



Employee Benefits  
& Financial Planning  
Investments ♥ Protection ♥ Advice

## ABOUT EBCAM

EBCam Ltd is a specialist Employee Benefits and Independent Financial Advisory firm focusing on providing comprehensive, engaging and rewarding benefits to companies and their employees, and tailored financial advice to individuals.

We work with employers to design, manage, and support a range of employee benefits to aid in the attraction of new, and retention of existing employees.

We work with individuals to understand their objectives and create a plan to help them meet these.

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# MISSION: BREAKING DOWN BARRIERS FOR WOMEN IN LEADERSHIP

A recent post on the International Women's Day website (<https://www.internationalwomensday.com/Missions/15076/Breaking-down-barriers-for-women-in-leadership>) highlighted the need for more women in leadership.

Over 50% of the EBCam Team are female. This is rare for many businesses but particularly in the finance services industry. We are also very pleased to say that a third of our Board is made up of women.

While EBCam prides itself on being outside of the "norm" for financial services, which is typically a very male dominated environment, we know that for many businesses more can be done. **So how can we get more Women into leadership?**

The article noted above mentions several key drivers/ideas. We have selected two that we wanted to highlight today:

- Encourage leaders to **take responsibility** for their actions – ensuring you have strong **inclusion and diversity** frameworks to ensure everyone feels able and willing to take responsibility and know what is expected of them
- Do more when it comes to **Rewards** – as the article states good work/life balance, training and development are all ways to ensure that women feel able to take up a senior role (or indeed any role) within your organisation. The **flexibility** of the benefits you offer is key. For those employees starting a **family**, the need for increased life assurance may become important...does your benefit structure allow them to increase their life cover? Employee Assistance Programs, do you offer them to your employees? They allow employees to have a confidential conversation about the challenges they are having – this is not limited to challenges outside of work it could be to help **break down barriers** that are holding them back in the workplace too.

There are many things you can do, and the most important of all is to talk and to listen.

## A word from EBCam's MD, James Bolton, on International Women's Day:

International Women's Day (IWD) is a significant day of the year when we raise awareness about women's equality and the need for gender parity in the workplace. IWD's mission for women at work is to forge inclusive work cultures where women's careers thrive and achievements are celebrated.

As a business leader I know how important it is that these principles are embodied in the culture of a business, through working practices, HR policies, employee benefits and rewards that provide flexibility and encourage equality. At EBCam Ltd they are at the heart of everything we do.

**Collectively, we can all help create an inclusive world.**