

# TransCend

AN AFBE LEADERSHIP TRAINING PROGRAMME



## TRANSCEND

An AFBE Leadership  
Training Programme

COURSE GUIDE 2022



**“AFBE-UK’s programme will not only inspire a new generation of industry leaders in Aberdeen but will also help break down barriers in the field of engineering and encourage more inclusivity in the sector. ”**

**~ Councillor Angela Taylor,  
Aberdeen City Council Education.**

The Association for Black and Minority Ethnic Engineers is a registered not-for-profit organisation that was established in 2007 with the Scottish arm set up in 2011 to promote higher achievements in education and engineering particularly among black and other ethnic minorities. It is in this regard that amongst its many developmental initiatives, it has developed Transcend, a uniquely designed and structured leadership programme.

It must be noted that the underrepresentation of people of colour at corporate leadership level in most companies and organisations is well documented, static with no progress and increasing disproportion. The AFBE leadership programme is designed to help address this issue, by providing experienced professionals from BME backgrounds with the awareness and tools they need to progress to leadership positions in their career, organisations or as entrepreneurs.



**Leadership:** If you’ve only got a minute and you want to see how this works, watch this Video:

**Video:**

<https://youtu.be/IKGR9f0xRLw>

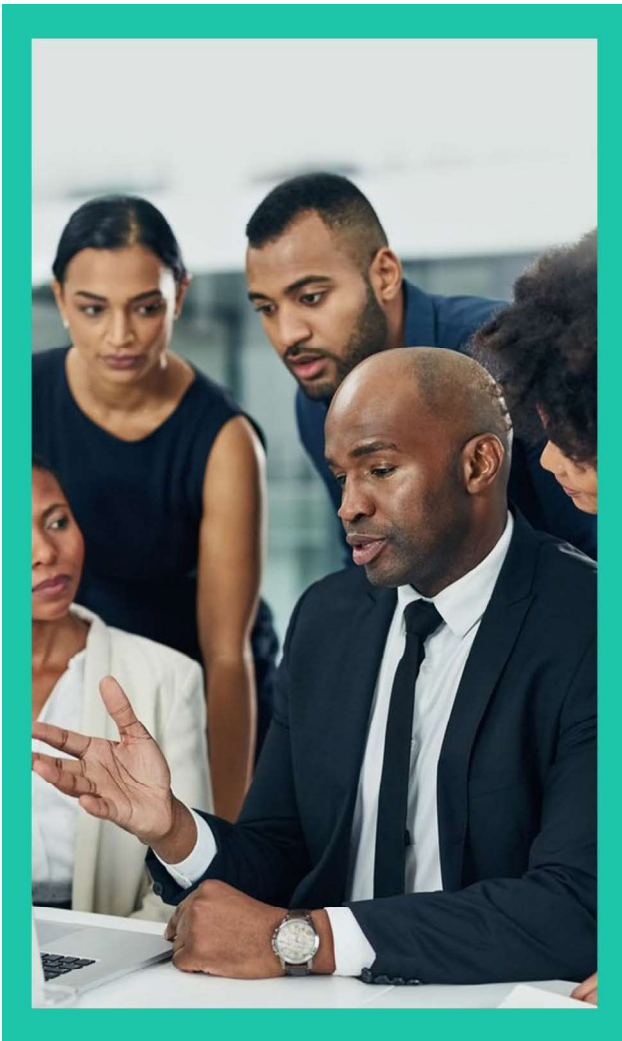
## WHY TRANSCEND

Transcend is a leadership course that is designed to engage, motivate, inspire and challenge people of colour to help them progress into leadership roles. This course will infuse a new perspective on the ever so little but important subtle social and leadership skills any leader and aspiring leader would need to go above and beyond in their career and every day life.

## WHO IS TRANSCEND FOR

Transcend is for individuals who are in senior technical and lead technical roles in their organisations with over 10 years of experience who want to:

- ▶ Progress into senior management and executive positions in their careers.
- ▶ Be the best leaders they can be
- ▶ Be a beacon of change and hope in their industry
- ▶ Be mentors and role models to others
- ▶ Already in line with direct reports



# Course Objectives and Vision

The leadership programme aims to achieve the above objectives by:

- Inspiring effective leadership communication and engagement
- Encourage strategic transition into executive and management roles.
- Provide awareness to the responsibilities and challenges that come with leadership.
- Building a cohesive team.
- Motivating and managing teams at various leadership levels.

To be a leader on any level, an individual needs to be aware and skilled in the ever so subtle and obvious leadership ethos.

## The vision of TRANSCEND:

To see individuals of BAME origin transition from mid-management, senior technical and lead roles in their organisation/career into executive and senior management roles.

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Influence an organisational and institutional change in leadership structure, where more BAME people will be promoted and retained in management and executive roles.



All participants must be ready for a change and have the right mindset needed to take the needed steps to progress into leadership roles.

# Course Background And Context

The underrepresentation of people of colour at corporate leadership level in most companies and organisations is well documented with very limited progress. In 2017, AFBE UK conducted research that showed there was less than **0.3% of black representation** on boards of a variety of organisations. In Feb 2021, the financial times reported that the FTSE 100 has 0 black people at Executive level. The report The Equity Effect by Henley Business school showed a **58% increase in revenue** for companies with programme targeted at driving race equity in their companies.

With all of this it is necessary to capture relevance of diversity in the growth and success of organisations. In 2015 McKinsey published research on Why Diversity Matters, which was recently updated in 2019 - with a business case for why diversity in executive teams remains strong.

The summary of the report is - **25%** of gender diverse companies are more likely to outperform their peers while **36%** of ethnically diverse companies outperform their peers. Some of the reasons for this conclusion are:

“ **Positive initiatives to rid the sector of inequalities such as those run by AFBE-UK Scotland here in Aberdeen are crucial to promoting inclusivity in the industry, as well as highlighting the key skills needed to make a successful career in engineering.** ”

~ Dr John Ritchie IChemE  
Chair Aberdeen Members Group

- Non-homogenous or diverse teams tend to have a range of perspectives which adds to a company's competitiveness in a globalized economy.
- The companies perform better because they can attract and keep top talent – and we know that Exceptional talent comes from all backgrounds – hence diverse. Improves a company's global image and license to operate.
- All of which translates to – Profits – Bottom line

## Course Outline and Timetable

The AFBE-UK TRANSCEND team will run a series of sessions that seeks to unearth the barriers to career progression and the chart a path into leadership.

- **Participants shortlisted and informed in March 2022**
- **Meeting with Transcend team representatives to discuss training schedule time**
- **Transcend launches at the AFBE Conference in April 2022**

The programme will run from **April – June 2022 | 8 - 10 Weekends Saturdays 8 am to 13.00 pm (The aim is to go through one to two courses every weekend)**

### TRAINING DELIVERED ONLINE

Total estimated hours of all content = **32 hours** (for training and exercise activity workshop sessions)

TRANSCEND will admit a maximum of 16 participants to attend.

Attendees will be required to attend all the courses.

Registration Fee - £80 per participant

The sessions will be interactive and member led but will address the following aspects.

## Course Outline and Timetable

S.No	Courses	Training and Activities Total Time
1	Leadership Introductory Session	2hrs 50 mins
2	Leadership Communication	3 hours
3	Unconscious Bias	3 hrs
4	Negotiation	4 hrs
5	Limiting Behaviours with a bonus content – Leading with motivational intelligence.	5hrs
6	Calling out and Buddying up	4hrs
7	Role Models	2 hrs
8	Coaching	3 hrs
9	Mentoring	3 hrs
10	Close Out	1 hrs

“ I commend the Association for Black Engineers UK (AFBE-UK) for its tireless efforts to promote the engineering profession, especially to young people of Black and Minority Ethnic (BME) backgrounds in the UK. This work is an excellent example of encouraging partnership between stakeholders in the engineering communities and supporting young people as they embark on a range of exciting career paths in science and technology. ”

~ Sir Vincent “Vince” Cable MP,  
Secretary of State for Business,  
Innovation and Skills (2012)



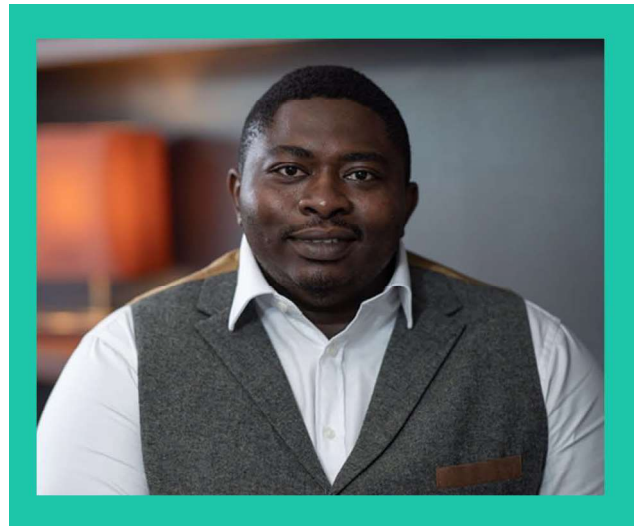


## **DR OLLIE FOLAYAN**

**Chair AFBE UK Scotland**

For years we at AFBE-UK have run programmes that support early and mid careers but TRANSCEND exists to support the latter stages of the careers of engineers of Black and minority ethnic origin. We find that training up more leaders, in addition to increasing representation at board level will also help early and mid-careers.

People become what they see.



## **DR ROY BITRUS**

**AFBE Leadership Team Coordinator**

TRANSCEND is a product of vision, drawing from years of experience of individuals who aspire or have progressed into corporate leadership. With TRANSCEND we can create a safe space to inspire, motivate and provide the right tools to people of colour to encourage their progression into corporate leadership.



## **ABHI GOSWAMI**

**AFBE Leadership Team Member  
Team Lead, Senior Management  
Consultant, Shell**

Transcend, is a programme customised towards career professionals from the ethnic minority community where the intersection of talent, passion and purpose unlocks true leadership potential and gives wings to aspirations.



## **JOY EGBORGE**

**AFBE Leadership Team Member  
Category Manager – Wells and  
Subsurface, Spirit Energy**

"I am delighted to be involved in developing one of the modules for the TRANSCEND Programme. This highly anticipated programme is a must for individuals and organisations who are serious about nurturing effective leaders."



## **DIANE CHADWICK-JONES**

**AFBE Leadership Advisory Team  
Former Director of Human  
Performance, BP**

TRANSCEND is a leadership programme created by people who understand the challenges faced by people of colour and the underrepresentation in corporate leadership level. The program covers a wide range of practical skills-building to navigate the business world as a minority ethnic leader.”



## **MAVIS ANAGBOSO**

**AFBE Leadership Advisory Team  
Global Head of Diversity, Equity and  
Inclusion, Harbour Energy.  
OGUK D&I Task Group member.**

“It is great to finally see a leadership programme developed by/and for people of colour. I encourage organisations to consider this as an investment in future leaders from underrepresented ethnic groups”

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## afbe

Association for  
Black & Minority  
Ethnic Engineers

