

SUBMISSION FROM PATRICIA CLEGHORN

Patricia Cleghorn is Principal of Orchid, an author and speaker. She has an exceptionally wide range of experience in helping people to flourish.

Many hundreds of people have benefited from Orchid Personal Focus Programmes. Clients have included Anglian Water, Barts Hospital, British Airways, Shire Communications, Heinz, BTG and BOC.

There are Orchid programmes especially to help smaller businesses and entrepreneurs to flourish.

Orchid also provides courses for lecturers, teachers and social workers. *Move Forward with Confidence* is an established programme for young people, while people from all walks of life attend Orchid open courses.

Patricia is the author of *The Secrets of Self-Esteem, Confidence Boosters!* and a series of CDs. Her books have been translated into many languages and sell internationally.

Patricia has featured in the national press, in many magazines, as well as on radio and television.

www.orchidinternational.co.uk

What holds women back and what helps them move forward?

- We are already aware of lack of flexibility in working hours and the cost of child-care cited as the main obstacles to women working.
- When there are fewer jobs to go round, women often miss out, particularly for promoted posts.
- It goes without saying that women should receive equal pay for equal work, with no skewing of job titles. Scotland has the opportunity be a beacon of light for this world-wide!
- Some women near the top of their organisations have received a considerable increase in salary, however there is a groundswell of women at lower levels e.g.in retail, catering, administration and the caring professions who have not enjoyed these increases in pay.
- We also need to consider self-employed and entrepreneurial women.
- The way funding and procurement opportunities are organised can make them difficult for women to access. The process is often bureaucratic, long-winded and seems to favour larger businesses. This is a major stumbling block for women. The Flexible Training Opportunities scheme is a successful exception.

- Many women business owners and those who aspire to set up their own business are raring to go – let's give them the funding to do so!
- However, whether women are employed or running their own business, what makes a positive impact on their moving forward, we have found and evidence shows, is raising and maintaining confidence, self-esteem and self-belief. We hear this all the time from the boardroom to the shop floor and with the many women starting up their own businesses.
- Of course, this building of self-belief must be coupled with the conditions that encourage women to flourish at work.

We at Orchid are so convinced of the importance of this that we have initiated a range of *Flourish!* courses for women. We now aim to extend the range of this to any women who need it to get into or back into the workplace, to create a successful business or to progress in their careers. A further aim of this programme is to train tutors who can deliver the programmes to help their own clients, in much the same way as we have developed the *Move Forward with Confidence: Creating Success* programme for young people, with the tutor training programme.

Orchid has worked with many hundreds of women at all levels. Scottish women are extremely talented. With self-belief and real opportunities to move forward, nothing will stop them. And of course, building self-belief adds an immediate feel good factor and the resilience so necessary in difficult times!

Patricia Cleghorn
Orchid
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