

Meet Hannah Jackson, Business Director at Aspire

Aspire™



Women in Leadership



Why do we need to talk about Women in Leadership?

We have interviewed seven of Aspire's extraordinary women who share their personal experiences, challenges, and breakthroughs as they have become the role models they are today.

By giving us their best advice on how to approach a leadership role, things to consider when managing others, and other golden nuggets of advice, we want to help you feel empowered to aim high, and just go for it.

Whether you've toyed with the idea of becoming a manager, looking to claim your position as a business director (or similar), or simply want to get noticed for going the extra mile, these women, and Aspire, are right behind you! We hope this answers your concerns and helps reduce inequalities between genders.

If you would like to get in touch with our female leaders, don't hesitate to drop us a message and we will put your greatness in touch with theirs! Email marketingteamaspire@weareaspire.com.

These personal accounts will advise other women who aspire to take similar paths. The individual interviews will be published in small booklets that people can download from our website. Each week, beginning with International Women's Day, on 8th March, we will release another booklet, showing our support and raising awareness for IWD for a total of seven weeks.



Women in power

First, let's meet: Hannah!

I have 10 years of experience in recruitment. I started as a Consultant and then in recruitment sales. I was a Manager then progressed to Regional Sales Manager, and currently, I am the Group Sales Manager for Aspire UK. Having begun as a General Manager of an events venue, managing 65 staff, I have worked a total of eight years in a management role.

If I was to give my younger self some advice, I'd tell myself not to take things too personally. In regards to working with different types of people, you'll learn to appreciate that everyone is different. They take in information differently, and they learn differently as well. Being able to adapt to your team members, stakeholders and customers will help you work more cohesively.

The second thing; look after your work/life balance. Keeping your eye on the goal is great but learning to switch off is beneficial in the long run. Walking away from a problem can actually make it easier to solve.

Thirdly, work well with your board and other leaders of the business. You could call it, managing upwards. These colleagues and line managers will often delegate or ask you to take on projects. Managing their expectations and having the ability to say no when you haven't got the time or ability to do something, is key to organising your tasks.

As long as you can finish each day and truly believe that you have done all that you can having given 110% then that's all you can ask of yourself.

My advice for: Becoming a Business Director

For anyone looking to progress into a Sales Manager position, you will need to be a proven sales professional first, with a good amount of experience under your belt and a solid commercial understanding. This means hands on selling experience in sales roles where you can prove that you have overachieved on your KPIs and hit targets consistently. Choose a specialism and stick to it, become an expert in your field.

Being a team player and helping others in your team when they need it will also show that you are able to support and motivate which you will need to do when managing a team.

During my career, I have always studied successful (and the not-so-successful) managers around me, you can learn from their mistakes and how they achieve success. You can even ask to be mentored by a manager whom you feel you could learn from. Doing this helped to accelerate my progression to Business Director. So, ask lots of questions and ask to help with specific projects. This will expose you to areas of the business that you may not have known about previously.

If your current employer doesn't offer training, take matters into your own hands. There are countless amounts of sales training tools online that you can utilise.

Finally, let your employer know that you are driven and want to progress into management, they can then support you on this journey.

Leadership advice





Managing from the front

Bring your energy

An integral part of managing a team is to motivate everyone to 'row the boat' even when results are low. It can be tough but looking at what you have achieved overall and looking at the bigger picture is a great tip. As a manager, your energy will encourage the team to look at the positives; you could have a stronger week ahead. So, consider how close you are to your goal instead. Remember, positive reinforcement and a glass-half-full perspective.

Drive towards the same goal

Managing a team can be quite different and more difficult than you first thought. For me, it was much harder. It has required me to multi-task with managing a team, supporting members but also being a contributing manager, ensuring we all hit our targets together. The most important part for me was to build a camaraderie where everyone is driving towards the same goal.

Be a role model

Talking of senior roles, if you were to ask me my biggest challenge as a leader I'd say it was gaining the respect of men who were more senior or experienced than me. It can take longer to get appreciation from people who see themselves as better and are less willing to be guided. The way to combat this is to prove your credibility. This works for all members of your team or colleagues. 'Getting your hands dirty' can show that you are capable and demonstrates your expertise. If anyone feels they can't learn from you, they won't respond as well.



About Aspire

Established in 1992, Aspire is a recruitment consultancy with offices located in the UK, APAC, and the US specialising in supplying talent for a variety of sectors and disciplines such as Content, Data, Digital Media and Marketing, Events, Research and Insight, Intellectual Property, Technology, and Sales.

Aspire is fully committed to Diversity and Inclusion and the fair and equal treatment of our employees and candidates.

We hope this content empowers females to break through barriers and continue to progress into managerial and leadership roles, while enlightening business leaders of the capabilities of such females who can help take their business higher, leaving discrimination behind.

You can find out more about our Diversity and Inclusion policy at: www.weareaspire.com/about-us/diversity-and-inclusion



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while empowering others