

reluctantlybrave.com

WHO CARES WINS.

Introducing Reluctantly Brave

RELUCTANTLY
BRAVE



RELUCTANTLY BRAVE



Boutique management consultancy.

We are the future of consultancy, now.

That means combining the best of creative strategy with performance coaching to develop sustainable culture change and get individuals and/or teams to peak performance.

Thing is, we know exactly how people feel when it comes to change: reluctantly brave. Our multidisciplinary approach and wealth of experience from different walks of life means we also know how to navigate this – we are Reluctantly Brave.

We address culture and performance challenges through our award winning lectures, workshops and long-term programmes, including culture audit, strategic development and team coaching.

So everyone can relax, embrace growth and enjoy the journey.

THOMSON REUTERS

Accelerating global D&I strategy. The challenge.



Multinational media conglomerate with over 25,000 employees worldwide.

- > How to make the EY National Equality Standards Assessment Report come to life for everyone in the organization, from leadership and middle management to new employees.
- > How to implement the recommendations for change in a way that fits the culture.
- > How to scale strategies of the recommendations to various Thomson Reuters groups and locations.

THOMSON REUTERS



Accelerating global D&I strategy. The solution.

- > Establishing a baseline understanding of the global culture at Thomson Reuters, exploring regional nuances and contextual commonalities.
- > A 3-phased approach that unpacked the culture at Thomson Reuters, co-creating actionable strategies that were embedded at all levels of the company.
- > Scoping out the full range of opportunity areas for research and improvement, creating inclusive moments with our Young Braves team.



THOMSON REUTERS



Accelerating global D&I strategy. Outputs and Impact.

Immersion at TR offices.

Immersion at the TR offices to feel the culture and talk to employees.

Business & organisational review.

Revision of key business strategy documents:

- > vision, goals, objectives, strategies;
- > organisational structure, key business units and divisions.;
- > communications: internal, D&I comms, leadership and intra-office;
- > HR: onboarding, recruitment, performance reviews, career pathing.

People research.

- > In depth interviews across a wide spectrum of levels, regions, roles, tenures and locations (both 1:1 and in group).
- > Analysis of data as stimulus for strategic thinking.

External landscape.

PESTLE Analysis (Political, Economic, Social, Technological, Legal, Environmental).

Creative & strategic development with the team.

Analysis and strategic development. Presentation of insights and ideas ready for implementation.

TO WIN IN THE MARKETPLACE, YOU MUST FIRST WIN IN THE WORKPLACE.

DOUGLAS CONANT

RB METHOD

We help you create holistic,
sustainable culture change.

Be brave. Be authentic.
Improve your business
performance.



- > **Explore:** you have to find your zones of genius before working out the route – Immerse, Imagine, Interact.
- > **Guide:** we take the vision from the exploration stage and show you how to achieve it.
- > **Shape:** Culture change so often requires careful long-term nurturing. We don't just deliver your initial program, we're with you all the way.



TESTIMONIALS



Client satisfaction. We are not happy until you are.



"The Reluctantly Brave collective are clearly ahead of the curve."

Denise Bentley



"Reluctantly Brave bring something different, meaning they quickly get a sense of who you are."

David Lomax



"The team at Reluctantly Brave enabled the opportunities we had to be more inclusive and better support our customers."

Geoffrey Williams

WHY RELUCTANTLY BRAVE?

Who Cares Wins.

We harness the dynamics of difference. In a world that's ever-growing in complexity, we ensure you bring the best out of a diversity of viewpoints to create simple, holistic and sustainable business solutions.

