

reluctantlybrave.com

# WHO CARES WINS.

Introducing Reluctantly Brave

RELUCTANTLY  
BRAVE



# BOOTS



Reframing success: Inspiring top 50 leadership plus team. The challenge.

**UK's number 1 pharmacy-led health and beauty retailer with over 2500 stores.**

- > How to understand retention issues with a particular cohort of employees:
- > How to address retention issues to ensure minimal capital loss through high churn rate and low staff morale.
- > How to address retention issues in order to create a positive culture that stimulates peak performance.



# BOOTS



Reframing success: Inspiring top 50 leadership plus team. The solution.



- > A 6 month culture scan involving internal and external research. The analysis resulted in insights, implications and ideas that built an inclusive leadership culture.
- > Creating intergenerational dialogue and research, plus an internship scheme.
- > A series of workshops with CEO, COO and top 50 leadership team.

# BOOTS



Reframing success: Inspiring top 50 leadership plus team. Impact and outputs.

**We co-created and embedded a clear, focused action plan with top 50 leadership team, which resulted in:**

- > 50% reduction in employees leaving.
- > 7 figure annual recruitment saving.
- > improving internal brand metrics.
- > incubating graduate trainees into our inclusive team for 3 months.
- > blind testing new recruitment materials vs current execution with young people in various London locations.
- > preparing final report for client's further activation.

# 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.



# 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.

