



#BeYourselfAtWork

Unstifled Individuality with iAM



Workplace culture that encourages conformity and stifles individuality is creating stagnant teams and a lack of job satisfaction. There is a better way.

iAM is a ground-breaking experience that champions self-expression and self-determination in the workplace. We're pioneering a new kind of workplace culture that celebrates individuality and all it can bring to a team.

SUCCESSFUL, PROGRESSIVE, EMPOWERING, POSITIVE AND INSPIRED

The next big change in the workplace is here.



Daniel Stafford

Light-Hearted

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



Understand who you already are and make your greatest impact.

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

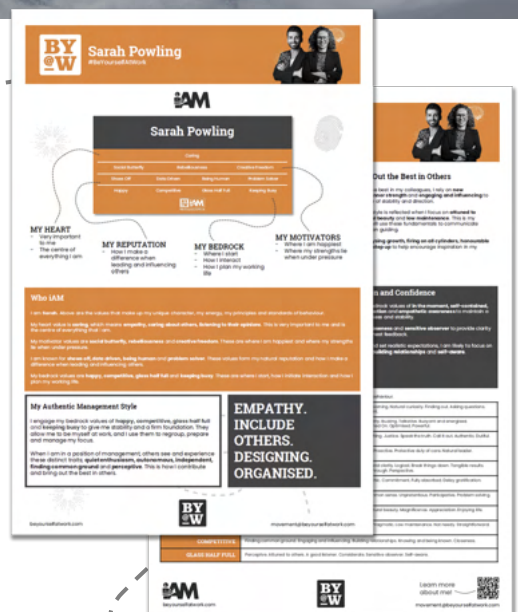
After Your 1:1

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.





Unstifled Individuality with iAM



iAM equips people for the workplace revolution. It identifies their own **unique values and character**. It gives them a **fundamental understanding of who they are**, so they can carry that self into the workplace and really thrive.

We believe this kind of workplace culture is **infectious** – once individuals start succeeding because of – not in spite of – their individuality, others are encouraged to seek out and **express their own true personalities**.

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 #BeYourselfAtWork.



Discover your **self-determination**, your **unique purpose**, the heart of you and the character traits that **build your reputation** with **iAM** so that you can #BeYourselfAtWork.

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



Reframe Introversion to Introspection

How to reframe feelings of shyness and introversion to unique strengths of reflection.



Read Our Manifesto

We are going to revolutionise the workplace: replace conformity with empathy and free the individual, and all their hidden attributes.



Leading as Me

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

We invite you to be part of the action. We need leaders, like you, to join our movement and use your voice to empower your communities on and offline and demand spaces where we can all be valued for who we are.

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

Start your iAM journey

