

# “Are you accelerating your women leaders fast enough?”



## The Problem

In the world of leader development, there is a critical yet often overlooked factor affecting leadership success – the gender confidence gap.

Recent studies, including DDI's analysis of over 13,000 leaders, reveal a substantial 14% confidence disparity at senior levels. This statistic underscores the pressing need for proactive measures to address this imbalance.

The traditional leadership development tools may not effectively bridge this gap. To truly make strides in this area, a more personalised and innovative approach is needed. This is where digital coaching comes into play.

## The Solution

As we delve into the data on our coaching platform, a significant trend emerges – 31% of women prioritise confidence-boosting sessions, while only 14% of men do so. Recognising this trend, it's clear that a tailored strategy to boost confidence is essential, especially for women in leadership positions.

Closing the gender confidence gap is not just a goal; it's a necessity. A study by the ICF reveals that 80% of coaching clients reported improved self-esteem or self-confidence through coaching.

- **Flexible:** Thrive's digital coaching platform offers a flexible solution tailored to individual needs. With personalised coaching sessions, employees, especially women in leadership roles, can address specific confidence-building goals.
- **Scalable:** Our coaching platform is designed to scale effortlessly to meet the needs of diverse organisational structures. This scalability ensures that the benefits of confidence-building coaching can reach all levels of leadership within the organisation.
- **Cost-Effective:** Thrive provides a cost-effective coaching solution that doesn't compromise on quality. By leveraging digital platforms, we eliminate the traditional barriers associated with coaching costs.

Book a free coaching session with our CEO and the first master coach in the UK - Pam Bateson. [Book here.](#)