

## MARY BEIGHTON



**Job:** People & Culture Director

**Company:** Zuto

I look after People & Culture at Zuto, which in reality means that I'm here to enable our people to create a business we can all be proud of. My responsibilities range across recruitment, L&D, HR, facilities, engagement, comms and talent brand... plus overseeing all of our Impact activities that drive us to using Zuto as a force for good in the world.

Organised

Empathetic

Positive

**The skills I use most in my job...**Positivity - bringing energy to my role and team makes the difference between a good day and a "meh" day

- Empathy - understanding our people's needs, and identifying the actions that will make Zuto a better

place

- Strategy - having a clear vision and pathway to our big people goals
- Coordination - there are a lot of moving parts at Zuto, so making sure all of our people elements are working in harmony
- Impact - knowing that sometimes it's the smallest things that can make the biggest difference for our people

**The most interesting thing I've worked on in my career so far...** So many things! But if we're talking big-bang moments then the process we went through to gain BCorp certification in 2022 was incredibly interesting. We worked hard for 18 months to understand the BCorp framework, make improvements to our business and translate the philosophy into a practical longer-term ESG strategy. Our BCorp status provides us with such meaningful validation on all of the things we've been working on for so long to create a business we're really proud of.

**What inspired me into digital and tech...** Aside from there being SO many wonderful, progressive businesses with great career opportunities, I find the pace at which we operate in a digital and tech environment really energising. We can experiment and influence new ideas in real-time, and see the benefits of our hard work almost immediately. I've also found - more than in any other industry I've worked in - that the creativity and innovation in digital and tech is through the roof.

**My educational background is...** I never went to University, but have been lucky enough to be able to study in various specialisms throughout my career. My professional background was originally in Marketing and Project Management, and I self-funded qualifications in these fields during my early career as well as completing qualifications in psychology (just because I find the subject really interesting!). When it was clear that my work was transitioning towards People, I worked through my CIPD qualifications "on the job". Up next, I'm exploring Coaching qualifications - this is something I'm passionate about so it should really help me hone my future career options.

**What advice I'd give to girls thinking about a career in digital and tech...** The opportunities are there if you take them. Think about what you want, the career path you're looking for, go out there research it, talk to people, find your opportunity, and commit to giving it your all. Find a mentor or a coach who can support you along the way. Above all, have confidence in your own abilities - you're usually your own harshest critic, so remembering that your only limitation on your potential is yourself can be quite a powerful thing.