

## **Women in Financial Services and using their Personal Strengths**

The purpose of this research study is to find out what happens when women in financial services start to use their personal strengths in the workplace. It is a qualitative study that focuses on the meaning that the participants give to their strengths and what they find valuable about the experience.

I am looking for six to eight participants. The dates are July to September 2008, although it might continue for slightly longer if holidays make scheduling difficult.

I hope that participants will gain benefit from the study in terms of learning more about what their strengths are and how they can use them at work, and the project has been designed in this in mind. However, there is a time commitment involved, so I am hoping to find participants who think that the study will be valuable for them.

### **The criteria for participants are as follows:**

- \* Female
- \* Working in financial services (any role)
- \* Living or working in London and able to attend evening or weekend interviews / workshops in London
- \* Ideally, participants would desire more engagement at work and / or believe they are not valued at work
- \* Happy to be part of a research project and put some time into it.

The participants' involvement would consist of a recorded interview (c.90m), a questionnaire (c. 45m), a recorded coaching and strategy session (c. 60m), three group workshops (c. 2h each) and a final interview, similar to the first (c. 90m). In between these sessions, the participants would be invited to practice using their strengths in the workplace.

I will have conversations with each of the potential participants to explain more about the study and find out whether or not they are a good match. So expressing interest at this stage is not a commitment.

I can be contacted on email: [frankie\\_ecap@fastmail.fm](mailto:frankie_ecap@fastmail.fm), or by telephone: 07946 207374.

Many thanks

**FRANCESCA ELSTON**