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Opening Boardroom Doors: Women Leaders Launch Campaign to Empower Career Progression by supporting women at key moments in their careers.

Birmingham, 12th September 2025 – A powerful movement to support women in the workplace and open doors to the boardroom was launched last week, as female leaders from organisations including Santander, Reassured, Equifax, and ITV gathered for the debut of the *Six Moments That Matter* campaign.

Spearheaded by the Women's Leadership Group CIC the initiative aims to help women navigate pivotal career and life stages while tackling barriers that disproportionately affect female professionals. The campaign's focus is clear: empower women, educate employers, and create systemic change to ensure more women reach and thrive in leadership roles.

Stories that Spark Change

The Birmingham launch brought together senior figures, including WLG's Midlands regional ambassadors, Isobel Crosse (Santander) and Beth Whelan (Reassured), alongside industry leaders such as Lisa Thomas (Equifax), Sarah Beaumont-Smith (FIM Ltd), and former ITV Director Lesleyanne Maughan.

At the heart of the event were personal stories illustrating the challenges women face—and the resilience required to overcome them. Vicky Brook, Chair and founder of WLG, shared her experience stepping back from CEO life to care for her daughter after lifesaving surgery.

“Stepping back from CEO life to care for my daughter taught me that true leadership is resilience, patience, and adaptability,” Brook reflected. “It taught me that leadership isn’t just about strategy and results, it’s about humility, adaptability, and the power of tiny wins.”

Similarly, Dr Lizzy Bernthal, former Army Major and Nursing Officer, recounted the profound responsibility she felt while deployed to Afghanistan, balancing her duty with her role as a mother.

“As I prepared to board, I questioned whether I was being a responsible mother,” Bernthal said. “But leadership meant stepping forward when it mattered most. That moment taught me that true courage is about putting others before yourself and creating impact that lasts in your absence.”

The Six Moments That Matter

Developed by financial expert Jane Portas, the Six Moments That Matter framework identifies key stages—such as entering the workforce, parenthood, or mid-career transitions—that often shape women’s professional journeys. By recognising and

supporting women at these points, employers can close the gender gap, unlock talent, and build stronger leadership teams.

Isobel Crosse emphasised the movement's transformative potential:

"This isn't just another campaign – it's a movement. By uniting women across industries and sharing the moments that have shaped us, we're creating the foundation for real strategies that will help more women reach leadership and stay there."

Driving Regional Impact

Sponsored by Inicio AI and FIM – Fulcrum Infrastructure Management Ltd, alongside WLG, and Pintail Candles, the Birmingham launch marks the Women's Leadership Group (WLG) first regional initiative outside London. Regional ambassadors like Crosse and Whelan will spearhead local programmes, expanding support for women across the UK.

With the launch of its new dedicated website www.womensleadershipgroup.co.uk imminent, the WLG continues to provide a wide range of resources, events, networks, practical tools, and research led campaigns that empower women and educate organisations on recognising and supporting key moments in female employees' lives.