

Hello, I'm

Holon

Your culture change partner.

People call me when

There's a shift that needs to happen in behaviour, culture, and the way it's brought to life in an organisation.



You've got a new business strategy, now you need the culture to deliver it.



You're a new CPO or Leadership team and want to elevate and invigorate the culture.



You're going through an M&A or restructure and want to protect the employee experience.



You want to clearly communicate your culture through a set of behaviours or values.



You want leaders to bring your culture to life in a consistent, unified way.

Others tackle it like this

Most consultants and agencies stop here...



Discovery

Strategy

Launch & communication

Activation



....leaving your already busy team to figure out the tricky stuff that makes culture stick.

My approach is different

Most culture change projects... fail. Because writing a strategy is the easy part. You need to make it stick. And that's what I do.

I partner with organisations looking to shift their culture, combining consultancy, coaching, and delivery to make change that lasts.

As an extension of your team, working in the business, I work with you from audit to activation, creating understanding and buy-in at every level.

As an ICF-accredited coach, I partner with your leaders to define and improve the culture they shape every day.

And I bridge team boundaries with a bespoke, people-first approach, enabling your team to co-lead change from within.



Different approach, different results

The usual approach	How I work
Sit outside the organisation	Embedded in your organisation, listening and understanding from within.
Develop a strategy <u>for</u> you	Co-create a strategy <u>with</u> you. Greater ownership, greater impact.
Off-the-shelf, fixed models	Always bespoke, rooted in your reality — culture, people and goals.
Short-term support	Support for as little or as long as needed to see change through.
Focused on deliverables	Shaping the output <u>and</u> the people bringing it to life, by coaching leaders and upskilling teams.

About Me

The in-house experience to understand

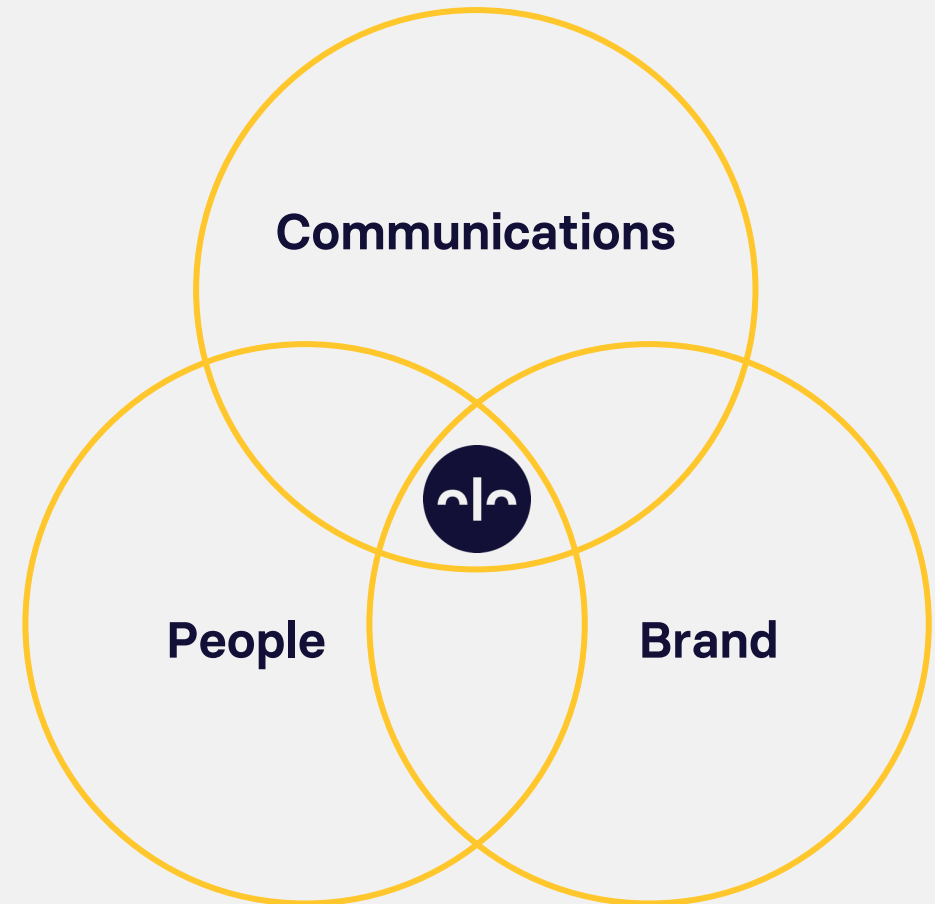
I started out at Dyson, leading Sir James Dyson's philanthropic work before expanding into internal and external comms, and later directing global communications.

But I wanted to do more than communicate culture. I wanted to shape it.

I joined Dyson's HR Leadership team, creating its first EVP, People Experience strategy, and values in partnership with James and Jake Dyson.

That experience sparked a shift. I realised more organisations needed this kind of work – real, supported culture change that lasts beyond the launch deck. So in 2018, I stepped out of Dyson and into consulting, and a few years later, coaching.

Since then, I've partnered with long-term clients including Zoopla, Tate & Lyle, Babcock, McLaren Automotive, BHSF, and OMass Therapeutics, helping their teams create culture change that sticks.



And partner with you at every step

From strategies to behaviours, EVPs to away days – even custom emojis – I partner with organisations on the big and small stuff that makes culture brilliant everyday.

Support is fully flexible – just the services you need, shaped around your team's strengths, gaps, and capacity.

Discovery

Understand where your culture is, and needs to be

- Culture workshops
- Focus groups
- Internal comms audit
- Culture mapping
- Team coaching

Strategy

Identify culture shifts and plot a route to getting there

- Executive offsites
- Employee Value Proposition
- Internal comms & engagement strategy
- Purpose & mission
- Values & behaviours
- M&A culture strategy
- Employer brand

Launch and comms

Make the change clear, compelling and exciting

- Launch campaigns
- M&A communications
- Change communications
- Digital & physical campaign assets
- Communications coaching
- Partnering with “influencer” employees
- Speaker briefs and speechwriting
- Event producer

Activation

Establish everyday rhythms that make culture change stick

- 1:1 Executive Coaching
- Team coaching
- Performance management approaches & conversation guides
- Ongoing communications
- Flexible/hybrid working approaches
- Feedback focus groups
- Leadership expectations frameworks

Partnership gets great results...



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FOUNDATION

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hometrack

alto software
group

 **bhsf**

**GODFREY
COACHING**

TATE  LYLE

 **OMass**
THERAPEUTICS

Helen

Partners?

Ready to make culture change stick?
Get in touch to find out more about
my partnership approach to
culture change.



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