The impact of the programme at Pearson

Pearson was one of the eight organisations to sign up to the first 30% Club cross-company mentoring programme in 2014, and has taken part in the programme each year since. They won the inaugural Dynamic Mentoring Organisation Award in 2016/17.

"Since the programme started in 2014, the gender diversity conversation has only grown. Yes, we want to better equip women within our organisation and give them mentoring opportunities, but we continue to join the programme year after year because we recognise it as such a beneficial tool for developing leadership skills and confidence in both our mentors and mentees, male and female. It’s fantastic to see the programme grow year on year and its reach and profile increase. As that happens, more and more organisations can take part and that’s positive for everyone. And it leads to other opportunities, too. We supported Women Ahead’s International Women’s Day event in March 2019. It was an amazing day, and gave all the organisations involved the chance to positively associate with the strides Women Ahead are making to push the gender diversity debate forward.

At Pearson, we are always looking to invest in staff, and the programme has been a gateway for us to take a broader look at mentoring, to measure the positive impact it’s having and develop other internal programmes and approaches. But what really stands out about the 30% Club programme is its cross-company nature. The perspective our participants gain from being matched with someone from outside their organisation – outside their industry, even – really enhances the opportunity for growth.

Our people have really grown as a result – in their careers and personally – and many have been promoted."

This programme is the bottom-up way of tackling issues and creating real change. It can only enhance your reputation.”