



Empowering under-represented voices

Beyond Barriers

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Welcome to the session!

I will be honest and open in this session, both in discussion and the Q&A

Be brave enough to start a conversation that matters.

Please respect that these are my views, they are not universal and that's ok

The general flow of the session

- Part 1 – Standing on the shoulders of the under-represented who came before us (1510-1530)
- Part 2 – Unleashing your voices to empower others (1530-1550)
- Comfort break (1550-1600)
- Part 3 – Zone of Uncomfortable Discussion (1600-1630)

We will adapt as you require, see how the interactions go and be agile!



Part 1: Standing on the shoulders of the under-represented who came before us

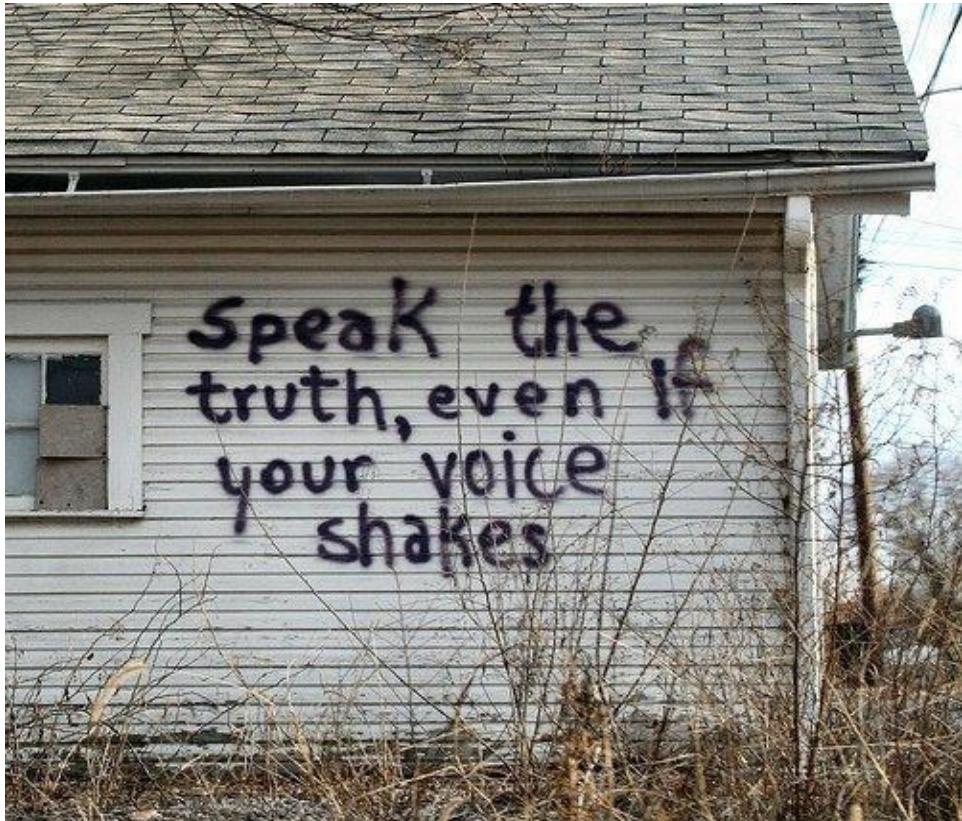
Let's start with why this matters

- Because it's the 'flavour of the month'
- To meet formal targets
- To meet informal 'quotas'
- So that Board photos look better to the public
- To meet the political agenda
- Because everyone else is doing it

WHEEL OF POWER/PRIVILEGE



- Distribution of power across each of these intersectional areas is the key
- Diversity of thought and of leadership supports this distribution
- This is the population we serve – how do you serve the population without understanding need / context / culture / circumstance?



Go First. Go Scared. Go Seen.

Because hesitation is how dreams die quietly. Not with rejection, but with delay.

We're taught to wait. To rehearse our brilliance. To polish our presence. To hold back until we're perfect, palatable, or politely invited.

But the world doesn't move for perfection. It moves for presence. It rewards initiation. Boldness isn't bravado. It's obedience to truth. It's courage in motion. Not the absence of fear, but the resolve to walk with it anyway.

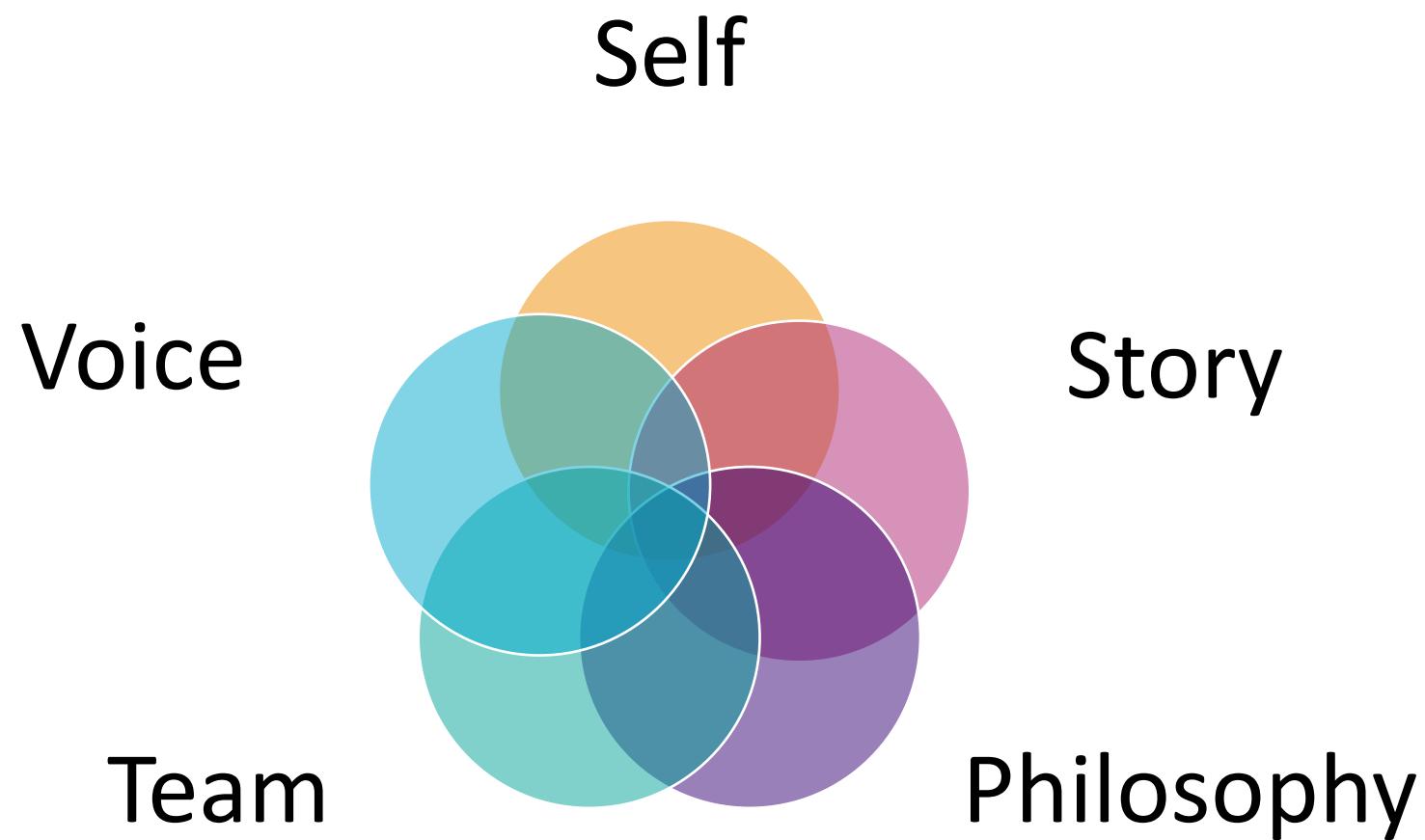
We fear going too soon. But the deeper risk? Is waiting too long. Because while you're doubting, someone else is deciding. While you're hesitating, someone else is remembered. While you're perfecting, someone else is presenting.

**And the world doesn't honour the most careful.
It remembers the ones who dared to move.**



Part 2: Unleashing your voices to empower others

Building your voice



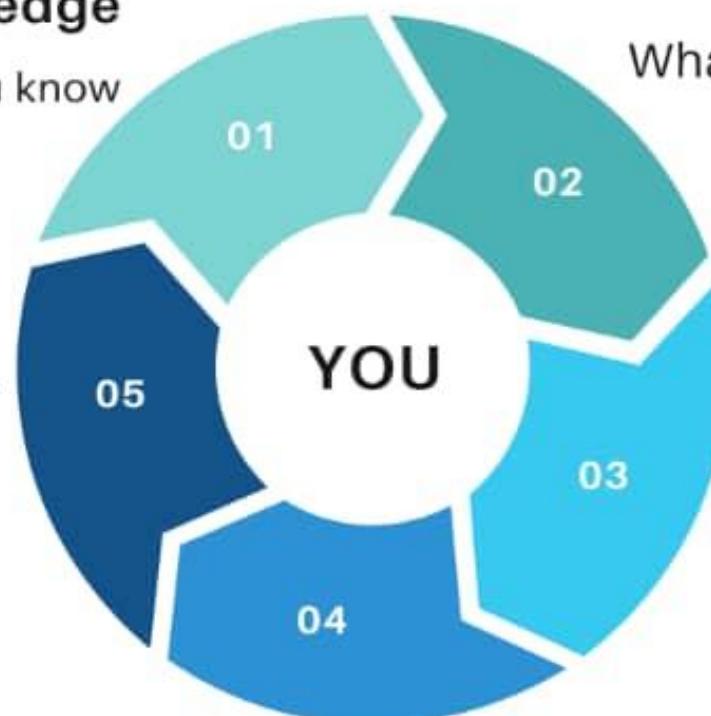
The self

Bucket 1. Your Knowledge

What you know

Bucket 5 - Your Reputation

What the world thinks of you



Bucket 4 - Your Resources

What you have

Bucket 2 - Your Skills

What you can do

Bucket 3 - Your Network

Who you know

From: The Diary of a CEO

The story

The Feynman Technique

1. STEP



Write down the
name of the concept

2. STEP



Explain it in your
own words

3. STEP



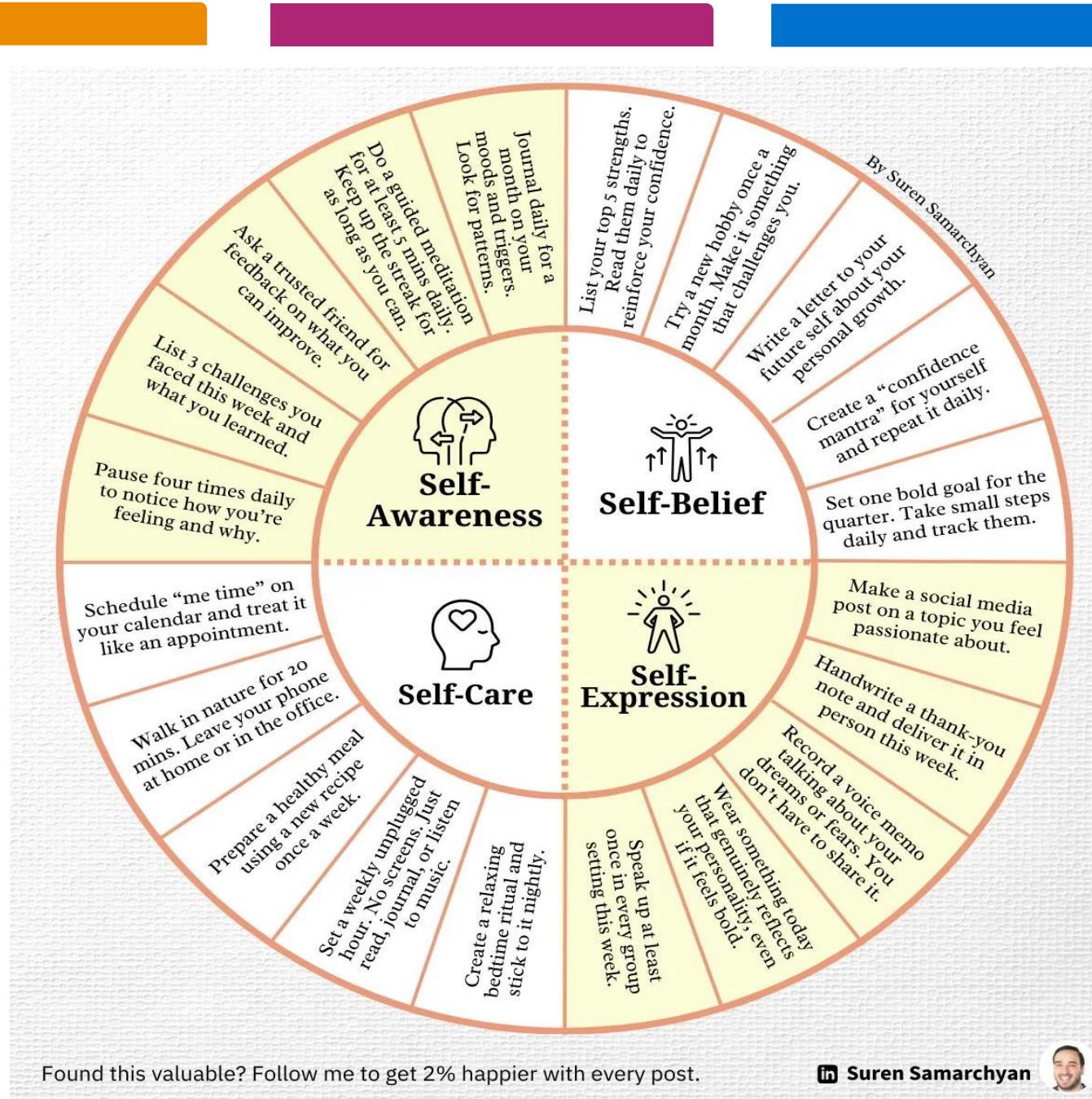
Check your thought
process

4. STEP



Simplify

The Philosophy

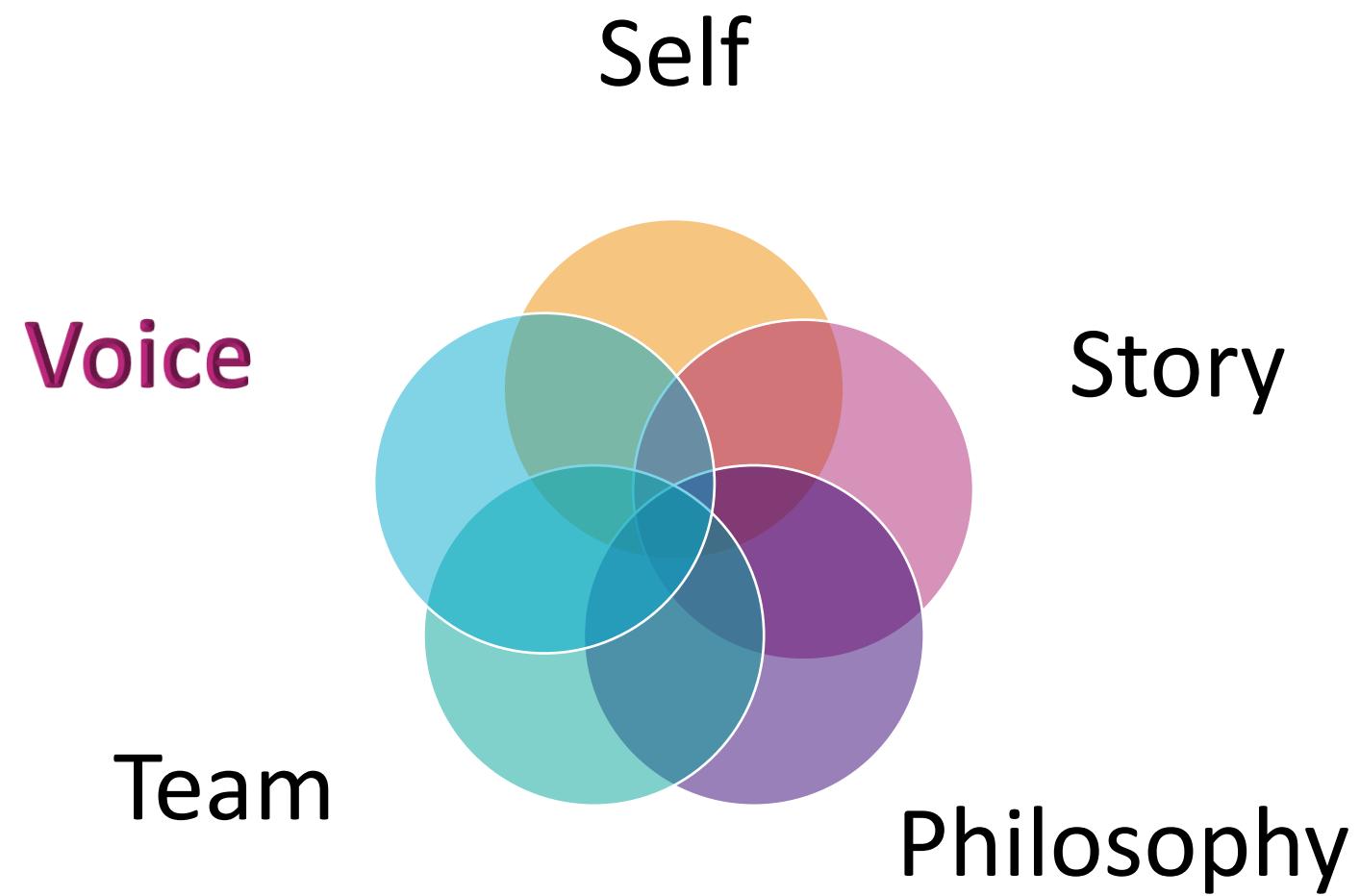


The Team

CULT BRAND TEN COMMANDMENTS

1. You have a great origins story
2. You're obsessional about your product/service
3. You have a fanatical tribe of superfans
4. You do things, you don't just chat on social media
5. You take a strong position on issues
6. You communicate with radical transparency
7. You encourage a lifestyle around your product
8. You have fun and take risks
9. You break accepted industry norms
10. You use scarcity/exclusivity to build hype

The additive result?





Break

*Make this a deliberative break –
challenge thoughts, pose questions,
reflect, refresh*

The ZOUD

Challenge with respect and with thought for the receiver

Avoid group think

Apply to your journey through this programme

Be comfortable with being uncomfortable

Share in the way it works for you

What one thing will you apply to support the voices of those we serve?