

Women in Leadership

Celebrating Female
Leaders





Celebrating Female Leaders

- Share inspirational stories of women who have overcome barriers and navigated their leadership path
- Take a look back at the past year , our achievements, areas of interests and thoughts.





Inspirational Women of 2024



Aine Kerr



Áine Kerr is a serial risk taker and trailblazer with more than 10 years' experience in the specialist cross-over space between journalism and technology.

Co-founder and COO of technology company Kinzen, she is a former Global Head of Journalism Partners at Facebook in New York, former Managing Editor at social media news agency Storyful, and a former political correspondent with Irish newspapers.



Who is Aine Kerr?



Áine is presenter of the RTÉ radio series Reignite and occasionally guest presents The Business on RTÉ Radio One.

She is also a qualified and accredited Executive Coach who specialises in empowering women in leadership roles.

Áine is an advisor to the Institute for Future of Media and Journalism (Fujo), as well as being the co-founder of Online News Association (ONA) Ireland.

She is a Fellow of the Sulzberger Leadership Program in Columbia University and has a Bachelor of Education (B'ED) and a Masters of Journalism (MAJ) with Dublin City University [DCU].



When asked to describe herself
in 3 words . . .

Strong

Patient

Exhausted



Advice and Tips from Aine

Balcony Time

Self diagnosis

Goal Setting with 'I' in mind



“As busy women, we are always multitasking, so it’s vital that we set aside time to step back and look at the bigger picture.

I actually add an hour of ‘balcony time’ to my calendar every week to think about my sense of purpose – if I’m playing to my strengths, if I’m living my values and if I’m keeping that inner fire burning.

Our drive is usually fuelled by stability and flexibility, but other times it’s fuelled by our desire to be impactful.

So take the time to reconnect to your goals and stay focused on how to achieve them. Ask yourself what it will look like if you’re more loyal to your dreams than your fears.”

– Aine Kerr

From To Exercise

Where are you today

What are the things you know

*What are the things you are
doing*

What are your tasks

*Where are you in life right
now/today*

Where do you want to go

What do you want to be doing

Where do you want to be

What do you want to be saying



Deborah Somorin

“Homeless at 13, pregnant at 14: life was not working out the way young Deborah Somorin had hoped.”

And yet, Deborah is now a management consultant, qualified chartered accountant, founder of Empower the Family Ireland and mother of a 15-year-old.

In 2020, she was listed on the Forbes 30 Under 30 Europe.



Deborah Somorin is a Qualified Chartered Accountant and Manager in EY's People Consulting team, serving large Irish and Global clients.

Deborah is also a published author of two books, an autobiography called *Believing in Me* and a children's book called *I Believe in You*.

She completed a degree in Accounting and Finance in DCU in 2014. She then went on to complete a Masters in Accounting in DCU in 2015 which helped earn her a place at a Big 4 firm. She received two scholarships while at university to enable her to complete her studies.

2018, Deborah founded a not for profit called Empower the Family (ETF).

2022, Deborah launched the Chartered Accountants Ireland Ethnicity Network

Inspirational Speaker

Deborah is a sought-after speaker and mentor, sharing her story of triumph over adversity with audiences around the world. Her engaging and heartfelt presentations inspire individuals to overcome their own obstacles, pursue their dreams, and create positive change in their lives and communities.

Topics:

Diversity, Equity And Inclusion

Building Resilience

Achieving Professional Goals

Social Entrepreneurship And Enterprises

Surviving Homelessness

Taking Ownership Of Your Career

Building A Professional Brand,

Inclusive Leadership.





Advice and Tips from Deborah

- Don't under-estimate the power of your voice and aim for more than you believe you are capable of
- Mentorship, allyship and find your tribe



“A support network with allies is key.
You find those networks by networking and finding more
people that are similar to you in some way, for example,
all having high pressured lives/work.
You understand what you are all going through and support
each other when times get tough.
Not to be someones agony aunt but just to be able to get
advice from people in a similar situation on how they dealt
with it.”

Deborah Somorin

Advice from Deborah

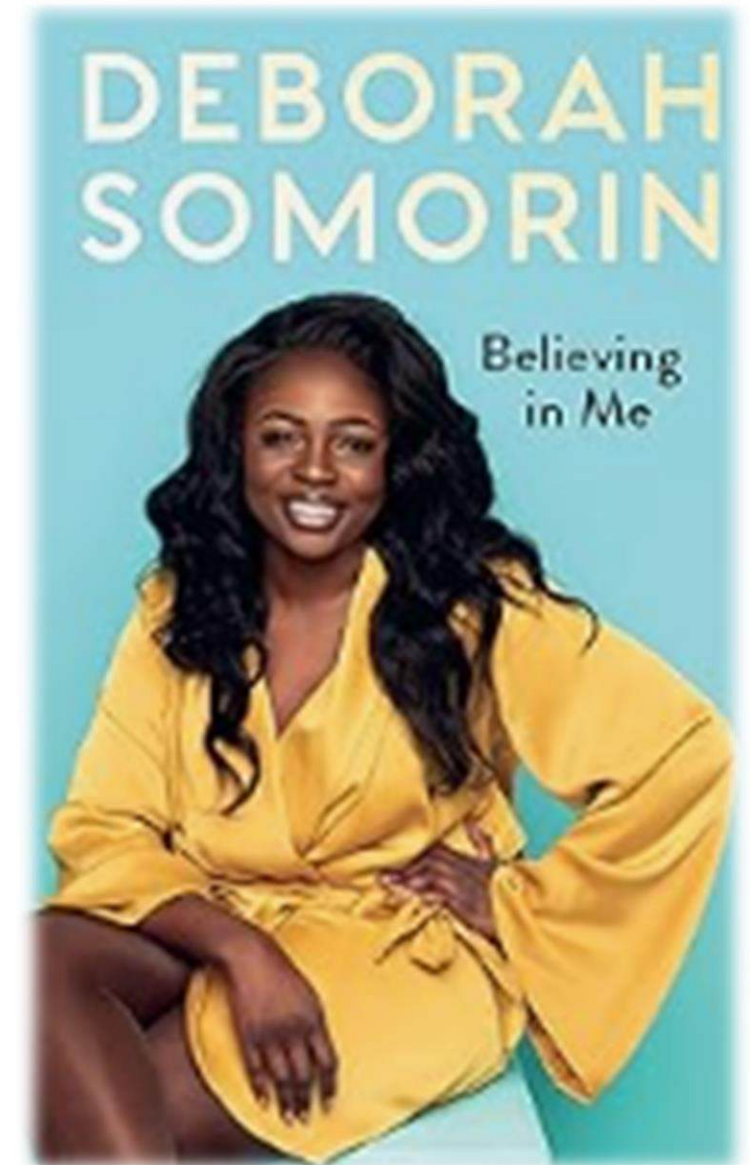
She believes leadership can be taught through good and effective mentorship

“ I would not be the woman I am today if I did not have mentors who gave me honest feedback and gave me advice on how to do the best that can be done.”

Having support from a variety of people in your life is key – find your tribe and be an active and supportive member

Network and constantly be on the look out for new people, new ways of doing things and different perspectives.

Practice mindfulness – meditate and take time out of your busy schedule to ground yourself.





Female Drivers – Women in Leadership

Let's take a look at the journey we have shared together this year . . .



Navigating
your
leadership
path

Age is just a
number -
Breaking
stereotypes

Speaking with
strength

Finding your
tribe

Self advocacy

The power of
emotional
intelligence

Networking
event

The power of
no

Sustaining
your
leadership

Overcoming
unseen
barriers

The pursuit of
leadership

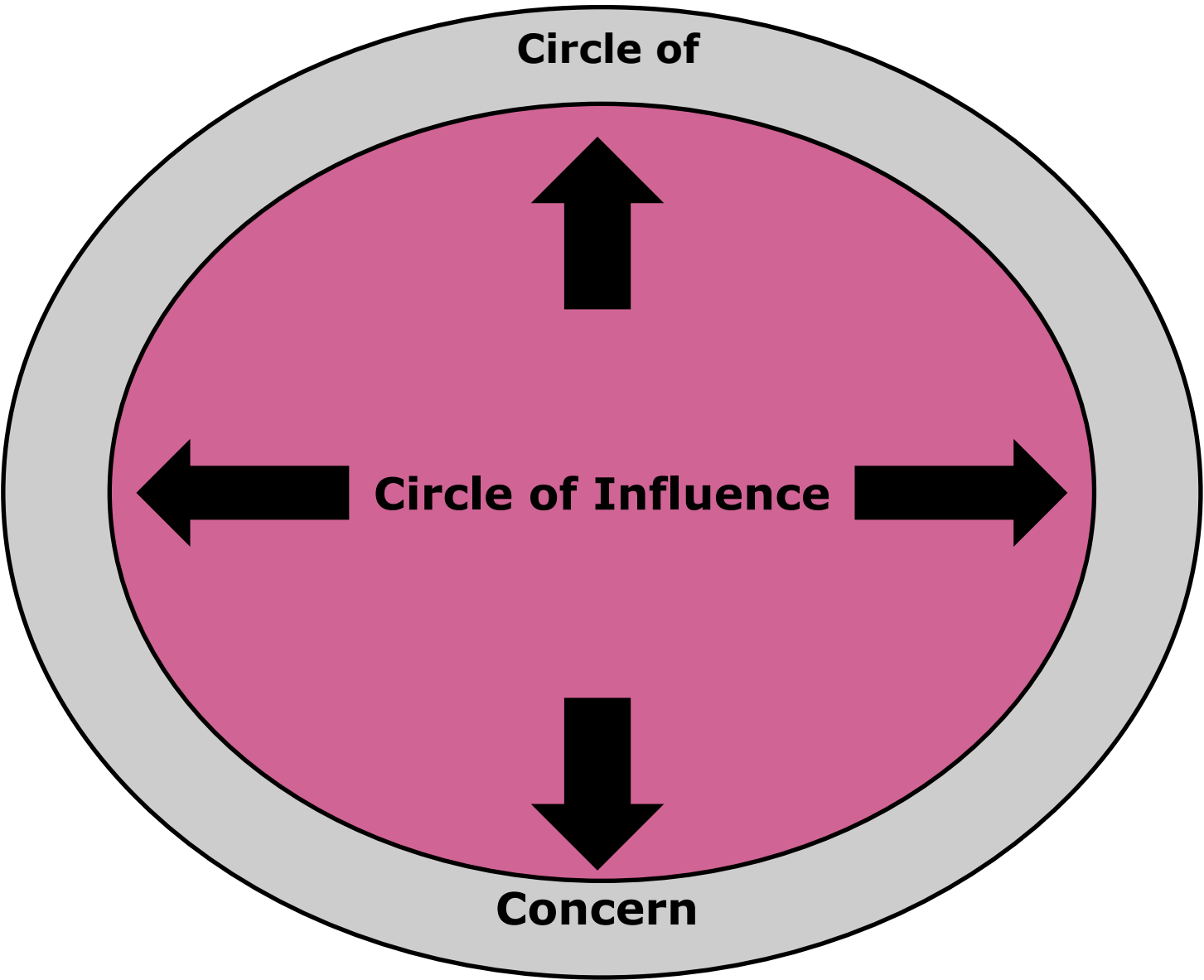


Navigating Your Leadership Path

- Challenges faced by Women in the Workplace
- Difficult Conversations
- Effective Communication Skills
- Negotiation Techniques for Women

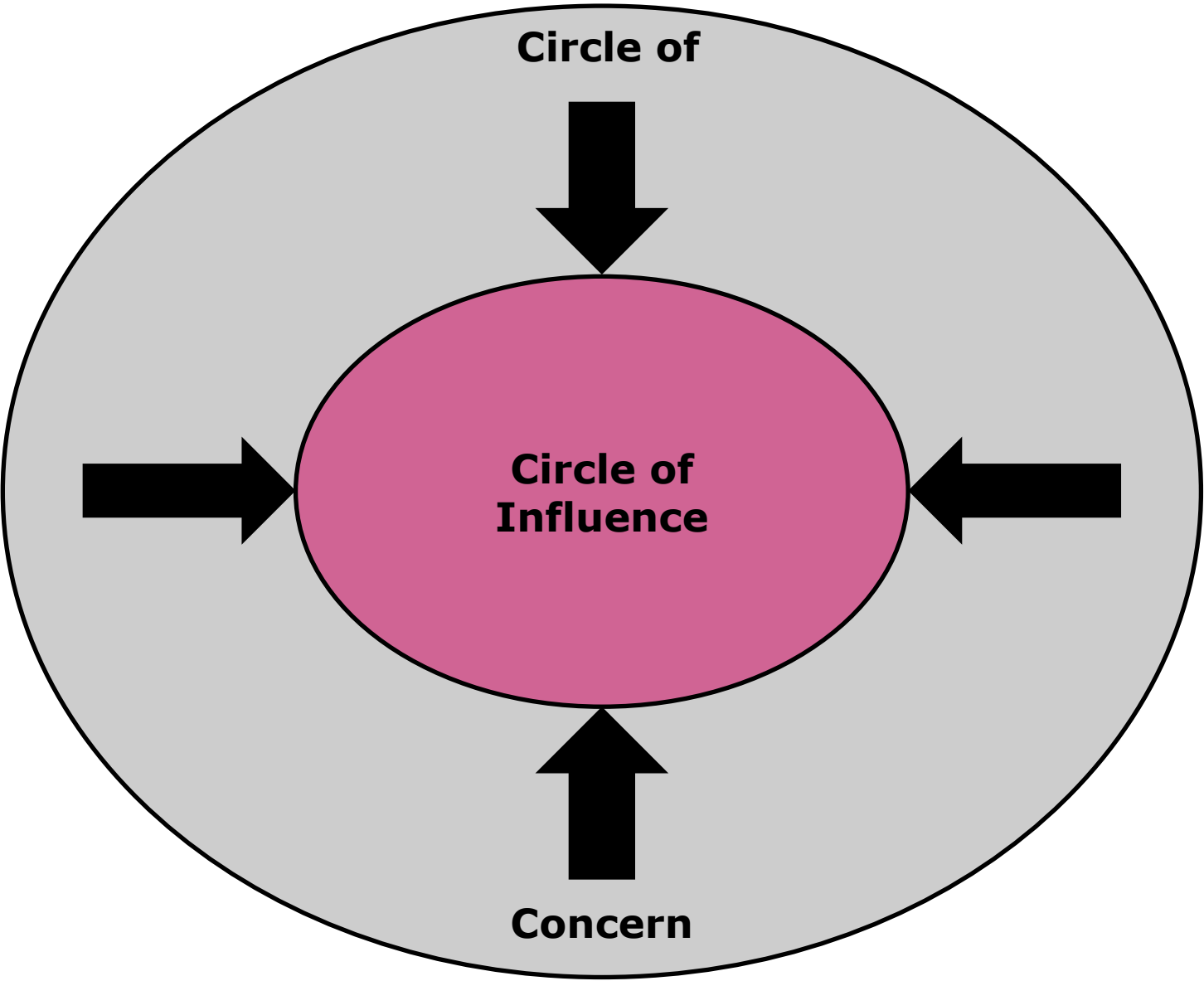


Think Pink!



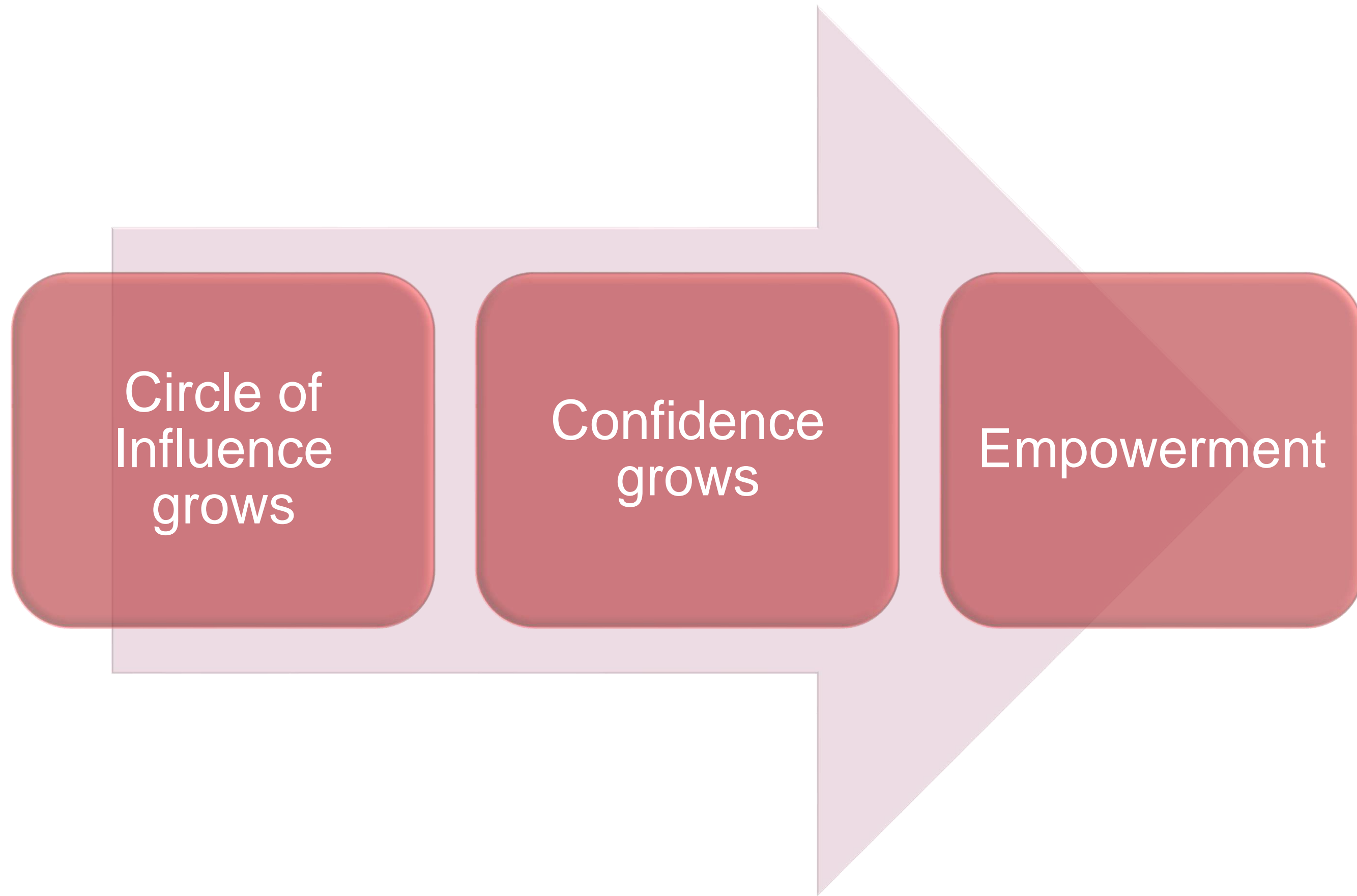
Proactive Focus

Positive energy enlarges circle of Influence



Reactive Focus

Negative energy reduces Circle of Influence



Stereotypes & Bias in the Workplace





Internal



External



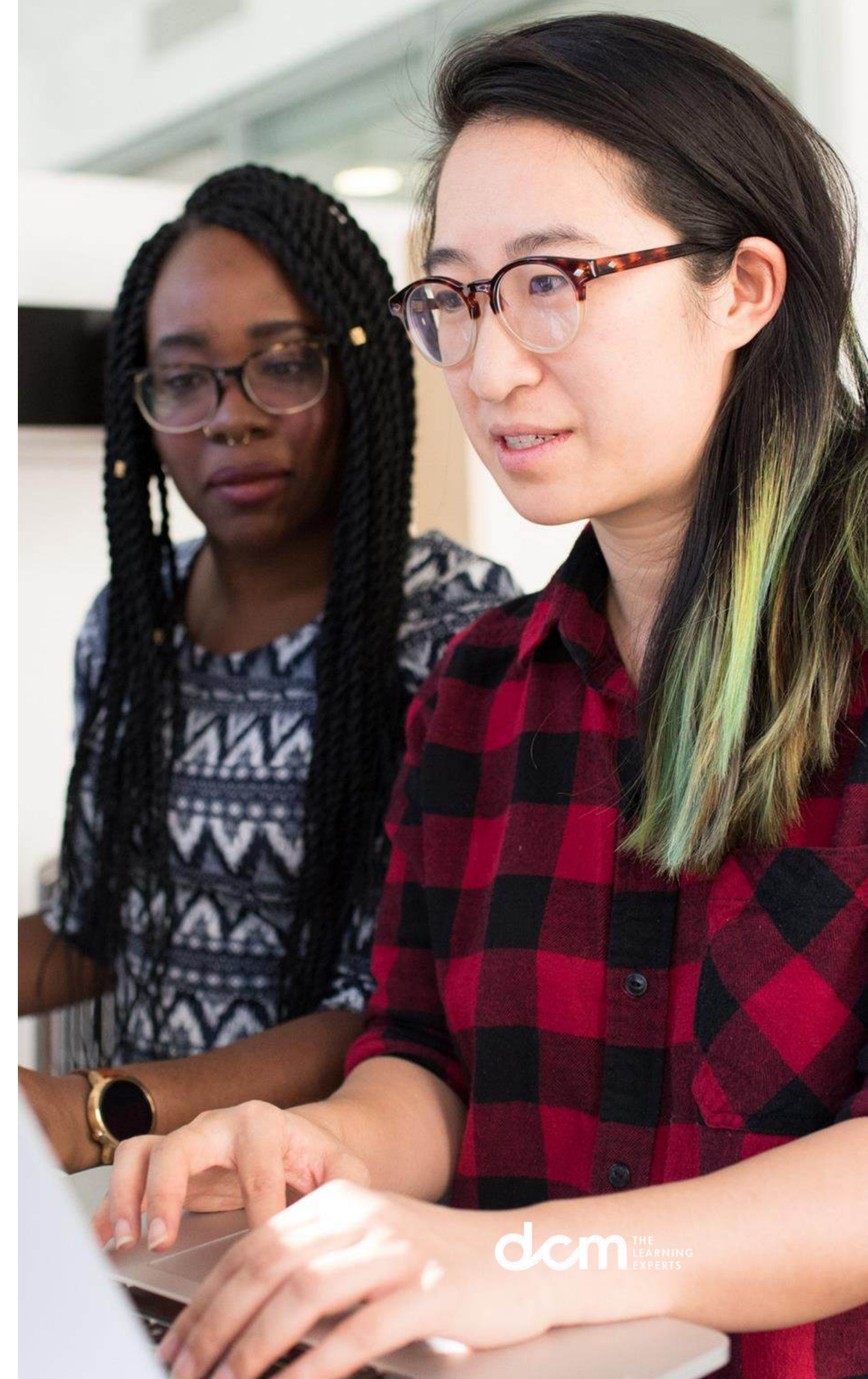
Speaking with Strength, finding your tribe and advocating you

Self advocacy and overcoming imposter syndrome

The leader of today

Assertive communication

Finding your tribe



The Power of Emotional Intelligence



Effective Teams







3 2 1 Action

3 – Things you learnt or were reminded about during this Women In Leadership Series

2– Things you will implement or consider for 2025

1 – thing you will share with a colleague or friend



The background is a soft-focus night scene. A bright, multi-pointed starburst or comet tail is centered in the upper half, radiating white and yellow light. Scattered throughout the frame are numerous out-of-focus light spots, or bokeh, in shades of yellow, orange, and pink. The overall color palette is muted, with a greyish-blue background and a dark brown horizontal band at the very bottom.

You!



Thank You

Women in Leadership
Mini-Programme

Resources

BBC 100 Influential Women of 2024

[BBC 100 Women 2024: Who is on the list this year? - BBC News](#)

Women in STEM Awards

[Home - Women in STEM Awards](#)

Aine Kerr – Reignite Radio One - Playback

<https://www.rte.ie/radio/radio1/reignite/>

Irish Times Interview with Aine Kerr

<https://www.irishtimes.com/life-style/people/2024/06/29/aine-kerr-i-must-remain-caffeinated-at-all-times-or-i-might-stop-and-never-get-going-again/>

Building Resilience – aine Kerr and other Trailblazing Women

<https://www.image.ie/agenda/how-to-build-resilience-in-a-digital-world-according-to-irish-business-leaders-251361>

Aine Kerr – Move Slow & Fix Things

https://youtu.be/R_zNvIH8Y80?si=oQJntNY5lfHyW8wE

Friends & Neighbours – Aine Kerr Interview

<https://youtu.be/xm0bx0lMQC8?si=YG68E6lyxRg3xLGs>

Women on Boards – Aine Kerr

https://youtu.be/AR50CPdls20?si=ynSXa65fD9AS_Edg

[Deborah Somorin | Learn From Leaders](#)

Resources

Playing Big – Career Coaching & Advice for Women

[Playing Big with Tara Mohr](#)

RTE Podcasts – Deborah Somorin

[Deborah Somorin - Sunday with Miriam](#)

Deborah Somorin Book

[Believing in Me by Deborah Somorin | Vibes & Scribes](#)

Inspirational Speech – Deborah Somorin

[Zeminar Presents Deborah Somorin | Building Resilience](#)

The Independents list of Influential Women

https://www.independent.co.uk/news/long_reads/women/international-womens-day-2024-influence-list-b2500534.html