It is important to be able to communicate in a crystal clear way the vision and purpose of the organisation. This is how banks lost their way going into the [global financial crisis]. What for them was shareholder value, being successful in financial terms, [but they] lost sense of the why: what is the purpose of the bank, in society, why do we exist?

At Westpac, our vision is to be one of the most respected companies in the world: helping our people, our customers, our communities to prosper and grow. The communication of this is key. I talk about it everywhere and expect our team members to know and understand our vision and strategy.

In the last two employee engagement surveys, 97 per cent of our people say 'yes, I understand how the work I do supports the vision of the company'. That's fantastic for alignment and for productivity.

## 6. GENEROSITY OF SPIRIT

This is an essential ingredient for being successful in your life, as well as your business; practising generosity of spirit in the way you go about your life and indeed your leadership role in work. If you believe in practising generosity of spirit, at heart you believe in the power of an individual to make a difference and at heart you treat individuals with deep respect and want to see others flourish.

The people who do not practice generosity of spirit are selfish. People who do not practice generosity of spirit are binary: black or white, right or wrong; they are quick to judge, intolerant, they shoot messengers, they take credit for work that others do.

## 7. LIVE A WHOLE LIFE

A life lesson for me is make sure that you live a whole life. I very often come across people who are at the pinnacle of their career, they are immensely successful, they've climbed the mountain, they are the best they can be in their job or their profession and yet they are deeply unhappy.

If you get to an environment where that gets talked about these people cry: grown men my age and more, in tears. Because of what they have lost along the way: a relationship, a partnership, they may not be connected to their children, maybe they've lost their health, maybe they've got no friends. They have no interests, they've lost sight of who they are, their spirituality, their inner person.

Do not let this happen to you. You need to make sure you live a whole life which means be really clear on the priorities in your life and invest in them all the way.

I am crystal clear and I make sure that all of my people in Westpac know I am crystal clear: my priority is my family. There is nothing more important to me than my family.