



Your ethnically diverse women leaders
ACCENTUATED

Contact



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Suki Xiao is an ICF credentialed coach (Associate Certified Coach) with 5+ years of coaching experience and the founder of As You.

Suki has worked across the public, private and social sectors, where she has been a recognised coach, mentor and leader. Prior to starting As You, Suki was an Agile Coach at Xero, Meridian Energy and Datacom, where Suki had direct experience coaching, enabling and supporting teams and leaders to perform better and in new ways of working. Suki also served on the leadership team of Xero Partner Products and has worked with a range of people, from senior leadership teams to early career professionals. She has a BCom/LLB conjoint degree and was also a Youthline phone counsellor.

"Accentuated has made me start appreciating who I inherently am, celebrating that, and serving and leading in ways that express that - not someone else's mould. It showed me the impact of doing inner work and creating small habits, and the importance to take ownership of my growth and development. I've become more open to sharing my thoughts, feelings and ideas in spaces where I once felt like I didn't belong."

Emily P, consultant

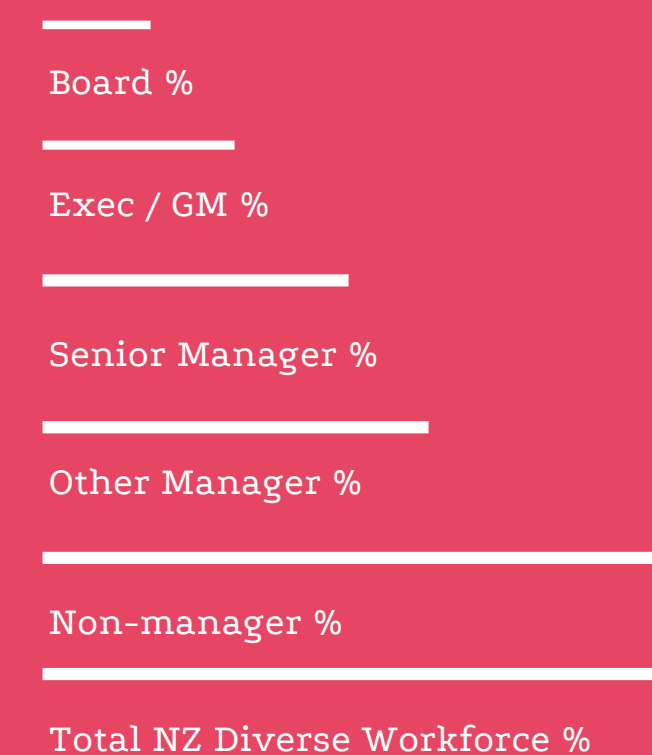


What's your pipeline?

Does your organisation want more for your ethnically diverse women?

- More representation in leadership
- More of them putting their hands up for leadership
- More confidence on how to support and grow your diverse talent
- More retention and recruitment of diverse talent

Lead the change



The ethnic workforce representations in NZ generally looks like the picture on the left, decreasing representations as the hierarchy rises. So is it time for your organisation to lead the change and grow your diverse pipeline?

Diversity Matters

In McKinsey and Company's Diversity Wins 2020 Report, they continue to find that companies with gender, ethnic, and cultural diversity, particularly within executive teams, are linked to financial performance.

More diverse companies are better able to attract top talent, to improve their customer service, employee satisfaction, and decision making. This is what McKinsey hypothesise as driving the higher bottom line.

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Companies with the most ethnically diverse executive teams are 36 percent more likely to outperform their peers on profitability.



Yet, there are several barriers that ethnically diverse women face when applying for or being in leadership positions:

- Lack of role-modeling or mentorship
- Self-doubt and feelings of imposter syndrome
- Not able to articulate her unique value
- Not able to influence authentically
- Feelings of being alone

This is where Accentuated comes in where the light is shone on ethnically diverse women and they are invited to step into their authentic leadership identity and power.



Introducing Accentuated

A 6-month leadership programme specifically designed for your ethnically diverse women.

Participants will, over a series of in-person full day workshops and online sessions:

1. DEFINE

Define her authentic leadership and purpose, explore what makes her unique and understand how her cultural backgrounds are an asset.

2. CULTIVATE

Cultivate a confident mindset so that she is no longer battling with the imposter syndrome or minimising self-talks and work habits.

3. SHINE

Shine brighter by learning to communicate her value clearly, influence fearlessly and handle stereotyping and casual racism.

4. EXPAND

Expand her network and lead by example to build up the next generation of diverse leaders.

As
You

Accentuated

OUR APPROACH

Unlike other leadership programmes, Accentuated targets ethnically diverse women because we recognise the dual challenges they face with gender and culture. We are serious about growing these women and strive to unlock and showcase their unique contribution and value.

Accentuated is for organisations who are committed to retain and grow their diverse talent. It is designed to work with your organisation's diversity and inclusion strategy, talent programmes and career development initiatives.

Accentuated is suitable for your emerging leaders. They may be technical experts or people managers or leaders. You see them as having leadership potential or as being likely to influence and impact at a more senior level.

INVESTMENT

It is \$3,250 plus GST per person. It includes four full day in-person workshops and one online workshop on diversity and inclusion and two accountability sessions.

After the programme, your diverse women will be:

1. clear about who they are as a leader and their unique value
2. confident in leading and influencing
3. leading initiatives to grow the next generation.

This will result in a more robust pipeline of diverse talents. You will also have more confidence and capability to support them.

