



2025 Impact Report

The Becoming Journey[®] for the BSA

Helping women to lead unapologetic lives

The Becoming Journey® with the BSA

A leadership development programme that challenges women to question the expectations and limitations that shape their leadership.

The Women's Leadership Programme - "The Becoming Journey®" is for women who are highly capable, senior leaders, with the potential to go further and achieve more. It is for women who do not need to be 'taught' more leadership skills, but would benefit from working alongside other women to reflect on themselves, their leadership style, and their impact.

Two cohorts of women (24 in total) from BSA member organisations have now completed the programme. This report summarises the impact for them and their organisations.

Participants

15 Building Societies and Credit Unions have sponsored women leaders to join this programme.

The 24 women who have taken part hold senior roles in their organisations:

- 2 Board member / Director
- 15 Executives / Senior leaders
- 6 Senior Managers
- 1 *did not respond*



"I would highly encourage anyone contemplating the Becoming Journey to take the leap! It's a transformative experience that empowers you to discover new strengths and an incredible opportunity to grow both personally and professionally, helping you gain the confidence to challenge yourself in ways you might not have expected."

Kelly Bixby, Head of Retail, Saffron Building Society



Facing the challenges

Before the programme began, the women were asked to share the challenges that they wished to work on.

In their words

The women who joined the programme were very attuned to the thoughts and feelings that hold them back or knock them off track.

They spoke eloquently about self-criticism and “worrying that I’m not good enough at work”.

They also described fear and anxiety when facing into challenges and taking risks.

Inevitably, many expressed a desire to feel more confident, and work on their self-doubt.

“The main challenge I want to work on is my self-doubt. Even though I’m in a management role, I sometimes feel like I’m not taken seriously, and it has led to moments where I question myself or assume others know better.”

They also acknowledged the connection between professional and personal life.

“It’s exhausting, I am pulled between work and home with guilt of not doing either well.”

However, alongside the challenges, the women were also clear about what they wanted to achieve.

Several women talked about wanting to “develop my voice at a Senior level.”

“As a female working with mainly male executives, I want to be able to command the room and be listened to.”


“I’d also like to ensure that I am speaking in a way that really brings everyone on the journey with me.”

But the prevailing theme was their focus on how they wanted to *be* as a leader.

“I want to be fully comfortable and true to myself, making decisions with confidence and clarity, while balancing empathy and assertiveness.”

“To develop a feeling of belonging alongside my external peers.”

“I would love to have the ability to be bold, take calculated risks, and feel comfortable in the unknown.”



“I don’t have a clear understanding of who I am as a leader and what my “why me” is.”

Anonymous

The impact for the women

We asked the women how they would describe the Becoming Journey® and its impact on them.

Participants rated the Becoming Journey® as 'Excellent' giving it an average score of 9.3 out of 10

Personal benefits

- 57% of participants felt better equipped to face their personal challenges at work
- 70% increase in the number of participants who feel their actions will be effective in addressing their challenges at work, after having attended the Becoming Journey®

Career benefits

- 63% of participants are likely to apply for a promotion in the next 3 years
- 94% of participants are likely to take on additional responsibilities in their role in the next 3 years

“The Becoming Journey has truly been the most impactful development programme I've ever been on - it really has been game changing for me.”

Kim Roby, Customer Services Director, Chorley Building Society.





In their words

The women described the impact of the Becoming Journey® as “profound”, “a breath of fresh air”, “insightful” and “thought-provoking”.

“I would describe the Becoming Journey as a dive into who we are and what we want to become, whilst being supported along the way with like-minded females working in the same sector.”

They recognized the value they took from it.

“I can already see the difference in me and have received positive feedback from colleagues about the small changes I have already made.”

“I thought I was coming on the journey to address the “imposter” syndrome, but it was actually to show the next management team my authentic self.”

“It’s provided me the opportunity and space to really think about the type of leader I wish to be and given me some valuable tools to support this.”

They acknowledged that it is not always an easy journey to take.

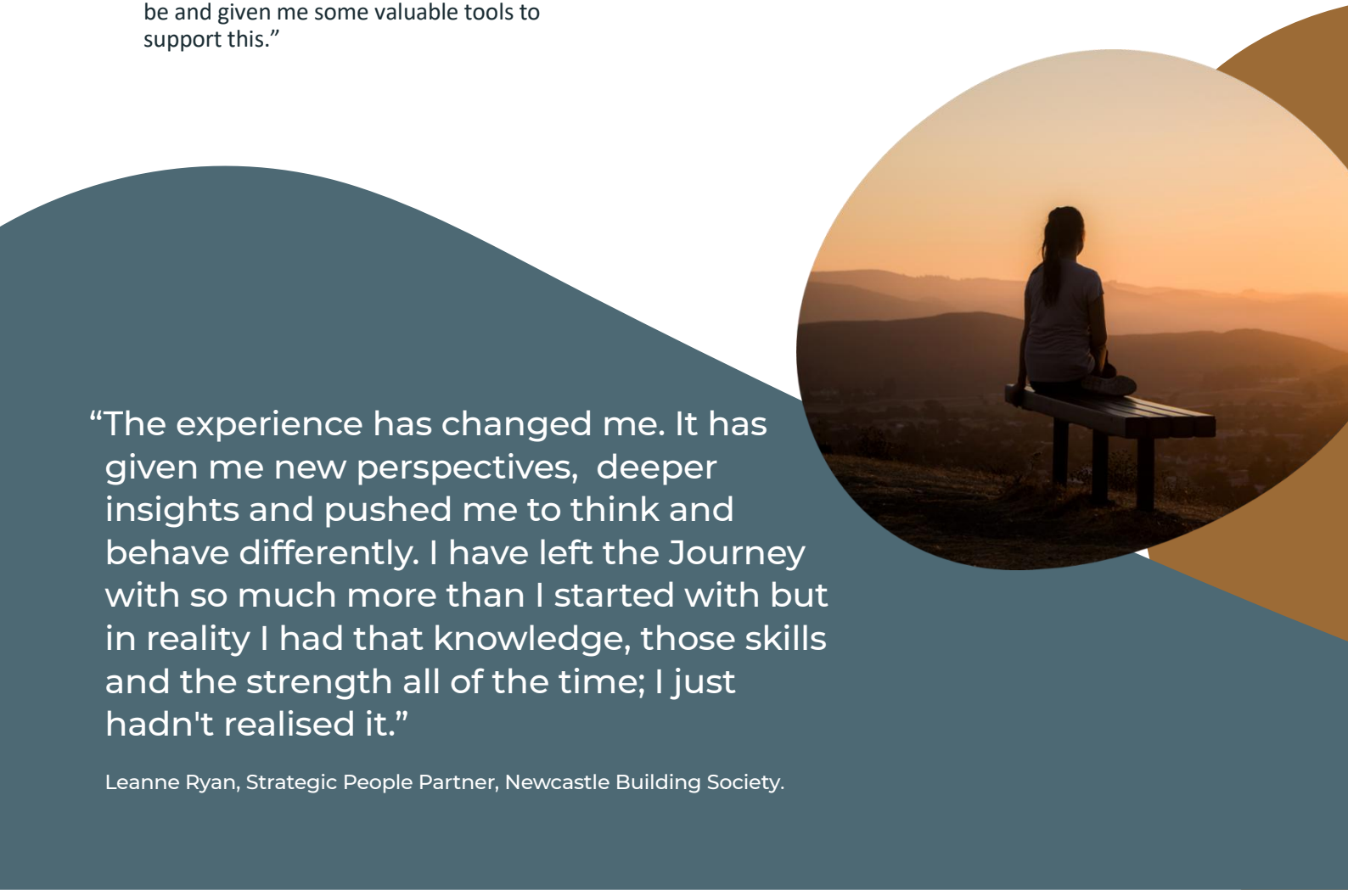
“The journey was extremely rewarding, and at times uncomfortable in a good way, by encouraging you to reevaluate things and understand yourself better.”

And perhaps one of the most valuable benefits for them personally was the connection to other women across the Building Society Association membership.

“A network of supportive peers who share a commitment to growth.”

“A network of women I wouldn’t have had before the course began.”

“The networking opportunities and collaboration with like-minded individuals helped with perspective and fostered valuable connections that will offer continued support.”



“The experience has changed me. It has given me new perspectives, deeper insights and pushed me to think and behave differently. I have left the Journey with so much more than I started with but in reality I had that knowledge, those skills and the strength all of the time; I just hadn't realised it.”

Leanne Ryan, Strategic People Partner, Newcastle Building Society.

The impact for their organisations

We asked the women what benefits they believe their organisation has gained from them completing the programme.

Organisational benefits

- 100% of participants feel fully energised to give more to their organization.
- 94% say they feel able to operate at full potential for their organisation, almost twice as many as at the start.

In their words

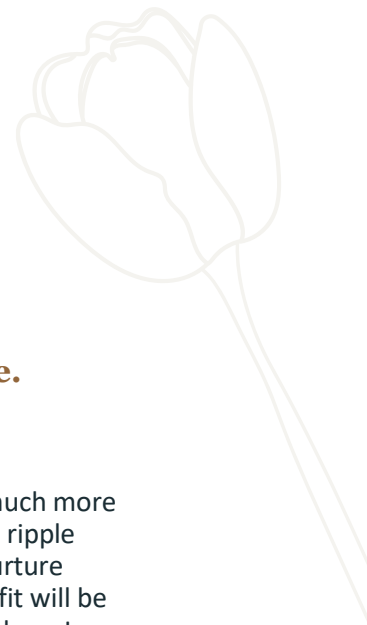
The women recognised the benefit of their learning and development for their organisations.

“I feel equipped to take on challenges in the Society that I might previously have shied away from.”

“I believe i am better equipped to deal with challenges and more prepared for situations which would be considered outside of my comfort zone.”

“The benefits are that I will be much more thoughtful about my impact and ripple effect and how I can help and nurture individuals. I think another benefit will be that I will put myself out there where I am uncomfortable.”

“It's been quite difficult to articulate the impact the programme benefits and the resulting organisational benefits to anyone who hasn't completed the course as it's so unique and personal. However, I believe the programme has helped me understand my own blockers, values and has made me so much more comfortable in my own skin as a leader and director - this will make me a stronger and more authentic leader which can only be of benefit to the Society.”



“I feel like I have a new drive, a new energy, to carve out a path for me in the Society, to take on new challenges, and push myself for progression within the sector.”

Becky Quirk, Head of Transformation, Chorley & District Building Society

“A stronger more confident leader and one with tools that I can share”

Vickie Preston, Head of People, Mansfield Building Society.



A message to other women

We asked the women what they would say to anyone contemplating taking the **Becoming Journey®**.

In their words

The message that the women wanted to pass along was simple.

“Be brave, be bold and go for it.”

“Be open minded.”

“100% go for it.”

And they had words of advice to share.

“I would encourage people to participate without reservation.”


“It's a great way to meet others on different but similar journeys and equip you for the next step.”

“Be prepared to take a very personal journey and learn things about yourself, rather than learning more technical professional skills.”

“I genuinely couldn't recommend it more - you do need to be prepared to step outside of your comfort zone, be open, reflective and honest but in return you will understand so much more about yourself by the end of the Journey.”

“Ensure you fully commit as the modules where you have deeply thought about the topic and prepared using the materials are where you can gain the most benefit.”

“If you can approach the programme with an open mind, you will leave it with an enhanced degree of self-awareness, and some simple but very effective tools to support you in your career journey. It has been really quite enlightening to know that I have everything I need within me, it's just about learning how to channel it and use it.”



“Jump in and embrace it. Be comfortable with not being comfortable as its worth it in the end for how you will move forward.”

Kate Ashfield-Smith, Head of HR, Buckinghamshire Building Society.

About Becoming International

We are a boutique consultancy specialising in leadership skills and personal development for women, at work and for life.

Our mission is to help women to lead unapologetic lives. We believe that women are not 'broken'. They simply get stuck or knocked off track by circumstance. As such:

- We explore who women are and how they think about themselves, their purpose, identity and their impact on the world. We do not focus on what women 'do' in the workplace.
- We walk alongside women on their journey, offering them support as they explore and discover their own solutions. We do not 'tell' women how to address challenges.
- We focus on the things women can control and the legacy they can create. We do not make them responsible for the larger cultural issues that hinder their progress.

Our work builds a global movement of women who together believe we can create the ripples which will make the world a better place.

What we do

The Becoming Journey[®]

We deliver an online, virtual leadership journey for women who are stuck or knocked off-track in their leadership careers.

Network support and development

We support the design, set-up and implementation of internal and cross-company gender networks.

Consultancy and Research

We deliver bespoke consultancy to help organisations, networks and leaders maximise the impact of DEIB and development.

Coaching

We work with individuals and teams to help them on a personalised journey of discovery to address their leadership and career challenges.



Contact us

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