

HER EDIT

by Performing Perfectly

PILOT PROGRAMME REPORT

11th June 2025 | Berwick House, Shrewsbury

Your women are ready. Are you?

Foreword

Her Edit began as a personal realisation.

After over ten years of working with some of the UK's most respected organisations - the NHS, the Football Association, FIFA, health food brands, consultancies, and elite sports teams - one of our directors went on maternity leave...and it stopped us in our tracks.

Coming back to work after having a baby is so much more than a logistics challenge. It's an identity shift. What struck us was how many women were going through that quietly, on their own, just getting on with it...because that's what you do. There was no real space to process it, reset, and figure out what they wanted next.

That realisation became a passion project. That passion project became Her Edit.

We ran our pilot on 11th June 2025 at Berwick House, Shrewsbury. Nine women came into the room. What happened over the course of that day - the honesty, the breakthroughs, the laughter, and the tears - confirmed everything we believed when we set out to build this programme.

This report captures what we learned. We hope it speaks directly to the organisations reading it and makes the case for why investing in your women isn't just the right thing to do. It's the smart thing to do. Yes, it will make your women feel valued and equip them with skills and techniques to dive back into work. But, it will also give organisations the chance to retain their high performers. Why risk losing your best women when you could help them stay?

Georgie & Lucy

Performing Perfectly

The Opportunity

Women make up nearly half the workforce, yet most organisations have no structured support for the personal transitions that quietly and significantly impact professional performance.

The numbers tell a clear story.

1 in 4

Women consider leaving work altogether during menopause

54%

Of women returning from maternity leave report feeling less confident in their role

Grief, divorce, and major role changes are rarely acknowledged in the workplace at all, let alone supported.

The result is talented women stepping back, opting out, or simply not performing at the level they're capable of. Not because they can't but because nobody gave them the space to find their footing again.

Organisations know this needs to change. And increasingly, they're looking beyond internal HR for something more elevated, more human.

Because there's something an in-house programme simply cannot replicate: the freedom to be truly honest. When women are in a room with colleagues - however safe it's made to feel - there will always be a filter. A hesitation. A version of themselves they're careful to protect.

Bring women together from different companies, in a space that has nothing to do with their day-to-day, and something shifts. They open up in a way they rarely get to at work. They say the things they've been quietly carrying. And that honesty is exactly where the real change happens.

Who Was In The Room

Eight women attended the Her Edit pilot. Between them, they represented a wide range of sectors, roles and stages of return - a deliberately diverse group, united by one thing: they were all navigating a significant professional transition.

Sectors represented

- Law (multiple participants)
- Higher Education
- Hospitality & Events
- Engineering & HR
- Fashion & E-commerce

Roles represented

- Solicitors and Directors
- Head of Intellectual Property
- Head of Company Administration
- Talent Development & Acquisition Manager
- Careers Advisor
- Business Owner

Where they were in their return journey

- Some had not yet returned to work - attending ahead of their return date
- Others were less than 12 months back
- One had returned more than a year ago but was still navigating the transition

These are high-achieving, senior women. The fact that they arrived with confidence scores as low as 2 out of 10 is not a reflection of their ability. It is a reflection of what happens when women are left to navigate major transitions without proper support.

Before The Day

All participants completed a pre-programme questionnaire. What it revealed was striking and, sadly, consistent.

Professional confidence before Her Edit

Participants were asked to rate their professional confidence on a scale of 1–10 before the programme. Scores ranged from 2 to 6, with several women rating themselves at 3 or below.

2–6

Range of confidence scores before the programme (out of 10)

For context, these are women in senior, skilled roles - solicitors, directors, managers. The confidence gap is not about competence. It's about what happens to a woman's sense of professional self when she goes through a major life transition without structured support.

Employer support

Participants were asked to rate how supported they felt by their employer during their return. Several reported receiving no formal support at all. One rated her employer's support at 0–1 out of 10. Another was made redundant shortly after returning.

Even those who reported higher scores described the support they received as lacking individual meaning...more of a tick-box exercise than a genuine commitment.

"Variations of all the above, but it felt like a tick box exercise rather than an individual commitment."

"I had expressed my desire to use my keeping in touch days when we had team building events or training, but no contact was ever made. Throughout my maternity leave I knew that the location and nature of my work would change - and no communication was made around this."

In their own words — how returning to work felt

"I was extremely apprehensive. I started a new job and started back full-time. I initially put an 8 for how well I felt supported, but having seen that I had been offered none of the listed support, I perhaps realised how low my bar was."

"Very hard. Intimidating."

"I felt scared and apprehensive. I knew I wasn't the same person as I left. I wasn't able to offer the same as before, personally or professionally."

"A juggle of guilt, working hours, small children and feeling quite lost."

What they were hoping to take away

When asked what they most wanted from the day, common themes included:

- Confidence - named by almost every participant
- Help managing boundaries - both at work and at home
- A reset and tools to take forward professionally
- A sense of peace about balancing motherhood and work
- Inspiration to reconnect with their ambition

The Programme

Her Edit is a curated, expert-led development day for women in transition. It is designed and delivered by Performing Perfectly - drawing on decades of experience working with elite athletes, top-tier organisations, and high performers across sport and business.

The day is built around five core pillars:

01 - Confidence & Clarity

Grounded in psychology and performance science, Her Edit tackles the things that quietly hold women back - self-limiting beliefs, inner narrative, and the habit of shrinking. Through practical exercises, participants explore where their confidence has gone, why that happens during major transitions, and how to get it back. They leave with a clearer sense of direction and real tools to move forward with it.

02 - Professional Identity

One of the most significant losses during maternity leave, or any major life transition, is the sense of who you are at work. Throughout the day women reconnect with their strengths, values and purpose through structured reflection and evidence-based coaching techniques. It's not about who you were before. It's about understanding who you are now, and building from there.

03 - Cross-Company Networking

There's something that happens when women are in a room with peers from entirely different organisations...a level of honesty that simply isn't possible with colleagues. Her Edit is deliberately designed to create that space. The connections made during the day don't end when it does - participants leave with a network of women who genuinely understand what they're navigating.

04 - Expert-Led Development

Drawing on techniques from performance psychology, coaching and professional development, this programme covers the practical tools that high performers use - use of voice, body language, language patterns, and modelling excellence. The same methodologies used with elite athletes and senior leaders, applied directly to the challenges women face at this stage of their careers.

05 - Environment & Nutrition

This isn't incidental — it's intentional. Research consistently shows that movement creates the conditions for insight and change; our post-lunch coaching walk is built on exactly that principle. The pilot took place at Berwick House, Shrewsbury - a beautiful, considered venue chosen deliberately to signal to each woman: you are worth this. No strip lighting, no uncomfortable chairs, no powerpoint and absolutely no basic sandwiches.

After The Day

Participants completed a post-programme questionnaire at the end of the day. The results, even from this first pilot, were clear.

Overall experience

10/10

Overall experience rating — given by every participant who provided a numerical score

10/10

Likelihood to recommend Her Edit to another woman

Several participants, when asked to rate the day, wrote instead of scoring it:

"Honestly, compared to other coaching and professional development, Her Edit was incomparable, another level, and invaluable."

"Thought-provoking, cleansing for the body, mind and soul, and all-round fabulous. I have not stopped raving about it to everyone."

Confidence shift

Participants were asked to rate their professional confidence on a scale of 1–10 both before and after the programme. The results were striking.

4.9/10

Average confidence score **before** Her Edit

8.4/10

Average confidence score **after** Her Edit

71%

Average increase in professional confidence - **in a single day**

100%

Of participants left with a higher confidence score than they arrived with

Not one person finished the day feeling the same or worse. Her Edit changed that. **In one day.**

What shifted

"It has offered me a new way to think about myself. This is still going to take time and work, but it has helped me to feel more empowered."

"Being with like-minded professional women, guided by Georgie and Lucy, has made me more confident - both mentally and in how I carry myself professionally."

"I see myself as more open to change and am thinking differently about where my skills could be used. I came in thinking I knew where I wanted my next step to be - but I am reconsidering."

"I now have some tools in place to pull myself out of wobbles more quickly."

"How I see myself professionally has definitely shifted. The day helped to remind me that - actually - I am very good at what I do. That is something you forget on maternity leave, and you are not often reminded of just how valued you are when you return."

"I feel so much better about returning to work. I feel empowered to have difficult and challenging conversations where needed and better equipped to deal with stressful situations."

"After having a baby, you can lose your identity and just be seen as 'mum'. Having this day to connect and speak with others at different stages of their working lives, whilst also being mothers, made me realise what I am actually capable of. I had a job before that I was good at - and although things are going to be different, I will be able to fulfil my role well. I should be confident in that."

"I've always been confident - but this has helped me hone in on key skills that will help me stand out and progress more quickly. I won't apologise all the time."

"I shouldn't apologise or see myself as 'young' when up against older, more experienced men."

"I am allowed to say no and ask for help - I don't need to struggle just because of the position I am in. I am allowed to feel different about my job and role now, and know that work was a top priority before becoming a mum, but this has changed."

"I came out of Her Edit knowing I can do both - knowing I can do a great job at both simultaneously - but also with the confidence to ask for help if I need it. Everything you knew before will come back. Everything will feel a little different. And I remembered why I love my job and career."

When asked what she would do differently knowing what she knows now, one participant said simply: "Stop looking for validation all the time." Another: "Talk less, listen more, apologise less." These are not the words of women who lack ability. They are the words of women who have been quietly conditioned to make themselves smaller - and who left Her Edit ready to stop.

The identity theme

One of the most consistent threads running through the post-programme feedback was identity...specifically, the loss of professional identity during maternity leave, and what it means to start reclaiming it. Participant after participant described some version of the same experience: they had forgotten who they were at work. Her Edit gave them a space to remember and practice being that woman.

Commitments taken away

Every participant left with a personal commitment. Some examples:

- "Give myself 5 minutes to breathe"
- "To be present, myself, and breathe"
- "To breathe. To believe in myself."
- "To believe in myself more and to continue using the breathing techniques -I have already put these into practice and can feel the benefits."
- "Knowing that I deserve to be in the room with subject experts - because I too am a subject expert"
- "Talk less, listen more, apologise less"
- "To get more sleep"
- "To check in with myself - to understand what I need going forward and at this moment"

The question every woman in that room was carrying

One participant captured something that every woman in the room was quietly wrestling with:

"I struggled with the thought of not being able to give enough to both my family and my work. Was the reason I was so good at my job because I didn't have a baby before? Now I do - would that change? Would I be looked at differently?"

Her Edit doesn't dismiss those questions. It helps women answer them...for themselves.

On cross-company networking

One of the most consistently valued elements of the day was the cross-company format - being in a room with women from entirely different organisations.

"A network of other individuals who are in a similar position is absolutely vital - especially during maternity leave. People have so much going on in their lives that you have no idea about. All the little things you think people are noticing and judging about you - they likely aren't. So be yourself, and be comfortable."

"The safe space created for everyone was beyond what I thought was possible."

"Having a day that was run independently from work and away from the physical workplace was vitally important - it really allowed me to step into the day for myself, completely authentically."

"Whilst I understand the temptation for employers to dismiss a programme like Her Edit because they believe they run something similar - employers must understand they absolutely do not."

What Organisations Need To Know

The data from this pilot tells a clear and important story for any organisation that employs women.

The gap in employer support is significant

Across our pilot group, formal employer support on return ranged from non-existent to inadequate. Even where support was offered, it was frequently described as generic, lacking individual meaning, or simply a process to be completed rather than a genuine investment.

Of our pilot group: some funded their own place, one attended without her employer's knowledge, and one received a gifted place because her employer simply wouldn't pay. Not one of these women was told they weren't worth investing in - but that is exactly the message their organisations sent.

The cost of doing nothing is high

Women who don't receive proper support during transitions don't just feel worse — they perform differently, disengage, and in many cases leave. The talent drain is real, and it's avoidable.

"The loss of yourself and the loss of confidence during maternity leave is huge. Things move so quickly in a workplace and that can be incredibly daunting. This is a day to invest in a mother returning to work — not only giving her confidence in herself, but confidence that her workplace sees and embraces the change in a returning mother."

External programmes do something internal ones cannot

Every participant who commented on the value of an external programme articulated the same thing: the independence from their workplace was not incidental, it was essential.

"I would really encourage my colleagues returning from work to attend. At a moment in your life where you put yourself lowest in the pecking order, taking the day to reclaim some of your previous identity, reignite your passion for professional development, and remember that you are entitled to growth and nurturing too — is so important."

The human cost - what women actually need

When asked what they wished their employer had done differently, participants consistently pointed not to processes or policies but to feeling seen. One response stood out:

"Conversations were very practical, rather than about how I was actually feeling. Even a statement like 'we are glad to have you back, you have been

missed' would have helped me to feel better. I got this from my colleagues - but not from my manager or director."

This is a low-cost, high-impact insight for any organisation. The basics matter enormously.

"Although I haven't returned to work yet, the direct one-to-one communication has been little to none. I asked to be kept in the loop with things that will affect me on my return - which hasn't really happened. Genuine checking-in, almost so you feel as though you are actually missed, has been really lacking. That has probably contributed to my fear of returning to work."

"It truly shows how much they care for you and reiterates that you are a person and not just another person in the company. It feels like another way of saying thank you - and trust in you that you are in the position because they want you there, and to help them grow their business too."

The communication gap

One theme that ran through almost every response was communication...or the lack of it. Not complicated HR processes or formal policies. Just genuine, human communication.

"I wish they had asked me more about my family life now - shown an actual interest in how I am now I am a mum, and what my son is like."

"When you are able to communicate properly it gives you confidence to know what you want and need. But as a manager myself, it also helps when an employee can communicate with me - so I can understand quicker and help them."

Her Edit gives women the tools to have those conversations - confidently and clearly. That benefits everyone.

When women feel invested in, they stay. One participant put it plainly:

"It makes me feel valued, that they genuinely care about my wellbeing - and I would be less likely to look for another role."

"If my employer had offered to pay for and send me on this course prior to returning from maternity leave, I would be truly delighted. It would show that they actually care - and appreciate how different and difficult it can be to return from a year off, where you have little to no interaction with work, to one Monday logging onto your computer and being expected to just get on with it."

The investment case

100%

Of participants who were asked would recommend their employer funds Her Edit for other returning women

100%

Said they would attend a follow-up session or ongoing programme

"You can tell so much time, thought, care, passion and knowledge went into creating this special day. I left with so much more knowledge and awareness about myself and valuable tools to take forward. I feel really lucky to have been involved."

"It is invaluable and will maintain levels of high performing women in high performing jobs, cultural diversity and a strong workplace."

"It also proves that we really are not in this alone. You might feel silly in your head for having a thought - but most of us feel the same in different ways."

"Thank you so much for starting Her Edit. You are helping us put ourselves first again. We cannot be the women we are, the mothers we are, or the colleagues we are - without giving us something back."

What's Next

Her Edit launched as a pilot for women returning from maternity leave. What the day confirmed is that the need is significantly broader than that.

Women navigating menopause, grief, divorce, a role change, or simply that feeling of being at a crossroads...they all deserve the same thing. A proper space to reset, reconnect, and move forward with clarity.

We are now expanding Her Edit into a partnership model, running twice a year, open to women at any significant life or career transition.

The Partnership Model

COMMITMENT	Each organisation commits to sending 2 women per programme, twice a year.
SHARED COST	Investment is split across multiple partner companies, making it accessible for all.
NETWORKING	Women connect with peers from other organisations - not just their own colleagues.
FREQUENCY	Two programmes per year creates ongoing momentum and a growing alumni community.

We are currently inviting founding partner organisations to commit to the first Her Edit programme. If you would like to be part of it - or simply want to find out more - we'd love to hear from you.

Let's Talk

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