



Growing Careers in
PR & Communications

EmpowerHER: Elevating Females in PR agencies to excel in their roles

GROUP COACHING PROGRAM November 2024 – April 2025

EmpowerHER is a transformative 6-month group coaching program designed to empower women in PR agency roles. Through a blend of personalized coaching, industry insights and the chance to mastermind and network with other females in PR agencies, you'll gain the tools, knowledge, confidence and strategies to excel in your role, expand your network and make a lasting impact in the PR and Communications industry.

This group coaching program is tailored for women in PR agencies who ask themselves:

How do I step up as a woman in PR and prove my worth?

How do I build my profile internally and externally to gain the recognition and trust I deserve?

How do I transition from being a PR expert to a business expert?

How do I focus on the right priorities and learn to say no?

How do I gain credibility and trust with peers and the C suite?

How can I influence challenging stakeholders and get buy in?

With a blend of coaching and advisory, you will get the space, thinking time and knowledge required to tackle challenges and thrive in your role. By working with other women in agencies facing similar issues, together we will brainstorm solutions to live challenges, look at your role through a different lens and strategically set your goals.

Over the course of 6 months, we'll challenge assumptions, provide new perspectives, and hold you accountable to excel in your role and achieve the business success you desire.

After completing the EmpowerHER program, you'll walk away with proven strategies to manage your role successfully thrive in your career and feel empowered to succeed as a female in PR/communications.

Program Modules:

Module 1: Business Acumen for Communicators

This module guides you towards developing a strong foundation in business principles. We will discuss how to pinpoint the strategic priorities of your clients' organisation, align communications efforts with those goals, and articulate the vital role of communications to the C-suite. Additionally, we will delve into improving your understanding of your agency's business objectives, P&L and new business targets. By the end of the module, we will have addressed the skills or training required to enhance strategic thinking, contribute to business discussions and become a valued participant in your organisation's decision-making process.

Module 2: Communicating with Impact

This module will help you to showcase your value, enhance communication skills, influence and inspire diverse teams, and effectively engage with senior leaders within your organisation and with clients. We will demystify the seemingly intangible traits of 'presence' and 'gravitas' and explore how they can be learnt and embodied in an authentic way. By the end of module, you will have practical techniques that, with practice, will empower you to communicate with impact.

Module 3: Personal Branding

This module encourages you to develop and convey your own unique personal brand. We will discuss the most effective way to showcase your talents, strengths and achievements to boost your profile and credibility among key internal and external stakeholders. By the end of the module, you will have a plan to increase your visibility among the important people in your organisation and clients, while effectively leveraging your network for success.

Module 4: Being You

This module will enable you to embrace your authentic self, overcome imposter syndrome and conquer self-limiting beliefs. We will explore what a healthy work-life balance looks like for you and how to set boundaries to achieve it. This module will boost your confidence and resilience, while equipping you with the skills to achieve career fulfilment without sacrificing your personal life.

Module 5: Navigating Challenges

This module will prepare you to handle challenging stakeholders, set and maintain boundaries, confidently navigate male-dominated environments, resolve conflicts effectively, and manage performance through impactful feedback and coaching techniques. By drawing on the experiences of other participants, we will identify the best strategies for specific situations and personalities, and the cost of avoiding conflict. At the end of the module, you will have a toolkit of resources to tackle any challenge head-on.

Module 6: Empowered for Success

This final module will synthesise the learnings from the previous five modules and turn your knowledge into an actionable plan to achieve your career goals. As we conclude the programme, we will celebrate your personal growth and discuss strategies to keep you on track and accountable as you continue your journey.

Why work with Emma?

- ✓ Trusted recruiter, coach and business leader for 25+ years specialising in the communications industry
- ✓ Understands the unique challenges women face in PR agency roles
- ✓ Provides objective perspectives, real-world case studies, and actionable strategies
- ✓ Challenges mindsets and reframes situations for a fresh outlook
- ✓ Twice a Mentor for The Women's Foundation In Hong Kong
- ✓ Passion for helping women in PR/communications succeed
- ✓ Extensive knowledge of companies, communications professionals, and talent acquisition teams
- ✓ Understands reporting lines, role positioning, what employers want and global market knowledge
- ✓ Asks thought-provoking questions to encourage new perspectives
- ✓ Gets to the snub of the problem/challenge

What you will get on the group coaching program:

- A 6-month group coaching program covering 6 modules
- Onboarding call to establish goals
- Bi-monthly group calls (1.5 hours) covering the modules in an open discussion format with a group of females working in PR agencies all looking for support to deal with their challenges and thrive in their roles
- Face to face meet up with the other women on the program when possible
- Discuss live situations and brainstorm solutions in a confidential environment
- One to one coaching from me every 2 months to review progress
- Access to portal with module resources
- Ongoing support from me and the group via WhatsApp
- Opportunity for continued coaching after the program on a monthly retainer
- Guest industry experts to attend selected calls

The Investment and Terms

SGD 3,340 / HKD 19,700 / AED 9,300 / GBP 1,970 plus vat paid upfront or in 3 instalments

Confidentiality Commitment

Active participation and engagement throughout the program

All calls will be recorded and available on the portal should you not be able to attend