



#BeYourselfAtWork

About iAM



We know that people perform better (up to 85% better) when they feel themselves at work – and not pressured to shape their personalities to fit a norm. Employers need to shape their work culture to welcome diversity.

We offer an experience that helps individuals identify their true values, their iAM, and helps workplaces create an environment that welcomes this individuality.

ASPIRING, CAPABLE, SUPPORTIVE, CARING AND KEEN TO CONTRIBUTE



Only 16% of people feel like they can be themselves at work



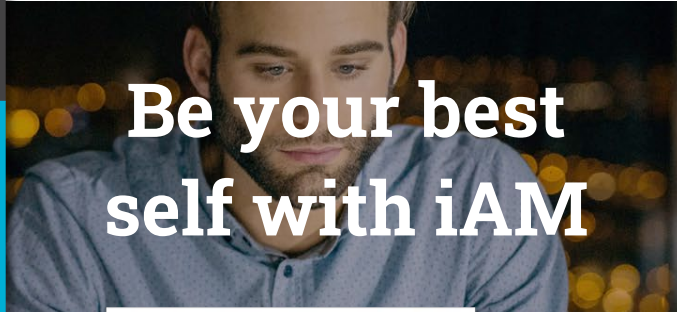
Sarah Powling

Light-Hearted

Being Human	Clarity	Sense of Direction
Creative Freedom	Ronseal	Work it Out
Doing Good	High Bar	Learn & Grow
		Laser Focus



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Be your best self with iAM

1

Questionnaire

Complete the 20-minute iAM questionnaire – 21 questions all about you.

2

Starter iAM

Receive a starter set of your iAM values straight to your inbox and book your 50-minute call with an expert iAM developer.

3

1:1 Session

You and your iAM Developer use your own words to define your unique iAM values.

4

After Your 1:1

Log back into iAM and complete the 10-minute iAM process to digitally create your personalised iAM PDF.

5

Add-On Options

Add a 1:1 Teams debrief call, 'High Performing Team' workshop or 1:1 'Leading As You' or manager programme.

Daniel Stafford
iAM
Daniel Stafford

MY HEART
The core of everything you do.

MY REPUTATION
How others see you.

MY BEDROCK
What you stand for.

MY MOTIVATORS
What drives you forward.

Who iAM
A short bio that tells the world who you are.

How I Make My Difference
The unique value you bring to the world.

ORGANISED. LOGICAL. LIGHT-HEARTED. TUNED IN.





About iAM



iAM is a simple experience that people can complete themselves. It gives them the kind of self-knowledge they can take into everyday situations with confidence. iAM is designed to help individuals thrive – and it can be done by anyone.

iAM uses robust, yet easy, person focused questionnaires and proven methods to define your unique self, in your early career, as a manager, as a leader, as a person, so that you can be yourself at work. iAM also provides you the opportunity to be recruited for who you are as well as what you know.



Discover your **natural reputation**, your **motivators**, the heart of you and the character traits that give you balance with **iAM** so that you can **#BeYourselfAtWork**.

Self-create your iAM in 45 minutes – from September 2022



Leading As Me

Discover how iAM can change the way that you work, improving your communication, relationships and productivity.



High Performing Team Development

The teams that work well together and understand each other on a greater level grow their potential considerably.



Read Our Manifesto

We're creating a new global standard for work, one where everyone is able and confident to be themselves. Be part of the change for yourself and others.

Diverse, confident teams build dynamic and creative workforces – so let's make more of them... together.

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Start your iAM journey

