

Interview with

Wendy Addison

Founder and owner of SpeakOut SpeakUp



Wendy Addison is the Founder and owner of SpeakOut SpeakUp, an organisation that shapes, builds and trains for cultures of courageous conversations that transform businesses, markets and society. Her experience and research is broad, covering organisational and behavioural change, corporate compliance procedures and policies and regulatory legislation. Additionally, Wendy is a lecturer at Surrey University and Warwick Business School in the United Kingdom.

“It is my goal to empower and train individuals to be able to engage in courageous conversations, to feel the emotions of fear and anxiety but to be able to act in spite of those feelings. Most of us are rightly appalled by domestic violence, child abuse, discrimination and unethical practices in business but feel disempowered to act. One of the key elements to interrupt and change these malpractices is the ability to engage in courageous conversations.

And clothes matter in this respect. With one of my target audiences being the financial industry, wearing my SheSuit mirrors and reflects their own professionalism, providing the resonance for them to engage with my message.

The dress code in the UK, and particularly in the London area, is very different from the Netherlands. Business people dress very smartly. It is not only expected, but also desired. Visit Canary Wharf in the city of London and you will observe originality and style coupled with functionality and professionalism.

I advocate for women to feel and behave as empowered women, to step up and show up as women. This is in contrast to feeling the requirement to dress and behave like male colleagues. Many women believe their voices are not heard or to speak will be futile. However, utilising and recognising our own uniqueness provides the ignition and impetus to speak up, to voice opinions.

Being a female contrarian is positive. Being so has allowed me to be more creative and to have a better inter connectedness with others. It has allowed me to battle through short term fear so as not to live with long term shame and regret.

Join me to ignite and build your own neural muscle for Courageous Conversations.”

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