

THE CULTURE KIT NEWSLETTER

EDITION 2

BRIGHT IDEAS FOR BRILLIANT CULTURES

Spring Edition

One year in: What we're seeing, learning and sharing



Hello and welcome

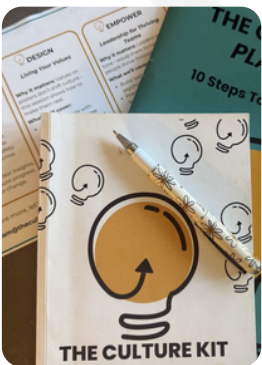
Spring always brings a sense of reset. A chance to step back, take stock and move forward with a bit more clarity.

This edition feels particularly special for us. Over the past few weeks, we've celebrated **one year of The Culture Kit!**

In that time, we've travelled up and down the country, working with organisations of all shapes and sizes - from large-scale workshops to one-to-one coaching conversations.

Across all of that work, a few themes keep coming up again and again. This edition is a chance to share some of those insights, and say a genuine thank you to everyone who's been part of the journey so far.

Plus, to celebrate, we're offering three free Culture Coaching sessions - just send us an email to enter! team@theculturekit.co.uk



A year of insights and learning

Over the past year, we've worked with leaders in manufacturing, sport, health, utilities and beyond. Different contexts, different challenges, but some consistent patterns.

Leaders don't need more theory. They need clarity, confidence and practical steps.

We've seen how quickly culture evolves when:

- expectations are clearer
- behaviours are talked about openly
- people feel safe to have honest conversations
- small changes are repeated consistently

And we've also seen the opposite, where uncertainty, silence or lack of clarity creates its own story.

That's why so much of our work comes back to the same thing: helping people make sense of what's expected, what matters and what good looks like in practice.

Inside this edition...

-  **One Year In**
What we've seen across sectors, teams and leaders.
-  **Leadership Lens**
Supporting leaders to lead with clarity and confidence.
-  **In Focus**
Turning values into everyday behaviours.
-  **Spotlight**
Using culture benchmarking to track what really matters.

Leadership Lens: Leading with confidence



A consistent theme across our work this year has been supporting leaders who are capable, committed, but not always confident in the moments that matter.

Especially when it comes to:

- giving honest feedback
- addressing behaviours
- navigating challenge or tension
- holding the line on expectations

Using a structure to keep feedback focused and fair, separating what happened from how it felt.

For example:

- When... (the situation)
- I noticed... (the behaviour)
- The impact was...



Next time you're giving feedback, pause and frame it this way, then notice how it changes the conversation.

In Focus: Turning values into action

We've spent a lot of time this year working with teams to move values off the wall and into everyday behaviours.

We always recommend linking values to lived experience. Without that link, they can feel abstract and people interpret them in different ways.

"Tell us about a moment when we were at our best - what were we doing, and what does that say about what we value?"

From there, teams can:

- identify the behaviours behind those examples
- agree what "good" looks like
- make expectations visible and real

Try this:



Ask: "Where have we seen our values in action? What part did we play?"

Use the answers to identify one behaviour that strengthens the golden thread between values and your everyday work.

Culture Conversation Live: AI, Culture & Transformation

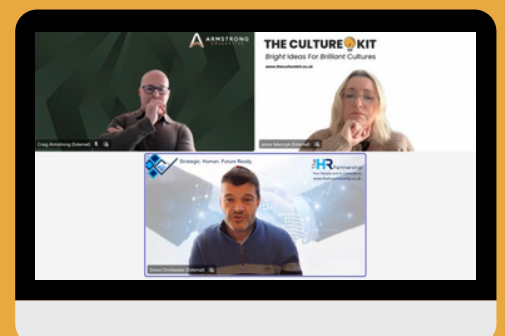
A huge thank you to everyone who's joined our Culture Conversations over the past year, and to our brilliant contributors along the way.

Our most recent session explored AI, culture and transformation, with fantastic input from Simon Drinkwater, Vantor Advisory and Craig Armstrong, Armstrong Collective.

A few reflections that really matter for leaders right now:

- people don't fear AI, they worry about not understanding what it means for them
- culture becomes even more important as technology accelerates
- leaders play a critical role in translating change into something people can relate to

These sessions continue to remind us how valuable it is to create space for open, honest discussion.



To find out more about our Culture Conversations [click here](#)

Spotlight

Culture benchmarking that actually helps

Over the past year, our Culture Pulse Check has helped organisations move from instinct to insight – giving a clear, shared view of what’s really happening in their culture.

It’s been used to:

- establish a meaningful baseline
- highlight strengths to build on
- surface gaps that need attention
- track progress over time

What we’ve loved most is how it moves conversations from:

“How do we feel things are going?”

to

“What are we seeing and what do we do next?”



Try this: Share one culture insight openly with your team.

Ask: “Does this reflect your experience?” And “What should we do next?”

Toolkit Corner: Where do you actually start with culture?



It’s one of the most common questions we hear: “Where do we actually start?” Because culture can feel big, complex and sometimes a bit overwhelming.

What we’ve learnt along the way:

- You don’t need to start with all the answers
- You start with understanding

Taking the time to really dive into your culture – what’s working, what’s not, and where the gaps are, gives you the clarity needed to confidently move forward.



If this is a question you’re grappling with, we’ve shared more in our latest blog: [Where do you actually start with culture?](#)

To celebrate one year, we’re offering free Culture Coaching sessions!

No charge. No sell. Just time to think things through offering you:

- insights
- guided reflection
- structured conversation

You might use it to:

- sense-check a challenge
- think through a culture or leadership issue
- explore where to focus next
- or simply create some head space to pause!



Email us enter: team@theculturekit.co.uk

Looking to strengthen culture?

Start by taking our free **Culture Pulse Check**

Get instant insights and next steps to understand where your culture stands today.

Ready to go further?

Get in touch, we’d love to chat!
team@theculturekit.co.uk



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