

reluctantlybrave.com

WHO CARES WINS.

Introducing Reluctantly Brave

RELUCTANTLY
BRAVE



SAINSBURY'S



Creating D&I from the shop floor to the boardroom. The challenge.

A leading UK retail chain with 160,000 full-time employees. 2

- > How to gain positive momentum to create an inclusive movement within the company.
- > How to facilitate a creative session to boost engagement for 220 BAME colleagues from across the business.
- > How to deliver an inspirational workshop for C-Suite and the leadership team around challenging conversations.



SAINSBURY'S



Creating D&I from the shop floor to the boardroom. The solution.



- > A 2 hour long session with more than 220 BAME colleagues and board members.
- > C-Suite and leadership team full day working session around challenging conversations.



SAINSBURY'S



Creating D&I from the shop floor to the boardroom.- Impact and Outputs.

- > Gender balance in leadership discussions improved.
- > BAME participation in leadership discussions improved. Individual and team action plans were developed.
- > Employee engagement scores improved around internal brand metrics, productivity and retention measures.
- > Attaining company-wide engagement in discussions around inclusion. New working practices piloted.
- > Leaders felt empowered, having the tools they needed to lead the D&I discussions.
- > Hard project success metrics and softer team feedback about working styles were taken into account when developing new leadership strategies.

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.

