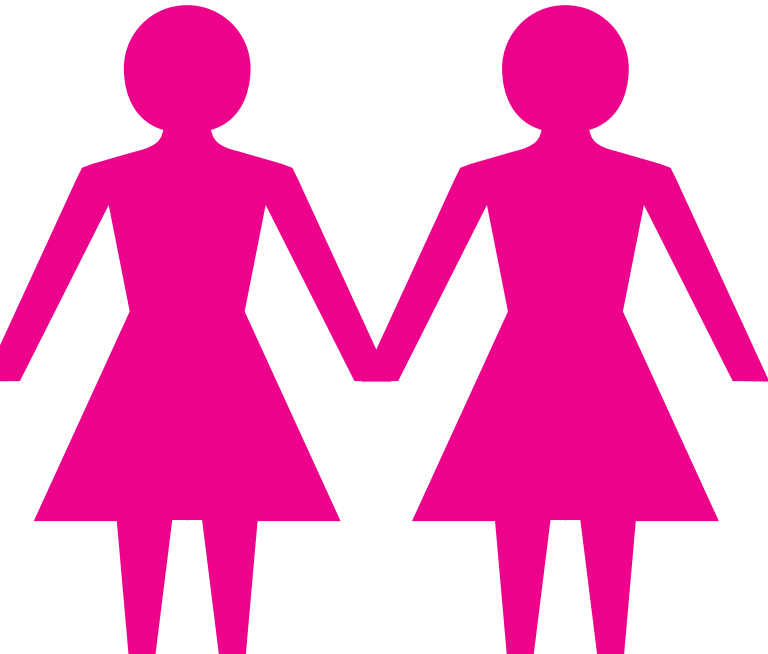




# Habits of Highly Successful Women Conference 2010



**Mulberry**  
School for Girls

in association with

**LLOYDS  
BANKING  
GROUP**





**Habits of Highly Successful Women Conference 2010 – 7th July 2010**  
**East Winter Garden – Canary Wharf**

## Introduction to Habits of Highly Successful Women Conference

Thank you for attending this conference. The aim of today is to hear from women who have been highly successful in their fields and reflect upon how we might cultivate our skills, dispositions and talents. There are a number of people to thank for the Habits of Highly Successful Women conference. First, the speakers who have given their time voluntarily for this conference; they are inspiring role models from whom we can all learn so much. Second, the wonderful organisers of this conference: Shanaz Begum, herself a highly successful young woman, assisted by Runa Hoque and Rubina Begum. Third, the headteachers, teachers and parents who have worked together to provide this opportunity. Finally I am especially grateful to Fiona Cannon, Equality and Diversity Director of Lloyds Banking Group, who has given us her support and backing for this conference and supported us through sponsorship by Lloyds Banking Group. Her vision, which promotes diversity in the workforce and equality of opportunity, starts in schools with us. I would like to thank her sincerely for recognising this and supporting it in taking this forward.

**Ms. V.J Ogden**

Headteacher – Mulberry School for Girls



## Conference Rationale

**Mulberry**  
School for Girls



This year's annual pupil voice conference is entitled 'The Habits of Highly Successful Women' designed by Mulberry School for Girls in conjunction with Lloyds Banking Group and will bring together 350 students from Mulberry School for Girls, Central Foundation Girls' School, City of London School for Girls, Channing School, Skinners' Company's School for Girls and Highbury Fields School. The conference will engage in discussion about the qualities, dispositions and habits required for success. All six schools are involved in a long-standing successful partnership which promotes high quality education for young women. The conference is designed to support each school's ethos of developing aspiration, confidence and high level communication skills amongst pupils to ensure they succeed in life. By exploring the theme of habits of highly successful women the conference will boost students' confidence. They will be ever more aware of the changing times in which they live, draw together a range of issues that affect their lives and they will be able to identify the needs and interests of women today.

### Conference Objectives

There are a number of educational objectives for young women at the conference:

1. To promote the development of leadership by young women and prepare them for the world of work.
2. To encourage young women to interact with key women players in the business and enterprise field to learn, grow and live from influential figures.
3. To become aware of the work by women in as agents for positive social change in the world, learning through women from a diverse backgrounds.
4. To utilise qualities and habits of success and to develop a consciousness of the concept of leading success and the range of possibilities for leading action locally in their own community, nationally in corporate, public and political spheres and internationally as participants of a global society.
5. To consider their own leadership skills and skills in advocacy through:
  - Taking responsibility for planning and organisation of the conference, supported by teachers
  - Learning through experiences of women they meet
  - Following up on and disseminating what has been learned to others



## Programme

- 9.15am** Arrival and Registration  
Tea and Coffee in the Gallery
- 9.45am** Welcome Speech – Comperes for Mulberry School for Girls  
Sarah Sarwar  
Mousumi Chowdhury

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### Part One

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- 10.00am** Opening Speech  
Kamel Hothi, Head of Niche Markets  
– Corporate Banking, Lloyds Banking Group
- 10.20am** Delegate Activity 1: Ranking Exercise – Habits of Success
- 10.35am** Key note speaker- *'The Secret Habits of Successful Women'*  
Lorraine Pascale – Entrepreneur – Ella's Bakehouse, Former Model
- 10.55am** Q & A with Lorraine Pascale
- 11.15am** Break in the Gallery

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### Part Two

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- 11.35am** Baroness Susan Greenfield – 'Qualities to Cultivate Success'  
Professor of Pharmacology Oxford University,  
Scientist, Writer, Broadcaster
- 11.45am** Habits of Successful Women Film produced by Mulberry Film Students
- 12.05pm** Film discussion - delegates to prepare questions for panel
- 12.15pm** Panel discussion chaired  
Baroness Susan Greenfield  
Alix Pryde - Appointed Controller, BBC Distribution
- 12.40pm** Lunch and Networking



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### Part Three

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|--------|--|
| 1.30pm | 10 Minute Presentations by: <ul style="list-style-type: none"><li>• Vicky Jewson - Screenwriter, Film director of Jewson Film Foundation</li><li>• Anne Wafula Strike - Paralympic Athlete, Model, Teacher</li><li>• Schona Jolly - Human Rights Barrister</li></ul> |
| 2.00pm | Delegates to prepare questions for panel   |
| 2.10pm | Panel discussion chaired by Jill Tuffee  |
| 2.30pm | Delegate activity – Dialogue Mat 1 ‘It’s Good to Talk’   |
| 3.00pm | Student Speeches   |
| 3.15pm | Ginger Bread Women Evaluation  |
| 3.30pm | Conference Close   |
| 3.45pm | Depart   |



## Conference Speakers



**Kamel Hothi**  
Head of Niche Markets  
– Corporate Banking,  
Lloyds Banking Group

Kamel Hothi has 30 years banking experience and has been responsible for developing the Asian Strategy across Corporate markets which includes various high profile Asian sponsorships such as The Lloyds TSB Jewel Awards and the Asian Women of Achievement Awards.

Since the merger of HBOS she has also been charged to bring the same expertise to: Women in Business, Wealth & Procurement.

Kamel has chaired the Government Procurement Working Group for the National Employment Panel, producing a report advising Ministers on how they can use procurement to leverage race equality and help Small Minority Ethnic businesses grow.

She recently participated in a report to support cohesion in the community led by the Foreign and Commonwealth Office which also has now been published across government.

Kamel is a committee member of The Asian Guild and one of the driving forces behind the banks Ethnic Minority Network, where she has mentored numerous ethnic minorities to release their potential. Her passion and drive to improve cultural understanding has resulted in a number of awards for diversity being bestowed upon her.

All this she balances whilst adhering to her traditional beliefs and married to an entrepreneur with 2 boys.



**Baroness  
Susan Greenfield**

Baroness Greenfield has been Professor of Synaptic Pharmacology since 1996 at Oxford where she continues to head a multi-disciplinary research group. She is also Director of the Institute for the Future of the Mind. She was awarded a CBE in 2000 and granted a non-political Life Peerage in 2001. Susan has written a number of books disseminating science to academic as well as non-academic sectors, exploring topics including the basis of consciousness and human nature. Her latest book, ID: The Quest for Identity in the 21st Century, is an exploration of what it means to be human in a world of rapid change and, by drawing on the latest findings in neuroscience, looks at how we can promote our own individuality.



**Lorraine Pascal**

Lorraine Pascale spent a good part of the 1990's as one of the most successful international fashion models in the world. Her style and looks ensured that she was the face of several prestigious campaigns including Versace, Donna Karan, Katherine Hamnett, Benetton and Gap, and she worked alongside Kate Moss, Christy Turlington and Naomi Campbell - who she beat to become the first British Black model on the cover of American Elle.

However with the new millennium came a completely different focus and Lorraine decided to give her full attention to her real love - cookery. She enrolled on the full time Leith's Diploma of Food and Wine course and learnt about every aspect of food from offal to pastry. Patisserie was her passion and she decided to specialise in this, taking a degree in International Culinary Arts In Pastry and working with top Chefs from The Square, Hakaassan and Harrods. She also worked stages in several kitchens including Tom Aikens, Petrus, The Mandarin Oriental, The Wolseley, The Bluebird, Hummingbird Bakery, Peggy Porschen and Gilgamesh.

Her reputation within her new industry is firmly established and she has been invited make her speciality cakes several times for various TV shows including Market Kitchen and The Alan Titchmarsh show. Lorraine is currently in production of her own cookery show, which her first book is accompanying later this year.

Lorraine's signature style are her creations of fine French patisserie, old fashioned puddings and delicious celebration cakes. Her mission to bring a contemporary edge to classic desserts and cakes, by adding her own delicious but modern twist has proved hugely successful. She has opened her first shop - Ella's Bakehouse, in Covent Garden



**Vicky Jewson**



Jewson Film Productions Ltd was set up by Vicky Jewson and is an Oxford based film production and distribution company. JFP's first feature film "Lady Godiva" came out in cinemas across the country in Jan 2008. It was also featured on Jonathan Ross, Radio 2 Chris Evans, ITV This Morning, Women's Hour Radio 4, Loose Women and in the Financial Times. Jewson Film Productions also works with clients to produce high-end promotional films. Most recent work includes a film for the Maggie's Cancer Caring Centres. Its purpose is to raise £3million to build a centre in Oxford. It is also being used as part of their national campaign. One of Vicky's first jobs was to create a live multi media show for Philosophy Hairdressing. This played at the excel centre in London to 10,000 and went on a world wide tour afterwards. JFP's next feature film "Born Of War" is in development and is supported by the likes of Nick Manzi (head of Lionsgate films) and Stuart Till (head of UK Film Council). Jewson Film Productions also specialises in making short films with up and coming young talent, this includes working with the charities Fusion and Parasol running inclusive courses for disabled and non disabled children.

Jewson Film Productions was set up by Vicky Jewson when she was aged 18. She raised £1.2 million from private investors a year later in order to make "Lady Godiva" which she wrote and directed. Vicky won the Shell Women Of The Future Awards in 2006 and came second at Young Entrepreneur Of The Year. Having made films since she was 7 years old it is in her blood. Her ten year plan is to create a studio in Oxfordshire with an output of ten films/year. This will include building up a stable of talent which she can rely and draw upon; both creative and business minded people along the one corridor. She also directs her company's promotional films and youth work with writer, producer, co-director Rupert Whitaker.





**Schona Jolly**

Schona Jolly specialises in all aspects of discrimination, human rights and employment law. She also enjoys a wide-ranging practice which includes education, sports, regulatory and public law. She is particularly experienced in crossover topics. She represents both claimants and respondents/defendants in courts and tribunals at all levels.

Schona advises on all aspects of employment law, ranging from restrictive covenants/injunctions, discrimination law, unfair dismissal, TUPE and procedural issues. She has considerable specialist knowledge and experience in using the new Equal Value Procedure Rules for employment equal pay/sex discrimination cases. She is involved in multiple-claimant high value claims against different NHS trusts and local government in the North of the country, representing thousands of claimants collectively in the largest ever consolidated equal pay claims in the UK.

In the current economic climate, Schona is currently advising a wide range of high profile employers as to their obligations under TUPE and in redundancy situations.

Schona's particular interest lies in discrimination and civil liberties generally. In recent times, she has advised and lectured at home and abroad on human rights aspects relating to freedom of religion and expression, religious dress and observance, school uniforms and the veil. She has just published an Age Discrimination Handbook which she co-authored for the Legal Action Group. She advised the Musicians' Union on the human rights aspects of the Licensing Bill during its passage through Parliament. She has advised Age Concern Europe in connection with age discrimination in the field of goods, facilities and services (Addressing Age Barriers: An International Comparison against Age Discrimination in the field of Goods, Services and Facilities) She advises various NGOs, including Minority Rights Group, on international discrimination topics and she acts as an ad-hoc consultant on discrimination and human rights legislation in Turkey, India and other countries.

One of Schona's niche practice areas is discrimination in the education field, as well as Goods and Services. She is regularly instructed in claims under Part III and IV Disability Discrimination Act. A particular high point was when she obtained injunctive relief, compelling a high school to allow a wheelchair user to do his A-Levels at the start of the new academic year. She has appeared as junior counsel in educational negligence claims, and has considerable experience in asylum and gender issues.



**Anne Wafula Strike**

*“Success to me means never giving up, no matter what the odds.”*

Wheelchair racer Anne Wafula Strike is a Paralympic athlete, model, motivational speaker, wife and mother. In 2004 she became the first ever female wheelchair racer from East Africa to compete in a Paralympic Games, a remarkable achievement considering she hadn't even sat in a wheelchair until arriving in the UK in 2000.

She was born a normal, healthy child into a family of eight in a small village in Western Kenya. Life was very tough but got even tougher when she contracted polio at the age of two, despite having been given a vaccine. Unfortunately it was out of date and didn't work and there followed a very difficult few years when she was almost totally paralysed. Thanks to the love and care of her family she fought the disease and managed to recover the use of the upper half of her body. However, she remained paralysed from the waist down, and was forced to get around by crawling until her parents managed to get her some steel callipers and crutches made by a local craftsman. She never let this stand in her way and with strength and determination she fought to be the equal of her able bodied friends.

Her parents were determined that she should receive the same opportunities as her siblings and they sent her to school to get an education. She excelled and consistently came in the top half of her classes. She did her exams and got excellent 'O' level and 'A' level results and won a place at university. Life there was very tough as she struggled with grit and determination to attend all her lectures on the huge campus. Despite the weight of her callipers and crutches she let nothing stand in her way and graduated in 1994 with a Bachelor of Education degree and became a teacher. She received an award from President Moi of Kenya for being the most inspirational student of her year.

As a teacher she was inspirational and her students loved her. She did counselling and helped many students in their battles against HIV/AIDS. She also helped many of her students to achieve their educational goals. She is an enthusiastic advocate of the power of education to transform lives and continues to promote this path to the students she meets in her work in schools.

In her athletic career she has continued to improve, despite the many setbacks placed in her way. She has consistently performed at a very high level and has been rewarded by being voted Kenyan Sports Personality of the Year in 2004, Essex Sports Personality of the Year in 2006, and Harlow Disability Sports Award winner in 2008.



Outside of sport Anne does a lot of charity work and is Goodwill Ambassador for Action on Disability and Development, including campaigning for the UN Charter on Human Rights for people with disabilities, and is also a Patron of the Harlow Canal Boat Project.

This work has been recognised by invitations to 10 Downing Street, House of Lords, and Parliament. She is also a Sporting Champion and has attended events on their behalf all over the South East of England.

Anne is an inspirational woman who is highly articulate and an excellent exponent of motivational speaking. She is brilliant with whatever audience she is addressing, whether they be school children or top professional business people. Anne lives in Harlow, Essex with her husband Norman and son Timothy.



**Alix Pryde**

Alix Pryde is the Controller of BBC Distribution.

Alix is responsible for leading the very successful BBC Distribution team, negotiating and managing contracts for broadcast distribution of the BBC's TV and radio services in the UK, technical digital switchover, and advising the Executive on future broadcast distribution developments. Alix is also responsible for representing the BBC on relevant external bodies and building partnerships.

Alix has worked in broadcasting for over ten years and joined the BBC seven years ago, initially in BBC Radio & Music Strategy. In 2003 she was promoted to Head of Strategy for BBC News and subsequently BBC Journalism, where she worked alongside Mark Byford leading the Creative Future Journalism project.

In 2007 she became Chief Adviser to Caroline Thomson, BBC Chief Operating Officer. She was given additional responsibility for co-ordinating the BBC's Environmental Action Plan, Choose To Make A Difference, at the start of 2008.

Alix Pryde started her career as a physicist, completing a PhD in theoretical physics at the University of Cambridge. She then became a strategy consultant with McKinsey & Co and later became Head of Development for The Wireless Group plc, which operated circa 20 commercial radio stations, including national speech station Talksport.

Named Shell's "Media Woman of the Future" at the end of 2008, and selected as one of Management Today's "35 under 35" young businesswomen to watch, Alix took up her current position in March 2009.



## Seven Habits of Successful Women Film

The Seven Habits of Successful women film is a documentary film made by students of Mulberry School for Girls in conjunction with Mulberry Films. The students focussed on three highly successful women to discover how they handle success, careers, family life and leadership. Students shadowed these women for a day and experienced 'What is a day like being...'

Students then created three 5 minute motivational and educational films. They chose their own styles and techniques for documentary to represent the habits of successful women. The result is a highly energised, creative and inspiring documentary. We hope that these habits will be adopted by the audience and viewers will find out the secrets behind being the agents of leadership and change.

**Student Film-makers** involved:

Zahra Sarwar	Year 8
Leyla Aras	Year 8
Abida Khanim	Year 10
Jasmin Nehar	Year 10
Shammi Monir	Year 12
Layla Benallal	Year 12

Lead Teachers: **Shanaz Begum  
and Tanya Singh**

Editor: **Francis Morgan – Giles**

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### Film One

**Pinky Lilani OBE – Wisdom,  
Integrity and Courtesy**



Pinky is one of the most passionate, inspirational supporters of women, of all colours and creeds, in Britain today. The founder and chairman of the Asian Women of Achievement Awards, the Women of the Future Awards, the Inspirational Women's Network and the Ambassadors in partnership with Lloyds TSB, Pinky's events and initiatives continue to grow and develop. The Ambassadors programme which was set up to provide role models and mentors for school girls has been received with acclaim. Well-known food guru, Pinky's Spice Magic seminars are a fantastic team-building experience for corporate groups. Pinky is also a celebrated speaker and expert on diversity issues and motivation.



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## Film Two

### **Baroness Susan Greenfield – Determination, Courage and Sincerity**



Baroness Greenfield has been Professor of Synaptic Pharmacology since 1996 at Oxford where she continues to head a multi-disciplinary research group. She is also Director of the Institute for the Future of the Mind. She was awarded a CBE in 2000 and granted a non-political Life Peerage in 2001. Susan has written a number of books disseminating science to academic as well as non-academic sectors, exploring topics including the basis of consciousness and human nature. Her latest book, *ID: The Quest for Identity in the 21st Century*, is an exploration of what it means to be human in a world of rapid change and, by drawing on the latest findings in neuroscience, looks at how we can promote our own individuality.

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## Film Two

### **Neeta Atkar – Decisive and Civility**



Neeta is the Group's Financial Crime & Operational Risk Director, responsible for policy and oversight. She is also responsible for Risk Governance, comprising the Group's Risk Management Framework and Policy suite.

Prior to being appointed to the role on Day 1, Neeta was that Regulatory Director for the Retail Bank. Neeta joined the Group in August 2007, when she joined as the Operational Risk Director for UKRB.

Immediately prior to joining Lloyds TSB, Neeta was the Group Operational Risk Director at Royal & Sun Alliance. Since joining the Financial Services Industry in 1988, she has held various senior risk management roles in other financial services firms and spent two years as a consultant with a big four firm working with a range of large financial services firms.

After graduation, Neeta spent over 10 years at the Bank of England, during which time she held a range of different roles, including responsibility for supervising a range of small banks through the liquidity crisis that followed the collapse of BCCI and, as EA to the Director of Banking Supervision, dealing with the aftermath of the collapse of Barings.

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Mulberry Films would like to thank the following people who have made filming possible:

Pinky Lilani, Susan Baroness Greenfield, Neeta Atkar  
Amina Ahmed – Lloyds Banking Group  
Ali Bryne – PA to Neeta Atkar, Lloyds Banking Group  
Ruth Arnell – PA to Baroness Greenfield, University of Oxford  
Houses of Parliament





## Sponsors and Supporters of the Conference

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### **Note from Shanaz Begum, Conference Organiser**

If London were a person, it would be diverse, charismatic, intellectual and successful. Therefore it makes sense for Londoners to have these aspects in their characteristics too. Diversity and success is something our society prides itself in and it must be celebrated, cultivated and encouraged. Conferences, such as this one, aim to do just that. A celebration of the Habits of Highly Successful Women demonstrates what we can really achieve with determination, hard work and brilliance. It enables young women to witness the achievements of successful women and thus act as a motivating experience, a catalyst in student leadership and in addition, instil an 'I can do it' ethos in the young vibrant audience.

Student leadership provides a platform for growth, understanding of one's own potential and celebrates students as young women – as the success they can and most certainly, will be. And it is vital to remind the young women of today of just that. Education isn't simply an arena to continue academic pursuits, but also an opportunity to develop as an individual. And it is paramount to present a conference highlighting success that can enable students to grow as confident young women, enhancing their skills that are transferable to almost every sphere of life as well as making these young women realise their huge potential and that their success has vast implications for the future.

Often with opportunities comes a sense of responsibility and thus a co-existence of contributing and benefiting to a community the young women is part of arises. Student leadership and conferences allow students to display what they have to offer, harnessing them into constructive projects and instil a confidence whereby they know that they deserve to make footprints in the world and encourages them to know that they most definitely can do so too. Success isn't limited to a particular type of person; rather it's available to everyone providing they grasp opportunities; and this conference aims to highlight just that.

It has been a joy planning this conference and I have met a number of remarkable women throughout the journey. I hope you enjoy the conference and carry the torch of brilliance into the future.



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**Note from Amina Ahmed,  
Lloyds Banking Group**

**LLOYDS  
BANKING  
GROUP**



Lloyds Banking Group is proud to be sponsoring this year's partnership conference; Habits of Highly Successful Women. Diversity and inclusion within the workplace is one of the challenges that all world class businesses should be aspiring to achieve and, increasingly there is a recognition that we must look at the root challenges that are preventing some talented, highly qualified young women from achieving their career aspirations.

Diversity and inclusion is especially important to Lloyds Banking Group as we want to support young women to make the best career decisions that they can. We continue to be committed to championing equality and promoting talent within our organisation; we are extremely proud to have the largest proportion of women sitting on our Executive Board and employ more women than our peers. There are two key drivers for this:

- Making the Group a great place to work for all our colleagues –affording them fair access to opportunities, allowing talented women to shine
- Making the Group a great place to bank for all our customers –being reflective of our diverse customer base and truly understanding their individual needs.

Today's conference is about encouraging and motivating young women to aim high and achieve their career and personal growth ambitions, providing them with an opportunity to hear the inspiring personal journeys of their guest speakers; fantastic women entrepreneurs and those at the highest in their profession. We hope that these stories, alongside our commitment as a FTSE 100 company, will help highlight the different directions that are out there for you; the successful women of the future, and inspire the confidence to unlock your true potential.

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**Note from John Chastney,  
Chair of Governors for  
Mulberry School for Girls.**

**Mulberry**  
School for Girls

There are certain areas of public and commercial life where women have not yet been recognised for the contribution that they can make. This is a pity. Most of the organisations with which I have been, or are, involved include women as equals. Indeed, in some cases I believe that the skills and attributes that women display are particularly valuable as men do not always show the same skills and attributes. This conference is about women, by women and for women.

It recognises, however, that the world in which women play such important parts is also inhabited by men. I have seen many examples of successful men being managed so tightly and so expertly by women that I doubt the men could achieved as much without the support of women. So, also, men can support women. Women can be successful entrepreneurs - social and commercial - and can make fantastic contributions to thought leadership, science, engineering and many other areas once wrongly considered inappropriate for them. Celebrate your gender, use it and succeed.

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**Mulberry School for Girls is grateful for the support of we have received from our sponsors, who have provided generous financial support. The school acknowledges the key role and support of Lloyds Banking Group, especially to Ms. Fiona Cannon and Ms. Amina Ahmed. Our supporters are listed below.**



**LLOYDS  
BANKING  
GROUP**



**Mulberry**  
School for Girls



Thanks should go to the following people who have been principally behind the organisation of the conference:

**Shanaz Begum** who has worked tirelessly on this project and has driven the creative force and planning of the conference over a year and who with **Rubina Begum** and **Runa Hoque** has organised the event.

**Vanessa Ogden** who has made the conference possible with her vision and belief in Young Women's Education and future prospects. She is a wonderful role model and example to our young women.

**Tanya Singh, Marcus Hibbert** and **Francis Morgan – Giles** of Mulberry Films for the film work for the conference. **Jill Tuffee, Katherine Vincent** and **Paul Jones** for who have led different elements of the programme.

**John Chastney** for his continuous support for the Women's Conference

**David Crome, Stuart Wilson** and the team at **Redesign** for designing the conference materials.

**Helena Poland, Natalie Williams** and **Chris Handley** and their staff at East Winter Garden.

**Sarah Sarwar** and **Mousumi Chowdhury** for compering the conference

**Students who made the 'Seven Habits of Successful Women' Film**

Zahra Sarwar Leyla Aras, Abida Khanim, Jasmin Nehar, Shammi Monir & Layla Benallal

**All the headteachers of the six partnership schools** and **Sir John Rowling**.

