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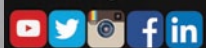
1 | ISSUE 4 | MAY 2020

COMMITTED TO HELP DEVELOP THE CAREERS OF WOMEN AND YOUTH

SIOBHAN CALDERBANK

KEYNOTE SPEAKER, AWARD-WINNING AUTHOR,
COACH, SELF-EMPOWERED

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CHANGE LEADERSHIP ACCELERATOR

COMMITTED TO HELP DEVELOP THE CAREERS OF WOMEN AND YOUTH

SIOBHAN CALDERBANK
INSPIRATIONAL LEADER, GLOBAL MENTOR,
CATALYST FOR CHANGE

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I will continue
to break
down barriers,
stereotypes and
biases through my
commitment to
change

In our fast-paced and strenuous life, we witness people who have sailed against all the odds and emerged victorious. Such people motivate us to live our life to its fullest. It becomes more inspirational when that motivation comes from a woman who has transformed her life and impacted the lives of others. Today we are going to talk about one such powerful lady who possesses a passion for learning and brings incredible positive change in people's lives. We are talking about none other than Siobhan Calderbank herself.

Siobhan Calderbank is an Inspirational Leader, Global Mentor, Catalyst for Change. She has over 20 years of progressive experience in transforming businesses, leading change and developing leaders. She has spoken internationally to diverse groups and to thousands of people from over 70 countries at conferences, events, and seminars, and planning sessions to motivate individuals to work more collaboratively.

Siobhan is the Founder of Butterfly Ladies - a Mentoring Program committed to helping develop the careers of women and youth, especially visible minorities. Siobhan is the 2019 Women of Inspiration Award recipient for Diversity and Inclusiveness from the Universal Women's Network and a UWN National Ambassador for Black Women. She was voted Top 10 Inspirational Female Entrepreneur 2019 by Women Entrepreneur and recognized among The 10 Most Influential Businesswomen to Follow in 2020.

At LCBO, Siobhan is an experienced Director of Talent Management and focuses on talent development,

learning, change management, and diversity and inclusion. Siobhan has been praised for her high energy, engaging and effective communication style and award-winning programs. As a catalyst for change, she fused her passion for learning and leadership with change management to create a 4-step process to increase engagement, innovation, performance and resilience of individuals during times of disruptive change.

INSPIRING WOMEN

"Being recognized as an inspirational woman in leadership is truly an honour and an opportunity to expand my reach to mentor and help others with change, leadership and learning", she rejoices.

Finding female leader role models can be challenging, especially women of colour in senior positions. But Siobhan has proved that if you have the courage to consistently remain positive and demonstrate empathy, you can actually transform the lives of thousands of people across the globe. She helps women and leaders expand



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their resiliency to be agile during change, advance their careers, enhance their leadership abilities and improve their communication skills. She has volunteered her time to deliver skill development sessions for women's groups such as Avanti Women, Women in Aerospace, and Women's Network, as well as she has mentored several women globally.

"I am able to mentor women and show those who desire to be a speaker that being an introvert (which I am) in no way means you need to silence your voice, but rather we all have a right to be heard.", she asserts.

"There are no limits as to what females can do when they work together to achieve success. A women alone is strong, but together we are powerful.

"I am humbled to be considered an inspiring leader among so many women (and men) that have tirelessly given their time and themselves to accelerate the advancement of women", she exclaims.

Talking about the biggest factor that has helped her become successful, she has a vision board that she writes down and collects pictures of all the things that she wants to achieve in her life. There are over 100 things on her list. She understands the power of having a clear vision, setting goals and then taking inspired action to achieve it. This has been her game plan to manifest her dreams into successful realities.

PUTTING HER BEST FOOT FORWARD

Since her growing years, she has been taught to put her best foot forward, even if no one is watching. It's essential to take consistent and persistent action to achieve success. "Delivering on my commitments is critical. Whether it is a personal commitment to myself, or a commitment to others, follow through is very important", she asserts. She sets goals regularly and tries to figure out what more is required to not only meet those targets, but also surpass them and then she develops a plan to execute them.

To implement a plan successfully, she believes the role of a mentor is crucial. She learned early in her career that mentors are imperative to help guide your professional progression. While we should not live our lives with regret, a mentor can provide needed wisdom to course correct and potentially accelerate your professional

career. A mentor can teach you the leadership lessons needed to become a better leader.

As a leader, the most important values you can demonstrate are integrity, respect and authenticity. Integrity means you are honest and take accountability for what you say you are going to do. That means you respect others. When you respect others, you listen to individuals, appreciate different perspectives and seek diverse thinking to make the best decisions. However, the most important value as a leader is authenticity. This will add to your credibility as a leader and increase trust, which is imperative, especially during times of disruptive change.

Apart from this, Siobhan believes in fostering resilience within her team. Resilient teams are agile, adaptable and flexible, especially when it comes to handling change. During these times of unprecedented change, being resilient helps teams navigate uncertainty and work effectively together. To foster resilience within the team, she leads by example and builds trust amongst the team by keeping her word. She tries to maintain a positive attitude by focusing on what she can do and how she can make things better to enhance the employee experience.

HELPING OTHERS EVOLVE, CHANGE AND LEAD

She has carved a special place in the hearts of a number of aspiring female leaders by means of her unique program named Butterfly Ladies Mentoring program. The program is intended for women who are constantly evolving, changing and leading. The vision of Butterfly Ladies is simple: To empower women to be the best they possibly can through three simple actions – Learn, Live, Lead.

In the last few years she has been approached by several female business professionals, entrepreneurs, moms on behalf of their daughters and young ladies – all seeking mentorship and support to build their leadership skills. She uncovered three major challenges:

- Many women didn't see themselves being represented in leadership positions (especially visible minorities and women of colour)
- Many disadvantaged women didn't have access or financial resources to attend leadership courses

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- Young girls (17-24) didn't have supporters or mentors to guide them through the most critical points of their life – guidance before they attend post secondary institutions, feelings of self doubt during post secondary education, and help finding employment after graduation

The butterfly ladies mentor program was created to help women build their careers so that they too can inspire and impact the lives of other ladies to become better through intentional interactions – the Butterfly Effect. Mentorship and skill development training through the LeadHERship Accelerator Series™ are free for all program participants. This program will provide women access to valuable experiences, improve critical skills and share knowledge.

While dealing with her mentees, she empathizes with them and makes them feel comfortable. Empathy is what separates great leaders from good leaders. The ability to understand the feelings of another person enables you

to adjust your leadership approach and, in turn, allows you to lead situationally, as well as intuitively.

DEVELOPING LEADERSHIP SKILLS

She also expressed her views on the challenges that female leaders encounter. One of the top challenges facing female leaders today is being seen and treated as an equal to male counterparts. Other challenges include being confident and speaking up. “In all of these situations, my advice would be the same – be clear about what you want, go for it and do not let fear hold you back”, she says. Build up your communication and leadership skills and seek opportunities to put them into practice. Be bold about asking for what you want and know that you deserve it. Speak up and make sure your voice is heard because you have something valuable to say.

There are a lot of things that she does in order to continuously grow and develop as a leader. It is important to continuously learn and develop your leadership skills. This is why she perused a Master of Arts in Leadership. She enjoys taking new courses or reading a book to develop her leadership skills and in turn, help others develop their leadership skills through coaching and mentoring. “I believe everything that we have learned and experienced has brought us to where we are in our lives. To evolve, requires a passion for learning and application”, she says.

When it comes to balancing work and life responsibilities, effective time management is the key to work life balance, as well as having a supportive network to lean on. She makes sure to schedule time for herself and to spend with her family just as she would set aside time to complete work commitments. If you don't plan to set aside time for the most important things, you generally find yourself running out of time.

Talking about obstacles, the most significant barrier for her, as a female leader, was knowing her worth and asking for what she wanted. Several female leaders settle and are reluctant to ask for more in fear that they may be perceived as asking for too much or worse, told they are not good enough. “Being confident about my abilities and what I am worth has been a struggle for me. However, once I became clear about what I wanted, it became easier to ask for it, and in some cases, I have been fortunate to have others support me in attaining it”, she says.

FULFILLING HER DREAMS BY MAKING OTHER'S DREAMS COME TRUE

If you are trying to progress in your career and see a position that you want, go after it. Do not be discouraged if you do not meet all the qualifications. Apply anyway. You may get the job. Build your confidence and your leadership skills through education and experience. Take care of yourself and take care of others female leaders through mentorship and coaching so that together, we all rise.

As a kid, she wanted to be a princess, but soon realized that this would involve marrying a prince and to her, that seemed a bit complicated. When she got a little older, her dream job changed to becoming a teacher. So, what do both roles have in common? Helping people. “In all the depictions of princesses I admired, they were leaders that helped people be better. So too are teachers, since they help individuals be better through learning and development. I would say that my dream job has been fulfilled as a leader of people with an emphasis on developing talent and helping employees grow their career through learning and being willing to adapt to change”, she exclaims.

Emphasizing on the importance to have a mentor, she says, “It's so important to have a mentor to help propel your career forward. A mentor will provide the guidance you need as you move up in your career and encounter new experiences”. Mentors play a vital role by offering you advice and shedding light on challenging situations to help you make the right decision in your career development and progression.

For those who want to set off in a similar direction, she says, “Have a plan and stick to it. With every progression in my career, I have reflected on where I am currently and where do I want to be. Once I have identified the gap, then I take action to bridge it”. This may involve going back to school, gaining additional experiencing, getting coaching and mentoring. Inevitably, it requires being open to change and taking necessary action to achieve new goals.

She has one last piece of advice, “Live your life with passion and focus on all the things that you can do to leave a positive impact on others. As you continue to help others realize their dreams, so too will you realize yours”.