

THE CULTURE KIT NEWSLETTER

EDITION 1

BRIGHT IDEAS FOR BRILLIANT CULTURES

Hello & Welcome!

A big thank you for being here. Whether you've been with us since launch or you're new to The Culture Kit community, we're so glad you're with us.

This is our first newsletter – a quick read full of bright ideas, useful insights and stories about culture, communication and change.

Grab a cuppa, take five and enjoy what's been inspiring us lately.



Resilience in Times of Transformation

We joined the HR in Wales Conference – themed “Leading and Thriving in an Uncertain World” – to explore what thriving really looks like when change never stops.

It's easy to say “be resilient,” but in times of change that can feel like one more thing to live up to. True resilience isn't about being unshakeable. It's about creating the conditions that help colleagues recover, reconnect and refocus when things get tough.

At The Culture Kit stand, we met HR and people leaders from across Wales, ran live Culture Pulse Checks and filled our Bright Ideas Board with reflections on what's helping and what's hindering culture right now.



Speaker Spotlight

A highlight of the event was Sarah's session, “Steering Through Storms,” where she discussed how leaders can guide with empathy during uncertain times, emphasising that culture serves as a steady compass.

That's really what this edition is about – resilience, storytelling and transformation in action.

Inside This Edition...

- ✓ **Resilience Reimagined**
Lessons from HR in Wales on leading with heart, not hard edges.
- ✓ **The Language of Stress**
Decode fight, flight, freeze & fawn before they derail your team.
- ✓ **Stories in Action**
Inside our Leeds Change Network session where storytelling sparked real change.



Take our free Culture Pulse Check

See what your culture's really saying.

Take our free **Culture Pulse Check** and get personalised insight you can use straight away.



www.theculturekit.co.uk

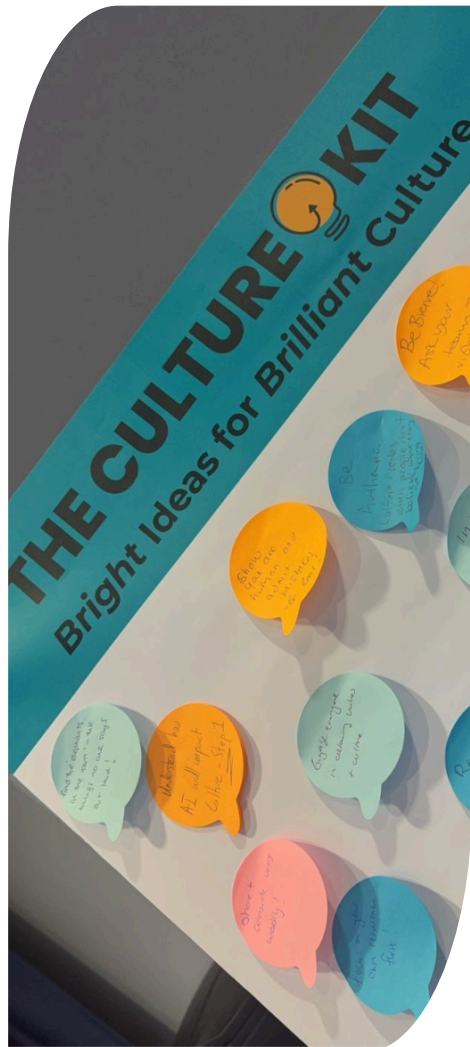


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[The Culture Kit](#)

Leading Through Change: Insights from HR in Wales



Leadership Lens

Steering Through Storms

We asked leaders what keeps teams confident when change feels constant. Their answers were honest, practical and refreshingly human.

- Start with self-awareness. Notice your triggers and protect your energy.
- Keep the conversation going. Even when there's little new to say, communication builds calm and trust.
- Anchor decisions in values. When words and actions line up, culture becomes the safety net.

Small, steady moves like these build confidence from the inside out.

From our Bright Ideas Board...

Throughout the day, people stopped by to share what keeps their teams steady through change. A few comments really stuck with us:

"Micro-resilience matters more than grand gestures."

"Safety should be something you can see, not just sense."

"Change works best when people can tell their own story."

These aren't slogans, they're reminders that culture lives in everyday moments: the check-ins, the feedback, the small signals that show people it's safe to be honest.



Try this: At your next team meeting, ask everyone to share one thing that helps them recharge or reset. You might be surprised how much you learn!

Join us for our next Culture Conversation Live!

How Do People and Culture Thrive Through Change and AI

Our next Culture Conversation looks at one of the biggest questions of today:

How do we keep people and purpose at the heart of culture as AI transforms the way we work?

Join us for a practical, people-first discussion on how to build trust in new tech, keep culture human and help teams adapt with confidence.



Date: 21 November 2025



Time: 12.00-12.45PM GMT



Click Here to Join Us!

**REGISTER
NOW**



spotlight

Reading the Language of Stress

Resilience begins with awareness, of ourselves and of others. During times of uncertainty, the body and brain can shift into survival mode. Recognising the language of stress helps leaders respond with empathy and prevent fatigue before it sets in.

Most of us default to one of four patterns:

- Fight – challenge or control
- Flight – avoid or distract
- Freeze – shut down or stall
- Fawn – over-accommodate or people-please

The key is noticing these patterns, in ourselves and our teams, and responding with curiosity rather than judgement.



Try this: In your next team check-in, ask “What does stress look like for you? And how can we help each other spot it sooner?”

Toolkit Corner: Psychological Safety & Storytelling in Change



This month we were invited by Yorkshire Building Society to host a Change Network event at their Leeds HQ – a brilliant session with people and transformation leaders from across the region.

Together we explored how psychological safety and storytelling strengthen resilience and connection during change. When people feel safe to speak up, they adapt faster and lead better. Storytelling gives those experiences meaning and helps teams connect emotionally to the purpose behind change.



[You can read more on our Leeds Network blog.](#)

In Focus: The Story Beneath the Strategy

People often say culture eats strategy for breakfast, but storytelling feeds them both. When the official story of change doesn't feel real or relevant, people create shadow stories to fill the gaps. Those stories spread faster and shape belief more powerfully than any plan.

Here's what we've learned about navigating big change:

- Show progress, not perfection. Small wins build trust.
- Repeat the why. Familiarity builds confidence.
- Keep it human. Real voices connect faster, help people see themselves in the story, or better still, write their own chapter.



Before your next colleague update, ask: “What story is your organisation telling about change – and who's missing from it?”.

Strengthen Your 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?

We'll help you Discover, Design and Empower a culture where people and business thrive.

Get in touch, we'd love to chat – team@theculturekit.co.uk