

Women of Substance, Generations of Change



Pauline Crawford

*Managing Director of Corporate Heart Ltd
Co-Founder of Global Lifestyle Harmony's Women's Network*

Pauline Crawford reviews the past, present and future opportunities and challenges that face women today. Looking over the experiences of the last century for this unique presentation, she introduces her mother, Muriel, her daughter, Gemma, and her grandson Finlay.

Together they will explore and reflect on the future prosperity and lifestyle for Finlay born this October. Born into a fast-paced, rapidly changing, technology-led world, Finlay will face the consequences of global business communities, mass collaboration via online social networking and the development of female entrepreneurial potential that will have enormous influences on how we live day-to-day.

Introducing three generations of women... and a beautiful baby boy!

Are women looking backwards to a past destiny or are they embracing their future legacy?

Pauline presents on how women from three generations bring new hope for a better world.

Gemma and Finlay



Pauline Crawford

Business Woman, Corporate and Social Entrepreneur, Mother and Grandmother

Born in 1949, Pauline has a degree in Sociology and Statistics. The first seven years of her career were spent in the new world of 'package holidays' where she reached the title of Senior Product Manager. Pauline became one of the first to achieve the Joint TFIC/City & guilds award in Image Consultancy. With this and the two-year Presidency of The Federation of Image Consultants (TFIC) UK, she developed a highly successful training consultancy delivering 'High Impact Communication' across all sectors in the UK and Europe. Clients included Hewlett Packard, BT, ICI, Nat West, and Watson Wyatt Worldwide. In 1999, she became very aware of the pressures and needs of the corporate world and set up Corporate Heart – pioneering the path of 'wellness' by studying current work behaviour and attitudes. Her work

empowers individuals and teams and even whole organisations to talk to each other in new ways. Designing her own research in 2004, and launching a top level 'Wellness Debate' in 2005 across public and private sectors, has brought Pauline public recognition as a leading expert on corporate cultures. As her passion for social harmony both in business and society has always been her motivation, Pauline is now launching a new global network for inspirational women who want to make a difference.

www.corporate-heart.co.uk
www.globallifestyleharmony.com



Muriel Agius

Muriel Agius

Community 'Entrepreneur', Mother, Grandmother, Great-Grandmother

Born in 1918, Muriel was born as World War 1 still raged. Her career started in the Air Ministry in 1935 as a Clerical Officer and the War Ministry in 1939-44, as a WAAF and Operations Plotter during the World War 2. Muriel has lived in the Finchley area since she was 9, happily married for 62 years, now widowed and living by herself. She has 4 children, 13 grandchildren and 4 great grandchildren. Muriel has been a passionate member of her community. She was the Founder and President of the UCM (Union of Catholic Mothers) during her time in Finchley; on the Lady's Committee of the Conservative Party that elected Margaret Thatcher as MP, and has followed politics at many levels, being closely associated with Mrs Thatcher as Prime Minister and visiting both Downing Street and Buckingham Palace through this work.

Gemma Clifford

Brand and Marketing Expert, Creative Entrepreneur and Business Women, Mother

Born in 1979, Gemma studied Business and Marketing at Birmingham College of Tourism and Business Studies. Gemma is a natural entrepreneur. However she didn't discover this until she had built her experiences up through her corporate career. Over 5 years in different project leader roles, she oversaw product launches, website creations, marketing documents, office management and the circulation of magazines. Gemma's first own business was Declutter-me in 2006. Forming her business through her own website, Gemma used current technology easily to brand, market and sell her ideas. During this time, Gemma delivered an operational management role for Pauline at Corporate Heart. Gemma will be here with newborn son Finlay, the inspiration behind her newest venture Cheek Funky Limited – Cool Clothes for Cool Babies! www.cheekfunky.com