



#BeYourselfAtWork

# Leading As Me

Ground-Breaking Leadership Development



**1 in 5 are looking to quit their job this year.** Why? 62% blame toxic culture. 21% because they are unhappy with the Leadership and Senior Management (CIPD & Birmingham Uni 2022).

A revolutionary solution – **iAM defines who you are, your best self, your values** so you can be your best self at work – building positive leadership behaviours, culture and individual fulfillment vs. burnout.

**Reduce attrition and build your profile by being an authentic leader.**

## SUCCEED AS YOUR BEST SELF

We're pioneering a new kind of leadership culture that celebrates individuality and all it can bring to a team. iAM equips leaders for the workplace revolution to win the war on talent.



### WHY?

People perform up to 85% better when they feel themselves at work. Leaders are under more pressure than ever to provide an inclusive work environment, a place where all people, whatever their background, can thrive.

### WHAT?

We offer a bespoke one-to-one programme that helps leaders identify their true values, their iAM, and create an infectious followship.

### HOW?

Beginning with an iAM experience with the option of 360 feedback and a welcome pack, leaders complete weekly 4, 7 or 12 50-minute Teams sessions to build self-awareness, confidence, success and stretch for authentic vs. professional leadership.

#BY@W

By offering your teams the iAM programme, you're providing a **nurturing environment**, and building a team made **stronger by its differences**.

**Reimagine the Workplace.**

[Click here to explore more](#)

1

**iAM**

iAM defines who people are, their best self, their character, their values so that they lead as their authentic selves at work.

2

**Objectives**

A moment in time review to evaluate performance, levels of authenticity, confidence and leadership behaviours to set bespoke objectives.

3

**1-to-1 Calls**

Confidential weekly Teams calls with an expert iAM developer to bring every leader's positive character to life and bring out the best in others.

4

**Living #BY@W**

Each leader brings to life their unique approach to agility, resilience, self-management, inclusion and belonging for long-term success.



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iAM is the best thing that an enlightened leader can do for their people, **supporting their self-discovery and confidence** and embracing the individuality that comes from that. Giving an individual the key to their true values and goals **unlocks soaring productivity and happiness.**

It might even **be the best thing you could do for yourself** too.



**147% higher earnings per share** are seen in organisations with great leaders (Gallup)



## High Performing Teams

The future workplace is a community unafraid to express their true selves. Discover how to bring the best out of everyone.



## Watch the iAM Film

Build teams made stronger by their differences, support their self-discovery and confidence, and embrace individuality.



## Do You Understand the Future Workforce?

Gen Z will make up 27% of the workforce by 2025. Vital facts on this newer generation.

## Reduce Attrition and Lead Change

A workplace of 100 can expect their 'War on Talent' costs to be between £488k and £1.9million (\$854 AUD – \$3.3mAUD) annually.

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Become the best leader you can be and  
#BeYourselfatWork

