

WLG Campaigns



Our Biggest Campaign to Date -

Our Pink Star Campaign "What You See, You Can Become."

The methodology came from Vicky Brook - Chair WLG's, love of the Olympic games and the power of seeing the faces of the athletes ultimately learning about their stories, their journeys to becoming Olympians. She had a light bulb moment for the WLG, following numerous dialogues around how we can showcase role models in our respective sectors. And so the Pink Star campaign was born. This campaign will in essence replicate the Olympic Games vision and I hope will empower other women to reach for the stars and have more confidence in knowing what is possible despite personal or professional diversity.

This initiative shines a light on some of the incredible women in our WLG community who have progressed despite barriers, some overcoming personal and/or professional diversity, proving that representation matters. By showcasing real success stories, we aim to inspire, empower, and reaffirm trust that obstacles can be overcome. It's our personal gift, if we have the right support, culture and personal resilience.

We need your support! We're calling on businesses, leaders, and communities to help us highlight even more "Pink Stars", women who are breaking boundaries, driving change, and paving the way for others, role models. The more Pink Stars we showcase, the bigger the impact we can create together.

Join us in making this movement unmissable. Let's amplify these stories, build visibility, and show women everywhere that "What you see, you can become".

#BeAPinkStar #IAmAPinkStar #OurPinkStar *

To get involved or nominate a Pink Star in your network, reach out to us today - vicky.brook@p3cl.co.uk or pippa.shirley@p3cl.co.uk to obtain the media assets to get involved.

Instructions

* Step 1 - Launch

Here today! We have kickstarted the campaign. It's no coincidence that our campaign will commence with 13 stars (Vicky's lucky number (Pippa fact also Taylor Swift's lucky number!))

* Step 2 - Person Reveal

Each week I will post on LinkedIn a selection of Pink Stars, ultimately revealing our 13 incredible Women from the WLG who have taken part. **Your call to action is** to like and repost showing your support to the campaign.

* Step 3 - Share!

If the Pink Star is "you" please share the post within your organisations, so we get these conversations going internally. Use the pinkstar "blank asset" with the hashtag - #BeAPinkStar #IAmAPinkStar #OurPinkStar #WLG #WhatYouSeeYouCanBecome #RoleModel #Inspire as a minimum, but you will note that on each of our Pink Stars there are those that are relevant to the particular person, to create your own branded Pink Stars for your team and business. The idea is to cascade the reflections and recognition across business sectors and organisations, to help inspire other women to reach for the stars.

Please do get in touch if you have any questions.

Together Let's get the WLG, Pink Star "What You See, You Can Become" campaign trending!

Date of Reveals

Week 1 24th February - Wed (Caroline Gumble), Thurs (Tina Chander) Fri (Katie Barber)
 Week 2 3rd March - Tues (Karen Brookes), Wed (Beth Whelan), Sat (International Women's Day) (Jennifer Jarvis)
 Week 3 10th March - Mon (Vicky Brook), Wed (Yasmin Rehman), Fri (Isobel Crosse)
 Week 4 17th March - Mon (Daphne Belt), Wed (Zoe Odusina), Fri (Julia Gregory)
 Week 5 24th March - Mon (Jalla Stichling)

But this isn't the end of the campaign—it's just the beginning. With your support, we can keep the momentum going and make a lasting impact.

P3CL Ltd - Abi's our Pink Star - an example of what we will be posting after Vicky Brook's Pink Star has been released

Abigail O'Reilly
 Confidence Transformed
 Alternative Financial Services



After leaving school I was presented with a straight line to the bank industry. After a while I began to feel like my potential was not being fully realised. After a few years of realising the height of my career with no more room for growth, feeling uncertain and thinking surely there must be more. The problem is when you have spent so long within a limited space, knowing where to go or to do what "makes" it is so hard to stay out, the thought of the unknown too terrifying. Stepping out of your career comfort zone is safe yet all the while I think it has to be done.

During this time I began to see the benefits of the alternative financial industry. I began to understand the importance of a female mentor, someone who could guide me through my work life. I began to understand the importance of a mentor who could encourage me to take on new challenges and to move away from "that is not for me" and embrace the opportunities that were available. This gave me the confidence and courage to not just think but do. And here was it the best decision I ever made.

I am now a senior executive in a financial services organisation, where I am driving strategy forward. I am now doing what I love, learning everything I learn from the previous role, but transitioning to what I am learning now. The most important thing is I am no longer so worried about the value of me in the financial and investment industry. I am no longer afraid to take on new challenges and to move forward. I am no longer afraid to move forward.

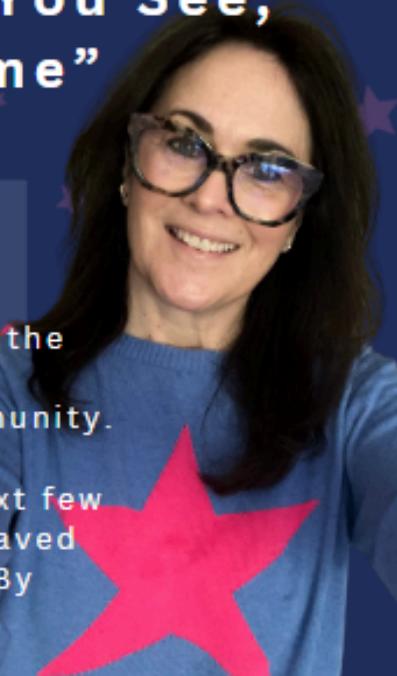
WLG Campaigns

LAUNCH
!!!!!!

Today we Launch our Pink Star
Campaign - “What You See,
You Can Become”

Inspired by the power of seeing role models in action—just like the faces of Olympic athletes—the Pink Star Campaign was born to showcase and celebrate the incredible women in our WLG community.

We will share 13 of these inspiring women with you over the next few weeks. They have broken barriers, overcome challenges, and paved the way for others, proving that representation truly matters. By sharing their stories, we aim to inspire, empower, and build confidence in what's possible—no matter the obstacles.



💡 But this is just the start. We need your support! Help us shine a light on more Pink Stars—women making a difference in their industries. The more we share, the bigger the impact.

✉️ Get involved or nominate a Pink Star! Contact vicky.brook@p3cl.co.uk or pippa.shirley@p3cl.co.uk for media assets.

“What you see, you can become”
Let's make this movement unmissable!

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Jennifer Jarvis
Leadership Practitioner
& Author



Sarah Beaumont Smith
UK Strategy Director
Fulcrum Infrastructure Group



Julia Gregory
Non-Executive Director



Tina Chander
Partner - Head of Employment Law Wright
Hassall LLP



Beth Whelan
Data and Transformation Director,
Reassured



**People 3
Construction
LTD**
Women's Leadership Group

Pink Star Campaign



Caroline Gumble (Dr)
Chief Executive CIOB

Thank you to the 13 lovely and inspiring ladies that helped kickstart our campaign, which we hope will help shine a light on some of the incredible women in our WLG community and beyond who have progressed despite barriers, some overcoming personal and/or professional diversity, proving that representation matters.



Zoe Oduwasi
Chief People Officer,
Reassured



Yasmin Rehman
CEO, Juno Women's Aid



Karen Brookes
Chief People Officer,
Sir Robert McAlpine Ltd



Daphne Belt
World National Champion,
Aquathlon, Triathlon and Iron
Man



Isobel Crosse
Head of Financial Care,
Santander



Dr Katie Barber
GP, Director and Menopause
Specialist at The Carriage House
Clinic and Oxford Menopause
Clinic

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Caroline Gumble (Dr)

Chief Executive, CIOB



I am a Mother of four adult Son's and Grandma to three post school age Grandchildren. I am the global CEO of the Professional Institute for the Built Environment, The Chartered Institute of Building. I am passionate about flying the flag for Social Mobility, giving opportunity for self-development to anyone who has the drive to embrace it, wherever they start on life, and whatever life throws them. I have been an active campaigner for STEM opportunities for all, for over four decades.

I did not have the privilege of attending a conventional University. I was married at the age of 17, and by the age of 20 I had three children under the age of 22 months, one pregnancy giving me the blessing of twins. By 27 I had four children. During this time I worked part time in nursing, and studied with the Open University, which was a life changing opportunity.

I had no career plan, but a need and desire to provide a life with better opportunities for my children.

The key to my success has been..

★ To only work for organisations that match with my values.

★ Learning to say 'no', which took me until my 50's to learn!

Dr Katie Barber

GP, Director and Menopause Specialist at The Carriage House Clinic and Oxford Menopause



Katie qualified as a doctor in 2002 and has worked as a GP with a special interest in women's health and menopause in Oxfordshire and Buckinghamshire for almost 20 years. She is an accredited British Menopause Society specialist. Katie launched Oxford Menopause in 2020, a private, women's health clinic in Oxfordshire and The Carriage House Clinic in 2024, a private GP service which she runs alongside her NHS role as Clinical Lead for the NHS Community Gynaecology Service (Women's Health Hub) in Oxfordshire.

In her teens and early 20's while training to be a doctor, she watched her mother go through gruelling breast cancer treatment with menopause symptoms developing abruptly because of cancer treatment in her late 40's. Although she'd decided being a doctor was her career path of choice, she recognised how little training she had both at medical school and at a post-graduate level, regarding women's health issues, the menopause and its management. Katie believes in personalised care, tailoring advice/therapy while providing accurate, evidence-based information and medication where appropriate, enabling patients to feel confident in managing their medical issues and enabling them to continue a normal, active life, whatever they choose to do. Katie lectures nationally to public and private sector organisations improving knowledge and education about women's health, and particularly the menopause, developing work-placed policies and has also provided input to government about menopause care.

★ Launching a business from scratch during the pandemic was not easy and expanding the service to include GP services was a challenge but a vision of high-quality, individualised care was the driver to develop and expand.

★ Learning not to say 'yes' to everything has been difficult as she's a 'completer-finisher' but learning to prioritise and the support of her fabulous team continue to fuel her passion to deliver first-class care.

#whatyouseyeyoucanbecome #WLG #beapinkstar #iamapinkstar #ourpinkstar #rolemodel #inspire #keepthevision #thepowerofno #masteringpriorities

Tina Chander

Partner - Head of Employment
Law Wright Hassall LLP



My journey to becoming a lawyer has been far from conventional. My parents, who were both born in India, worked hard to make a living in England in factories and the corner shop. Our home was full of happiness despite having a lack of money. My dad always encouraged us to "get good at something" and to give our best while attending our local state schools. Sadly, in my early 20s, I lost both of my parents, leaving my three siblings and I to navigate our grief and support each other. Remembering my dad's words, I focused on my goal to work in law, studying LLB (Hons) Law with Psychology at Birmingham City University. I went on to achieve an MSc in Clinical Criminology at the University of Leicester and completed the Bar Vocational Course (BVC) and also achieved an LLM in Advanced Legal Practice at Northumbria University. I then dual qualified as a Barrister and Solicitor.

Despite holding four degrees, I struggled to secure a legal role. As a working-class Asian woman in the legal sector, I have faced several challenges, including racial and gender discrimination. I often saw opportunities I knew I was perfect for being given to others. But fuelled by my parents' love and unwavering belief in me, I persevered.

Determined to get my foot in the door, I worked as a receptionist at a law firm. With time, persistence, and hard work, I progressed to Legal Assistant, then climbed the ranks to Paralegal, Solicitor, Associate, and Senior Associate before finally becoming a Partner at Wright Hassall LLP Head of Employment Law and Business Practice.

Inspired by my own experiences, two years ago I founded End Workplace Bullying Day, encouraging HR teams and employers to take the time to assess how they can support employees who have experienced bullying and harassment in the workplace. I am incredibly proud of how far I have come, knowing I have honoured my parents' wishes - to be good at something. I refused to let the legal profession break me; instead, I strive to make it better for women like me and for future generations of lawyers.

The key to my success has been..

★ Listening to my parents and turning grief into motivation.

★ Unwavering self belief and a commitment to positive change.

#whatyouseyeyoucanbecome #WLG #beapinkstar #iamapinkstar #ourpinkstar #rolemodel #inspire #persistanceandhardwork #drivingchange

Karen Brookes

Chief People Officer,
Sir Robert McAlpine Ltd



I had enough of school and college after studying for a BTEC course, including two A-levels at the local college so I started to work. At that stage I did not know what I wanted to do career wise. During this time, I got engaged, married and had two children and by the time I was 29, I was a single parent and the main breadwinner for my family. At 25, I fell into HR and luckily found my natural home. I loved working with people, thoroughly enjoyed the ever-changing nature of the role, it kept me on my toes and really interested me - which was vital. I have always been a self-starter, glass half-full individual, who was prepared to give anything a go and work hard at it until the job was done. It was my approach, positivity and never say never attitude that helped me progress through the ranks at such companies as Allied Maples - Furnishings & Carpets, Personnel Advisor; Yellow Pages Sales Limited, Personnel Executive - through to Head of HR; AMEC, HR Director; Crown Commercial Services - a Trading Fund of Cabinet Office - HR Director; WYG (now Tetra Tech) - HR Director, to then arrive as the Chief People Officer at Sir Robert McAlpine, a 153-year old, family run business that had never previously had a female on the Board.

One of the biggest challenges I faced was overcoming bosses' views of a single-parent and the restrictions they thought this would have on my ability to perform at a high level, whilst being able to travel across the UK and then later across the world in foreign conflict affected states. But my can-do attitude, with the 'ask' for some flexibility meant that I was able to overcome their views, prove them wrong and always deliver. Working across many different sectors and quickly realising that what works in one sector, doesn't necessarily work in another. Being flexible and adaptable were key requirements to succeeding. Working in predominantly male working environments (including being an owner & Chair of a football club) I was regularly being underestimated in terms of what I was capable of and could deliver and proving them wrong every single time. By going about my work quietly and conscientiously, knowing my subject matter, engaging and involving others, listening to different perspectives and ideas, but in the end being brave and following 'my gut' to do the right thing, no matter how hard it seemed.

★ Being creative and willing to assess and try things out, before landing on the right approach was crucial.

★ Engaging and involving others, knowing your subject, but always being prepared to listen and learn - you never know everything and there is always a different way to do something - being humble and recognising that is critical.

★ Being brave, trusting your gut and standing up for what is right.

★ Also, surrounding yourself with the best people, often those that question and challenge you and bring something different, can be most valuable.

#whatyouseyeyoucanbecome #WLG #beapinkstar #iamapinkstar #ourpinkstar #rolemodel #inspire #beinbrave #knowyoursubjectmatters

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Beth Whelan

Data and Transformation
Director,
Reassured

I enjoyed school and I love learning; however, I did find the traditional educational setting challenging at times and ended up embracing some pretty innovative approaches to hide the fact I was dyslexic. For many years I really lacked confidence in my abilities. Despite this I went on to higher education and did well at university, but I made sure I found a business degree that gave me a year of industry experience as I recognised how valuable that work experience would be for me.

It wasn't until I reached my mid 30s that I started to realise that my dyslexia didn't just present challenges - it had also shaped who I am, my work ethic, capacity and attention to detail. I had strong problem-solving skills and a unique perspective which helped develop my big picture strategic thinking, creativity and ability to connect with people - all essential skills for a career in business strategy and transformation. I had always worked hard and progressed over the years, but when I was presented with an opportunity to lead the strategy for a large government procurement process and then to become the Chief Strategy and Transformation Officer for the wider business, I finally felt, I had found my place.

★ Richard Branson has done so much to help highlight the benefits of dyslexic thinking describing it as a super power and essential in the age of AI as imagination, storytelling, empathy and visionary skills will only grow in value and will provide opportunities for dyslexic thinkers to play a vital role in the AI era. He inspires me and I feel lucky that I now have an opportunity to lead the development of a Data and AI transformation programme, so I can continue to use my superpower and hopefully make a difference.

Vicky Brook

Founder and Business Lead,
People 3 Construction Ltd &
Women's Leadership Group

Decided university wasn't for me, despite parental pressures, but I recognized I was better at delivery than examinations and felt the best way to get noticed was to prove myself in role. I had 3 years in my mind, to make a name for myself in business before my peer group could catch me up. I was selected by Intrum Justitia, who at the time were the largest receivables management organization in Europe. After an assessment center approach to hiring and 6 months in their call centre, I was elevated onto a management training programme, which was typically for graduates, or time served managers. I was sponsored to complete an Open University Effective Manager Programme as part of an MBA and fast tracked into management. At the age of 23 I was their senior business development manager for the UK with a team of 8 in a very male dominated environment.

Having created an affinity with two of the UK Directors who had been great allies, we decided to break away and the entrepreneurial me was unleashed. We set about establishing a competitive business and before reaching the age of 24 I found myself sitting at a boardroom table as a founder and shareholder of a business supporting some of the UK's largest Banks. I later went on to become CEO of Hilco Receivables European Division. Acquiring distressed portfolios, with a value of £150 million. Having conquered the financial services sector I then took a leap of faith and for the last 6 years have been involved with the construction sector.

From a learning and education perspective, I was a late starter. I completed an Open University program and then decided to qualify in HR whilst in role as Operations Director. I received further recognition and was awarded fellowship status from the CIPD. Qualifications for me were a personal accolade, they didn't define me, but gave my actions context and ensured respect in the boardroom for some of my more innovative initiatives.

★ My career opportunities came from being true to myself and backing myself every time.
★ Not being frightened of being different and accepting I wasn't the classic academic sort.

As a passionate HR leader, my message is - to find yourself an organization and a leader that sees your potential and believes in succession planning and ultimately, back yourself.



Jennifer Jarvis

Leadership Practitioner and
Author

With over 20 years in leadership roles both in and outside work, Jenny is an accomplished leadership practitioner who has invested significantly in her personal and professional development beyond university through attending three business schools, and via engagement in professional networks and discussion forums. Jenny's extensive network have been both influential on her development, and in the contribution of advice throughout her book 'Lead With Confidence'. Jenny has held positions of COO, MD and CEO and has worked within public and private sector companies, primarily in change, operational and transformation roles. She is now the COO of Energy Saving Trust, but started her career as a temporary administrator in a company where she ended up in a directorial position, and truly knows what it means to work her way up to senior leadership and board roles, dealing with adversity and challenge along the way, and has done so in a way lauded by colleagues as authentic, inspiring and innovative.

As I have navigated my career, I feel I have had to overcome the following, and have coped by:

★ **Been undervalued** - so I have reminded myself of my worth and persevered.
★ **Been overlooked** for opportunities - so I have created my own.
★ **Been doubted** - so I have demonstrated excellence and been given recognition.
★ **Have been quietened** (once physically with a hand over my mouth) - so I have fought back (in the right way), proving that my input is worth it.
★ **Been underestimated** - so have waited for the perfect moment to provide insightful input and demonstrate excellence.
★ **Felt concerned for my safety** - so I have made sure I have the right allies and supporters and have set standards for what is acceptable behaviour.
★ **Doubted myself** - so I have helped myself to gain the confidence I need through learning and development.
★ **Been stressed** with juggling life with work - so I have invested in my wellbeing and keeping my mind and body healthy.

Yasmin Rehman

CEO
Juno Women's Aid



I am a feminist, human rights activist, and researcher, currently leading Juno Women's Aid in Nottingham. With over 30 years' experience, I focus on violence against women and girls, race, faith, and human rights. I've co-edited Moving in the Shadows and am working on a second book about polygamous and temporary marriages. I often serve as an expert witness in cases involving faith-based abuse, forced marriage, and polygamy. I'm an Honorary Researcher at the University of Kent, part of the Feminist Dissent editorial board, and a recipient of the 2017 Irwin Prize for Secularist of the Year.

I have worked in both male dominated services (Police) as a member of senior civil staff team and in a female dominated space in the women's sector. Both arenas present challenges as the models of leadership are so heavily focused on male attributes and this can lead to judgement of those who do not conform to this model. Also as a woman from a diverse background I have experienced direct and indirect discrimination. However, I have continued to move forward, trying wherever possible to bring people with me, call out discriminatory practice and importantly make the changes in an organisation that can reduce this and the harm it causes.

★ I have had support, advice and guidance from my amazing team, mentors and network of professionals, friends and family. Being open and willing to learn has helped me grow.

★ Recognising that even in those dark moments to focus on what the lesson the experience is teaching me is, but also giving myself time to acknowledge the challenge, after all I'm not a saint (LOL).

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Isobel Crosse

Head of Financial Care,
Santander

Early in my career, I discovered I was not a typical analyst. While many thrived behind spreadsheets, I found energy and fulfilment in presenting ideas and engaging directly with clients. Initially, this felt like a disadvantage in a technical environment, but I soon realized it was a strength that set me apart. Working in male-dominated spaces presented another challenge. Early on, I often found myself as the only woman in the room, needing to speak up and assert my ideas confidently. I credit those experiences with helping me develop the resilience and self-assurance that define my leadership style today.

Today, my greatest challenge is balancing a busy professional life with the demands of raising three young children and managing my passion projects. I currently lead Financial Care at Santander, where my team focuses on supporting customers in financial need and driving impactful change across the operation. Beyond my professional life, I'm involved in community work as Chair of the Board of Trustees for Sirona Homes, a charity providing social housing for women survivors of domestic abuse. I also enjoy spending time outdoors, gardening, and flexing our National Trust membership with my young family. I definitely need to get better at finding time to rest and relax!

★ Success, to me, isn't about having it all figured out—it's about embracing imperfection and continuing to learn. I've built a career that allows me to make a meaningful difference, and I've done so by leaning into my strengths, staying curious, and pushing past self-doubt.

★ I've also surrounded myself with incredible mentors, colleagues, and friends who've encouraged me to play big and take bold steps forward. If sharing my journey helps even one young woman see the possibilities ahead of her, it will be an honour to contribute to this campaign.



Daphne Belt

World National Champion,
Aquathlon, Triathlon and
Iron Man

Daphne Belt is a celebrated world national champion across Aquathlon, Triathlon and Iron Man disciplines. Her titles span three decades, but worth noting those decades started in her 50th year. Then at 84, she set herself a challenge to complete 85 triathlons by her 85th birthday, all in support of Prostate Cancer UK following her husband's health scare.



Her story reminds us that it's never too late to pursue our passions, set bold goals, and find balance in both ambition and self-care. Join us in celebrating Daphne's incredible achievements and learn from her insights on perseverance, balance, and community. Let's continue to champion one another, break barriers, and make every stage of life our own.

Timeless Lessons for Growth and Well-being

★ Age is Just a Number

Don't let age define your capabilities or hold you back. Whether starting something new, learning a skill, or chasing a goal—there's no 'right' age to begin.

★ Health is Your Foundation

Prioritise your health at every stage of life. It's never too early or too late to focus on getting healthy and staying healthy—your future self will thank you.

P3 CL People 3 Construction LTD

#whatyouseeyoucanbecome #WLG #beapinkstar #iamapinkstar
#ourpinkstar #rolemodel #inspire #seelobstacles #healthymindhealthbodyhealth

Zoe Odusina

Chief People Officer,
Reassured

#whatyouseeyoucanbecome #WLG #beapinkstar #iamapinkstar
#ourpinkstar #rolemodel #inspire #seelobstacles #healthymindhealthbodyhealth

• I left school at 16 years old with only GCSE qualifications as a feisty and independent teenager who wanted to make her way into the world of work, against the wishes of most around me who wanted me to continue in education. I entered the insurance industry as a call centre claims advisor, and loved the fact I could earn money by talking to people for a living!

• I very quickly saw that I could progress, and was driven by my own personal motivation to keep learning more and being more. I moved up through the ranks, becoming a team leader at the age of just 20 and leading a full department by the age of 26.

• Subsequently moved into Management Group and then Director and Board level roles, where the industry is heavily male dominated and can therefore be very challenging for a relatively 'young' female in the senior ranks.

• At 37 years old, I decided (challenged by my now husband) to put myself through University alongside my day job, and was successful in gaining a masters degree, graduating just a week before my 40th birthday.

• At 40, I then challenged myself to take a change in direction in my career and follow my passion, moving from Operational roles into People focussed roles, and I am now Chief People Officer at Reassured.

• As mentioned, I have worked in a male dominated industry for my whole career, which can at times be intimidating and slightly lonely. My advice to anyone in a similar situation is to be true to yourself and who you are, and value the difference you bring to the room rather than trying to emulate others to gain success.

• I certainly faced a lot of 'boardroom snobbery' in the early years of my senior career, with assumptions made about my intellectual capability based on my accent and working-class background. I understand this just inspired me to work harder and prove that I was really capable.

• I have also had to navigate fertility challenges whilst trying to maintain my career, undergoing multiple rounds of IVF treatment in order to eventually have my beautiful daughter. This was the hardest challenge I have faced in life both inside and outside of my career, and has taken huge resilience and the support of my amazing husband.

• Following that, I also found returning to work from Maternity leave very difficult - trying to juggle the new balance of priorities in life alongside the challenges a lot of new mother's face in navigating their new 'identity'.

Unfortunately for me, I didn't have the greatest experience with my employer at the time and very quickly moved on - however through determination and self-belief this has now led me into a much better professional place.

★ My biggest driver has never been seniority or status, for me it has always been about personal challenge - stretching myself, growing and learning. I never set out to operate at C-suite level, but very much always looked to the level above me and thought 'I know I could do a great job of that', leading me to the next step.

★ Additionally, I have always been passionate at building great teams around me, they have undoubtedly been a huge driver for my success.

★ Finally, it has always been hugely important to me to be a role model for other women and girls, to show that you can succeed if you are determined and work hard - this is now even more important to me than ever as I set the tone for my very lively 2 year old daughter, who is already showing future leadership skills!



Julia Gregory

Non-Executive Director

An old colleague once told me my career looked like "a swan gliding through water," but the reality was years of hard work, learning from mistakes, and pushing myself outside my comfort zone. I started my career in the public sector before moving to the private sector, always within the development and infrastructure industries. There wasn't a grand plan—just a series of roles that aligned with my interests and skills.

One employer, focused on people development, helped me create a long-term career plan (15-20 years) rather than just yearly goals. This shift allowed me to focus on my skills and identify what I needed for my next leadership role. I began seeking out opportunities that challenged me and worked to find mentors who could guide me along the way.

When I left the private sector, I knew I had one more executive role in me. I then negotiated a nine-day fortnight to allow me to undertake an executive role as well as a Non-Executive Director (NED) role, which I started mid-COVID in 2020. Since then, I've added more NED positions, all within the development and construction sector and left the fulltime executive world in 2023. It wasn't easy—getting NED roles is tough—but I'm grateful for the guidance and support I've received, especially from those who have mentored me.

One challenge I faced was the lack of resources for women navigating the NED space in the infrastructure and real estate sector, which inspired me to co-found InfraNEDs. This networking group is dedicated to supporting women in non-executive roles within infrastructure and real estate. It's been incredibly rewarding to help others along the way.

★ For me, success is about making a real impact. Whether through mentoring others or delivering projects that benefit communities, the greatest reward comes from helping to create positive change.

P3 CL People 3 Construction LTD

#whatyouseeyoucanbecome #WLG #beapinkstar #iamapinkstar
#ourpinkstar #rolemodel #inspire #makeanimpac #longtermcareerp

WLG Campaigns

Valentina Del Fuoco

Technical Manager
Development-Construction
MVTH



In 2006, I finally earned my architecture degree after studying in Milan and Barcelona. Then life took an unexpected turn. My mother became ill, and within a month, she was gone. At 25, I believed I had already faced my life's greatest challenge. But I had dreams of traveling and learning English and other languages. My dad encouraged me to follow my path, so I moved to England. London was a completely different world, and the language barrier was tougher than I imagined. It took two years to feel slightly more comfortable with the language, and several more to grasp the nuances of British banter and humour. I was lucky to get a job at an architecture firm in Brick Lane. In retrospect, I realize I did not fully appreciate that opportunity. I moved on after six months, taking a risk and leaving without another job lined up. I have always been a blend of fearlessness, optimism, and a touch of rebellion.

Then came the tough times. I was fired in 2007 (I realize now that I did not fully grasp the work dynamics involved) and made redundant in 2008, the year of the 'Great Recession'. Those experiences taught me that difficulties make you stronger, and I learned to be adaptable and take on different kinds of tasks. In 2009, I teamed up with my ex-colleagues and won an architectural competition (Mail on Sunday British Homes Awards 2009), while I opened my own company offering CGI services and took on a shop assistant job at a little boutique in Hampstead. Although I lacked the necessary skills, I persevered until another opportunity arose.

During my 18 years in the construction industry, I had to work massively on myself to survive in a very competitive and male-dominated work environment without having a network and fully understanding the language. Adapting to the culture was another challenge. A book by Kate Fox, 'Watching the English: The Hidden Rules of English Behaviour', was particularly insightful, and I still think of it, especially when discussing the weather. In 2023, despite my recent promotion, participation in a leadership program, and active involvement in mentoring and team building, I was impacted by another redundancy, following a company restructuring. This experience, while challenging, reinforced my commitment to leadership, team development, and mentorship. I decided not to return to the traditional construction industry, due to its' lack of flexibility and outdated views, but I remain grateful for the growth opportunities it provided. Most recently, I decided to try something new, working on the client side and having a more direct impact on people's lives. In the future, I aspire to serve on a corporate board, where I can directly influence and guide the strategic direction of a company.

My journey has not been easy, but it has taught me the power of resilience, self-belief, and the importance of being open to change. I have learned that even in the face of setbacks, you can build a life you are proud of. I share my story to inspire women who have left their countries and families to live abroad. It was a choice and a challenge we embraced, and we are no less capable than anyone else. We are assets, bringing fresh perspectives and the ability to expand markets and create dynamic, innovative, and culturally rich work environments.

We just need to find a company where we are appreciated and surround ourselves with people that value us.

- ★ Do not take things personally: It is not always about you.
- ★ Challenges make you stronger: They build resilience.
- ★ Ask for what you want: If you do not ask, you will not get it.
- ★ Relationships matter: Who you know can open doors.
- ★ Be fearless: do not be afraid of asking questions or making mistakes.
- ★ Be adaptable: As Albert Einstein said, "The Measure of Intelligence is The Ability to Change".

#whatyouseyoucanbecome #WLG #beapinkstar #iamapinkstar #ourpinkstar
#rolemodel #inspire #dontbeafraidofchange
#youaremorepowerfulthanyouthink

Abigail O'Reilly

Candidate Engagement &
Aftercare Specialist
P3CL Ltd



Since leaving school I was propelled straight into the hair industry. Being a Hair Stylist was all I ever knew and don't get me wrong; I loved what I did! However, after time I found myself at the height of my career with no more room for growth, feeling unfulfilled and thinking surely there must be more.

The problem is when you have spent so long within a limited field, knowing your capable of so much more but unsure of what that "more" is, not to mention the big factor of "confidence" it is so easy to stay put, the thought of the unknown too terrifying. Stepping out of your career comfort zone is huge yet all the while I knew it had to be done.

During this time, I became a mum to two beautiful boys which only heightened my sense of career responsibility not only did I have my own personal craving for change, but I also faced being unable to put my family before my work life, I longed for balance alongside a career that was not restricted enabling me to become a true provider for my family in more ways than one!

That in itself was the rocket fuel I needed; it wasn't just about me anymore. This gave me the confidence and courage to not just think but do, and wow was it the best decision I ever made!

I am now an AREC Candidate Engagement & Aftercare Specialist at P3CL, and I am loving every second. Yes, it was daunting going from knowing everything to learning from the ground up, but that is exactly what I was searching for - the room and opportunity to grow. I am so lucky to be learning from some of the most talented and influential women within this industry and if I can be half as remarkable as they are, I will count myself victorious!

★ For me, success was just taking that first step, the rest is limitless - remember to never hold yourself back from being the best version of yourself!

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