Gravitas skills are key to unlocking door to Britain's boardrooms for women says expert

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- **Less than 25% of board members of FTSE 100 companies are women[1]**
- **More than half of FTSE 100 companies have no non-white board members[2]**

Britain's boardrooms would change from 'male and pale' if more would-be leaders learnt to develop the skill of gravitas, according to author and leadership communications coach, Antoinette Dale Henderson. Speaking as her new book '*Leading with Gravitas'* is published, she said:

"Women, younger people and people from ethnic minorities often face particular challenges in tackling misconceptions about gravitas needed for the boardroom and that needs to stop. Gravitas is not an inherent trait – but it is an essential skill for successful leaders. My aim is to turn the old-school image of gravitas on its head and demonstrate that it's a skill that can be developed by anyone who wants to fulfil their potential as a manager or leader. This book will help anyone, no matter what level of experience to use their own individuality to command respect and make a lasting impression and. "

The book aims to demystify the concept of 'gravitas' through exploring what it means for Britain's successful leaders. Using a six-key model, it explores what the reader can do to develop their own gravitas and leadership style through practical exercises and tools.

Leading with Gravitas is based on research conducted with a broad range of leaders including politicians, business and community executives, small business owners and entrepreneurs. The book advises what the reader can do to develop their own gravitas and leadership style through practical exercise and tools which allow the reader to:

- Gain a clear understanding of the vital components of gravitas – how they currently perform and what they can do to improve
- Increase awareness of their unique expertise and qualities as an authentic leader
- Access a range of powerful techniques to help communicate and present with impact
- Enhance their confidence, influence and ability to inspire others and deliver results
- Harness their passion and individuality to maximise leadership presence and project their best self

The book is available from Amazon at £12.99 as a paperback and £5.98 as a Kindle ebook. The *Leading with Gravitas* programme is delivered both as an open course and tailored for in-house teams.

Comments

"In today's fast paced life we often overlook the basics of what being a good leader is. This book provides a holistic and digestible approach on how to be an effective leader" Mobina Salahuddin, Senior Manager, Deloitte UK

"There is no doubt that gravitas is needed in abundance right now and the good news is that it can be learnt. I encourage you to read this and to take the learning Antoinette offers on board" Sue Knight, author of NLP at Work

"A very pragmatic and insightful read. This will be very helpful to a broad senior management segment who are looking to move into senior leadership roles." Shrey Viranna, CEO Discovery Health

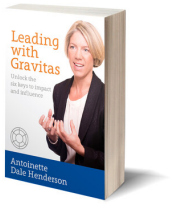
"Leading with Gravitas is a wonderful resource for getting on in life." Margot James, Member of Parliament for Stourbridge UK

"Working in a position of leadership can often be a daunting and isolating experience. This book helps the reader grasp the tools necessary to unravel the code of great leadership."

Luke Dale Roberts, Leading Chef and Entrepreneur

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Notes to editors

Antoinette Dale Henderson is a leadership communications coach, trainer and author. She regularly speaks on leadership identity, influencing with integrity, building inner confidence and communication excellence. She is passionate about promoting the cause of women in leadership. Her personal mission is enabling leaders from all walks of life to fulfil their true potential, both in work and outside.

In 2007, she launched Zomi Communications to commit to that mission, working with people to identify their purpose and define their unique leadership voice. She now works globally with organisations to deliver energising programmes that deliver measurable business results. Before founding her company, Antoinette spent 18 years holding senior positions at many of the world's top PR agencies, including Ogilvy & Mather, Hill & Knowlton and Weber Shandwick.

[1]Cranfield Female FTSE 2014 report (http://www.som.cranfield.ac.uk/som/ftse)

[2]A study of the top 10,000 executives published in 2014– co-authored by Trevor Phillips and Professor Richard Webber, of Kings College London – found that more than half of FTSE 100 firms had no non-whites at board level. (http://www.green-park.co.uk/press-release-britains-competitiveness-risk-deep-diversity-deficit-says-new-study)

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