



A NEXT GENERATION WORKFORCE
BUILDING A HIGH-PERFORMANCE, HIGH-PURPOSE CULTURE

Becky Hewitt - Kin&Co

WHY DOES CULTURE MATTER TO BUSINESS SUCCESS?

94%

of executives and 88% of employees believe a **distinct corporate culture is important to a business' success**

Deloitte

85%

of CEOs & CFOs believe toxic corporate culture leads to **unethical or illegal behaviour**

MIT Sloan

60%

lower turnover in organisations with high engagement and strong cultures

Gallup

More than two-thirds (68%) of professionals in the UK and Europe want to work for companies that share their value

LinkedIn

60%

of the top 20 companies to work for **beat the S&P 500** over a 10 year period

Glassdoor

400%

increase in revenues for companies with strong cultures

Forbes

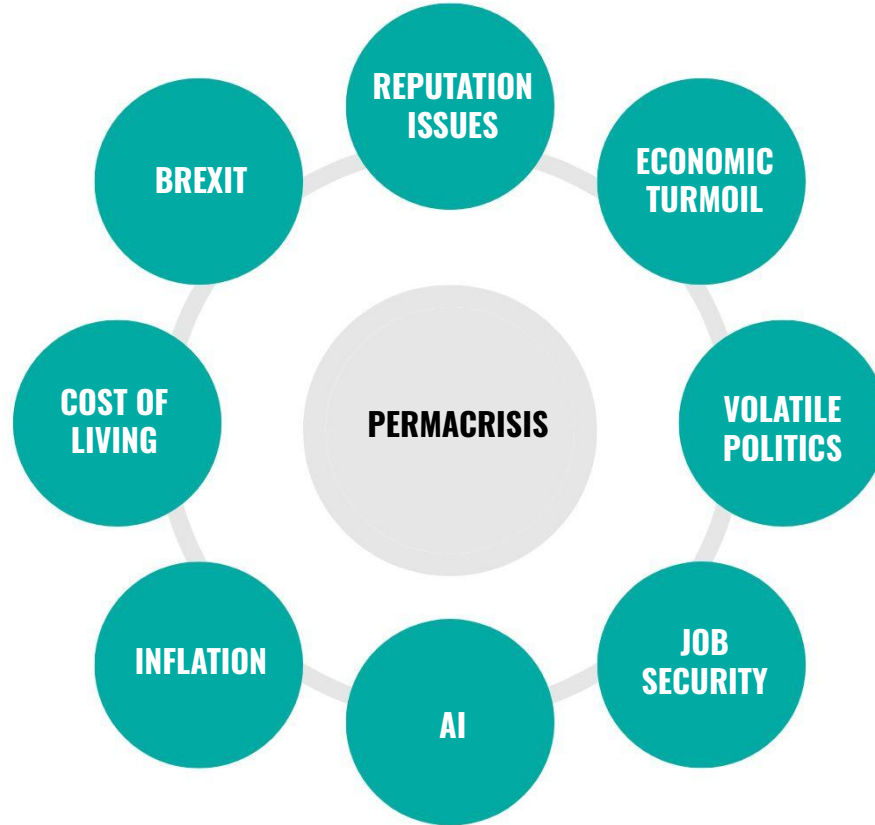
2.4x

greater loyalty and **1.7x better collaboration** in companies with healthy cultures

Oxford Economics



THE PROBLEMS OF PERMACRISIS



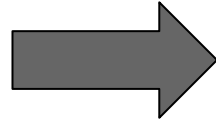
THE PROBLEMS OF PERMACRISIS

FIGHT

FLIGHT

FREEZE

FAWN



THE BIG LEADERSHIP RISK

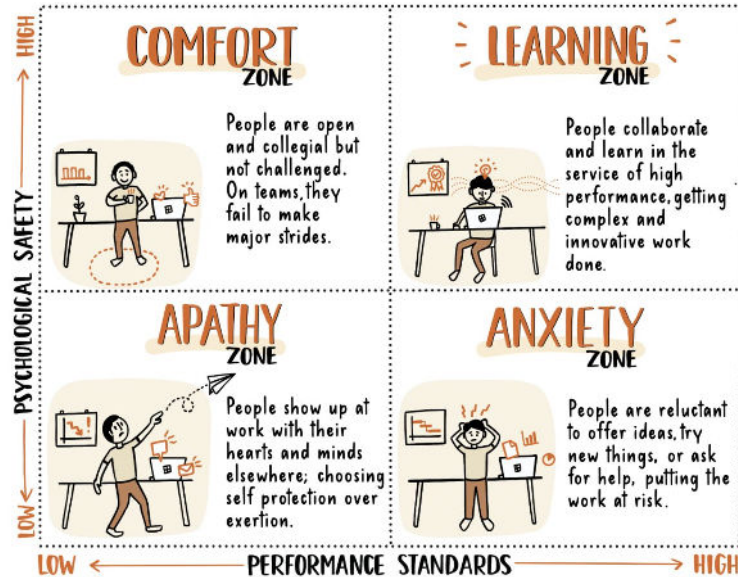
COMMAND AND CONTROL



PURPOSE, VALUES & EMPOWERMENT



YOU CAN CHOOSE COURAGE, OR YOU CAN CHOOSE COMFORT, BUT YOU CANNOT CHOSE BOTH - BRENÉ BROWN





FIVE BIGGEST CULTURE RISKS



YOUR FIVE BIGGEST CULTURE RISKS...

DOING THIS...

**Leading with
rules**



INSTEAD OF THIS...

**Leading with
purpose & values**

YOUR FIVE BIGGEST CULTURE RISKS...

DOING THIS...

**Leading with
rules**

**Relying on company-wide
wellbeing initiatives**



INSTEAD OF THIS...

**Leading with
purpose & values**

**Energy & cultural
leadership**

YOUR FIVE BIGGEST CULTURE RISKS...

DOING THIS...

Leading with
rules

Relying on company-wide
wellbeing initiatives

Parent-child
mindset



INSTEAD OF THIS...

Leading with
purpose & values

Energy & cultural
leadership

Accountable
mindset

YOUR FIVE BIGGEST CULTURE RISKS...

DOING THIS...

Leading with
rules

Relying on company-wide
wellbeing initiatives

Parent-child
mindset

Tolerating poor
conduct



INSTEAD OF THIS...

Leading with
purpose & values

Energy & cultural
leadership

Accountable
mindset

Speaking up

YOUR FIVE BIGGEST CULTURE RISKS...

DOING THIS...

Leading with
rules

Relying on company-wide
wellbeing initiatives

Parent-child
mindset

Tolerating poor
conduct

Settling with power
imbalance



INSTEAD OF THIS...

Leading with
purpose & values

Energy & cultural
leadership

Accountable
mindset

Speaking up

A culture of
belonging

“The best purpose and culture consultants in the world”

Chief People Officer,
Grant Thornton

“Transformative”

ExCo member,
Legal & General

“An injection of energy and unity”

CMO, O2 Telefonica



HELLO, WE'RE KIN&CO
A PURPOSE-LED CULTURE & BEHAVIOUR CHANGE
CONSULTANCY - WITH A TWIST



WE HELP CLIENTS ANSWER PRESSING QUESTIONS

How do I...

- shift culture and behavior during times of transformation - from scaling, growth or strategic change, to restructures, M&As or digital transformation?
- activate agile, entrepreneurial, dynamic teams that set my organization apart?
- respond to regulatory and reputational expectations around culture and behaviour?
- align my organization behind our strategy and Purpose ?
- build a high performing culture that attracts and retains top talent?
- build safe, diverse, inclusive and values-led cultures - where people can speak up and be heard?

And where do I start?



WE DO FOUR MAIN THINGS



PURPOSE ACTIVATION

Defining and embedding organizational purpose to: guide strategic direction, impact and growth; deepen trust, motivation, connection and loyalty; align diverse stakeholders behind a shared goal; drive performance and productivity; boost brand, reputation and market differentiation.



CULTURE TRANSFORMATION

Transforming culture through measurable changes in mindsets, values and behaviours. Designed to boost performance, productivity, motivation and pride. Often in support of strategic change or transformation, managing issues or crises, hybrid working, growth or scaling, governance reviews, M&A or restructures.



EMPLOYEE VALUE PROPOSITION

Translating purpose and culture into a clear people promise (EVP) and inclusive experiences for talent and employees – helping organizations attract, engage, inspire and keep the people they need to thrive.



LEADERSHIP EFFECTIVENESS

Developing purpose-led leadership at all levels in an uncertain world through development programmes, behaviour change interventions and specialist coaching. Focused on cultural leadership, leading inclusively, cultural role-modelling, and building personal and team resilience.

NOTICE SOMETHING DIFFERENT ABOUT US?

We're not your traditional consultancy.

Kin&Co is a disruptive, female-led, LGBTQ+ owned B-Corp that uses purpose, culture and behaviour change to help leaders and organisations supercharge performance, save costs, deliver on their strategy and work for the world.

Agile, adaptable, resilient, inclusive — we represent the next-generation way of working, and we help our clients do the same.

Our unique methodology and 'coaching' consultancy model creates measurable mindset shifts and savings from day one. We partner with your team, upskilling them so that change lives on after we've left — and saving you significant amounts of cash compared to the traditional consultancy approach.

"Kin&Co beat some of the biggest and best consultancies in the world to work with us – and it's easy to see why. Their approach and style is unique."

MD, BT Openreach

"Kin&Co live and breathe the future way of working. I'd highly recommend them."

John Cummins
Former Treasurer for RBS, former MD at Legal & General, current NED for Lloyds Bank

"The best culture and purpose consultants in the world."

Head of People and Culture, Grant Thornton

"The next generation management consultancy."

The Daily Telegraph

WHAT TO EXPECT WHEN WORKING WITH US



HEARTS & MINDS

We're experts in applied behavioural science, which means we're perfectly placed to help your people disrupt their mindsets and behaviours, build new habits and create lasting change.



CUTTING-EDGE THINKING

We work at the cutting edge of **behavioural science** when it comes to best practice ways of working. We live and breathe it ourselves, bring the latest ideas to our clients, and connect them with game- changing culture leaders.



DATA-DRIVEN APPROACH

We measure everything we do. That means you can expect to see tangible, data-based change in how your people think, feel and act, right from the outset.



ANY QUESTIONS?
Contact Becky Hewitt - becky.hewitt@kinandco.com

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