

Power Circles

A Bold New Approach to Women's Professional Success

Why the famous “mid career cliff” happens to women:

Women at levels 5–6 are often overlooked, undervalued or under-supported in almost all industries but especially tech.

In tech specifically, women's representation falls by

41% between entry-level and director positions,

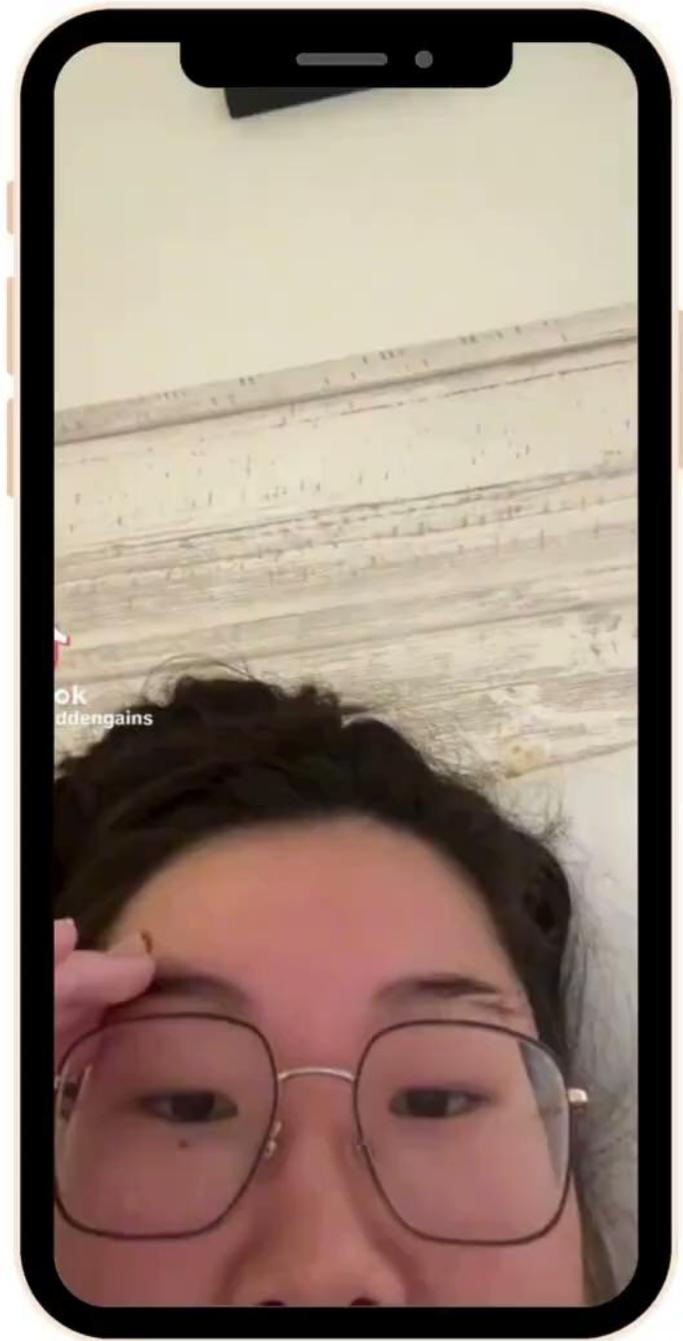
compared to **27%** across other industries

The result = Costly, silent attrition

[SEE MORE STATS IN THE APPENDIX](#)

theShift





Power Circles

Designed for the pivot point

Power Circles is a bold, data-backed programme designed for women at the critical point before leadership burnout or career exit.

It builds inner power, real-world tools, and deep peer support through a unique blend of coaching and facilitation.

Designed by experts in equity and transformation, it's a high-impact answer to outdated leadership programmes.

What makes it different:

1. Combines coaching, facilitation, and lived experience
2. Prioritises purpose, power, and peer momentum
3. Targets the moment before women disengage

We don't fix women.

We build power – from the inside out.



Power Circles is Designed for Women at the Edge of More

1

Women stuck between doing the work and leading it but lacking the visibility to progress

2

Working parents balancing visibility and survival

3

Women in male-dominated teams or high-pressure roles

4

People leaders seeking an honest, high-ROI equity solution

3

Women preparing to step into bigger roles but who need support before formal leadership training

4

People Leaders and DEI teams seeking data-led, honest, and empowering programmes that create real impact

Program Definition & Structure

1	A structured 8-part programme designed to build clarity, confidence, and connection
2	Each session builds on the last—layering insight, tools, and support
3	Expert-led workshops grounded in real-world challenges and growth goals
4	Multimodal learning: coaching tools, guest facilitators, peer discussion, and skill practice
5	Full access to session materials, growth tools, and community check-ins
6	Post-programme alumni network for continued learning and support

[Inside the Power circles .mp4](#)



04b Inside The Circle

Session Overview

Duration: 2.5 hours
allows

🌟 A grounding/opening
ritual

💬 Honest conversation
& sharing

🧠 Learning + practical
tools

✍️ Exercises or journaling

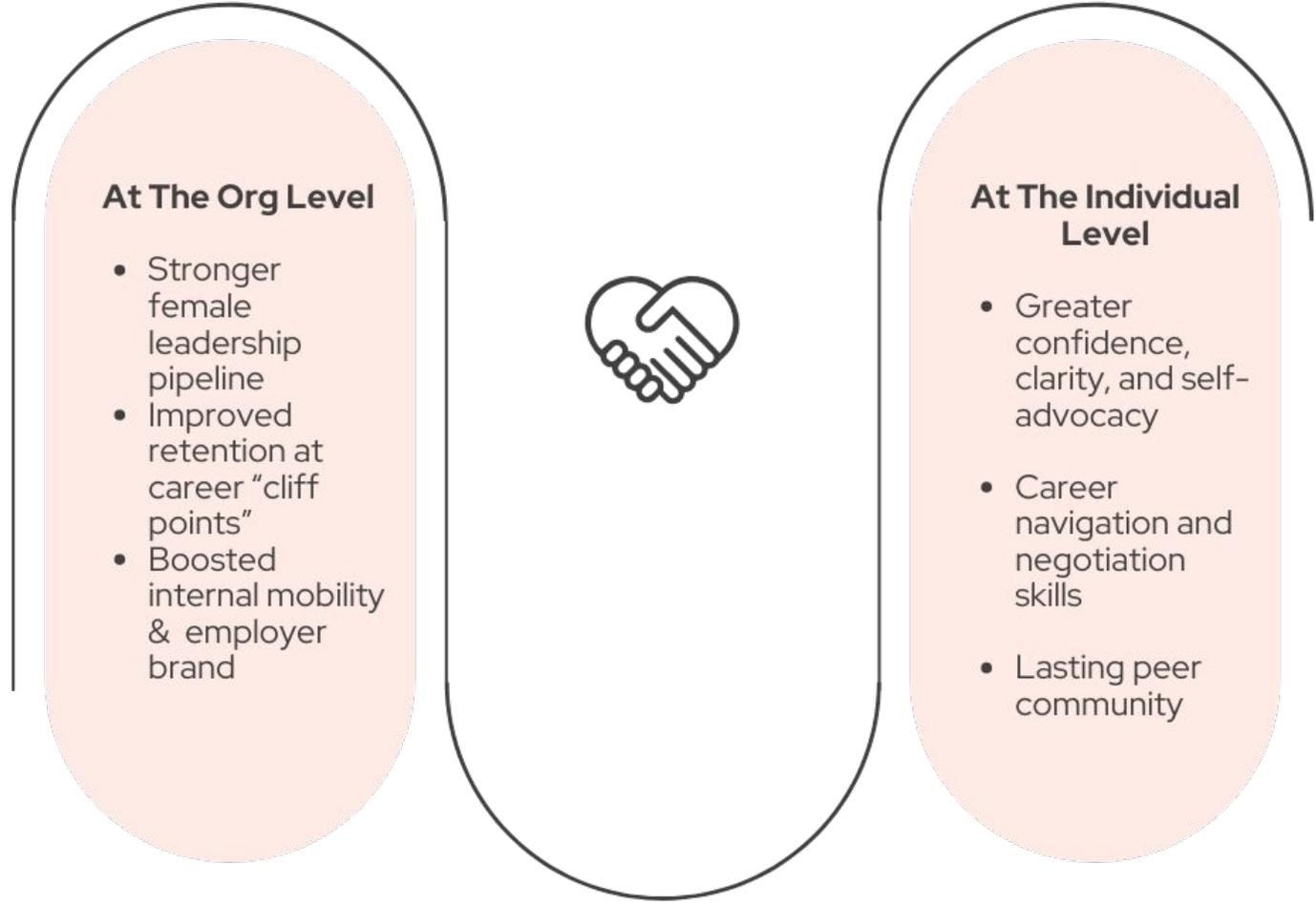
👯 Peer interaction or
partner work

🕯️ Reflection & close

Chapter		Chapter Breakdown
01 Start with fire➔	Ground yourself, set intentions, and define how you want to show up and be supported.
02 Be Clear, Be You (Selicia)➔	Define your values, purpose and strengths to lead with intentional authenticity.
03 Relentless Confidence (Guest facilitator)➔	Reframe imposter syndrome and unlock your inner authority and presence.
04 No Is a Complete Sentence (Guest facilitator)➔	Learn to advocate for your worth and negotiate like it's your right—not a request.
05 Work-Life Truths (Krista with a Guest panel)➔	Define your values, purpose and strengths to lead with intentional authenticity.
06 Money Is Power (Guest facilitator)➔	Build financial confidence and long-term wealth strategies that serve your goals.
07 Come Home to Yourself (Guest facilitator)➔	Slow down, reconnect with your intuition, and restore your power from within.
08 Keep the Flame Alive➔	Reflect, celebrate, and commit to your next bold step forward on your terms.

Retain Talent.

Increase Performance



The Real ROI

1. Preventing one exit = programme pays for itself.

Replacing one mid-level woman can cost over €100,000. For senior women, it can hit €350,000. ([SHRM](#))

If Power Circles prevents just one woman from leaving, the programme pays for itself.

2. Stronger leadership pipeline = fewer costly external hires.

Only 87 women are promoted for every 100 men. And 73% of women who leave cite lack of advancement. ([McKinsey](#))

More confident, visible, and promotion-ready women = fewer exits and reduced need for costly external hires.

3. Companies with women in leadership = up to 25% higher profitability. ([McKinsey](#))

Investing €30–50K in Power Circles supports performance gains that impact your bottom line.





Customisable delivery:

Cohort size, Location,
Language

Clear Phase Model:

Onboarding → Delivery
→ Wrap-up

Low lift for internal

teams: Full Programme
Management on
supplier side

Transparency: Costs

Impact and clear ROI

10 Participant Voices



It was so helpful to finally be given the tools to understand what a personal brand is, how to build one authentically and how to use it to become more visible for better opportunities.

Vanessa, London



I feel more confident, inspired, motivated, and empowered for the next 5 years to come.

Katalin, Creative Leader, Berlin



The approach was a perfect blend of kindness, optimism, and thoughtfulness all while maintaining a pragmatic perspective.

Mary, Creative & Marketing Leader, Boston



NEXT STEPS

Let's explore how Power Circles can align with your company's goals.

We'll tailor delivery, measure impact, and grow a programme that moves your people – and your performance.

Book a 30-min discovery call with us this week

info@theshiftmakers.com



Thank you

Appendix

Bios

Selicia Richards-Turney

Selicia is an award-winning brand strategist, inclusive marketing expert, and leadership facilitator with over 20 years of experience across tech, non-profit, and creative sectors. Known for her bold thinking and human-first approach, she helps women and diverse leaders unlock clarity, confidence, and purpose at key points in their career.

As the founder of The Shift, Selicia combines strategic insight with deep cultural awareness to design experiences that spark transformation—from the inside out. Her work sits at the intersection of identity, leadership, and impact, creating space for women to reclaim power on their own terms.



Krista Casey

A transformative career coach and former corporate leader, Krista brings over 15 years of experience navigating complex organizational dynamics and driving high-performance teams. As a senior leader Krista mastered the delicate balance of strategic influence and authentic leadership that propels women through critical career milestones.

Her leadership philosophy, built on trust cultivation, strategic communication, and intentional advocacy, has guided countless women through all phases of their career.

Now a certified life and career coach, Krista translates her corporate-tested strategies into actionable frameworks for professional women at pivotal career junctures. Her unique blend of creative direction expertise and psychological insight enables clients to craft compelling professional narratives while developing the confidence to advocate effectively in challenging environments.

