



Leaders and Managers

Creating Unique Positive Characters



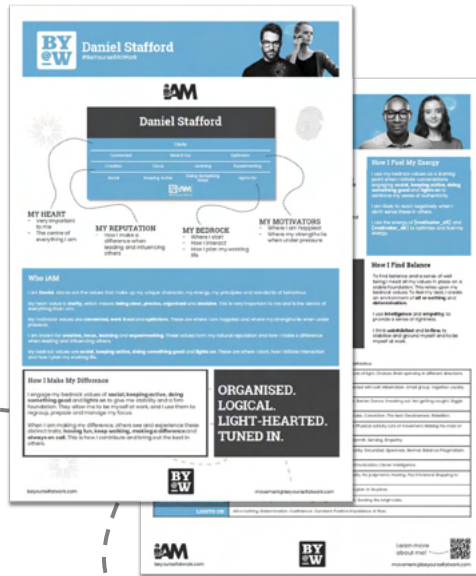
Explore being your best, most authentic self with iAM and the 'Leading As You' programmes from #BY@W

57% of employees quit because of their managers (PR Newswire)

\$126k annually is what a single bad leader costs an average organisation (New Age Leadership)

SUCCEED AS YOUR BEST SELF

We're pioneering a new kind of leadership and management approach that celebrates individuality and all it can bring to a team. Never before has knowing your values been so important.



WHY?
People perform up to 85% better when they feel themselves at work. Leaders and managers 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 bespoke one-to-one programmes and workshops that help people identify their true values, their iAM, and create an infectious followship.

HOW?
Beginning with an iAM experience with the option of 360 feedback and one-to-one Team sessions, as well as workshops, leaders and managers build self-awareness, confidence in others and focus on authentic vs. professional leadership.

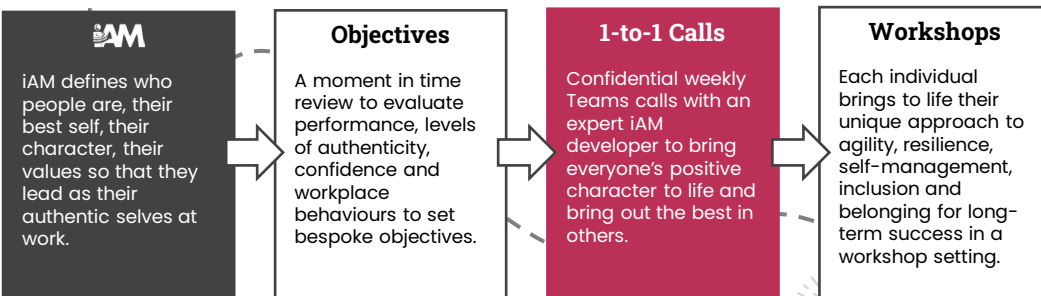
#BY@W

Let's lead with empathy and inclusion, let's encourage our teams to know themselves better, and welcome the individuals that emerge from that. And let's enjoy soaring productivity and drive as a result.

Reimagine the Workplace.
[Click here to explore more](#)



**INQUISITIVE,
CLEAR FOCUS,
CALM AND
DECISIVE.**





#BeYourselfAtWork

Leaders and Managers

Creating Unique Positive Characters



Creating leaders and managers with **unique positive characters** allows them to bring out the best in everyone and create a team environment where everyone is able and confident to be themselves.

Choose from a 'Lead As Me' or a 'Manager iAM' experience with bespoke advice on how to #BeYourselfAtWork.

Freedom vs. delegation. Freedom vs. empowerment. Freedom vs. recognition.



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



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.



Unity Through Inclusion, Belonging and Trust

Are you using who you are to stand out and be unique?

THE WORKPLACE IS EVOLVING AND NEEDS LEADERS TO MAKE THEIR IMPACT IN THE WORLD.



Our vision is not about putting people in boxes. It's about understanding how who you are can have the greatest impact

Twitter | @BeYOUatWork
LinkedIn | @BeYourselfAtWork
Instagram | @BeYourselfAtWork

