

Make work better

make better work

Creating sustainable
and lasting change using
evidence-based practice.



03 Foreward

Who are Tailored Thinking?

Hello. I hope you're having a fantastic day.

We've produced this short guide to give you an overview of who Tailored Thinking are, the type of work we excel at, our motivations, and how we create value with, and for, our clients and partners.

Tailored Thinking are a positive psychology, wellbeing and HR consultancy. We support organisations to take a positive business approach to key activities and core strategy, bringing fresh thinking to change, wellbeing, performance and leadership.

You can think of us as the bridge between an organisation's head and heart. Our purpose is to create enriching work which allows individuals, teams and organisations to perform better for themselves, their colleagues and their customers. We enable people to bring their whole and best selves to the work they do.

We take a positively deviant approach. Rather than focusing primarily on problems and deficits, we galvanise individual, team and organisational strengths to face challenges and opportunities. We strive to create sustainable and lasting change using evidence-based practice.

We love what we do.

Rob Baker, Chief Positive Deviant, Tailored Thinking

Our mission

To make work better and make better work.

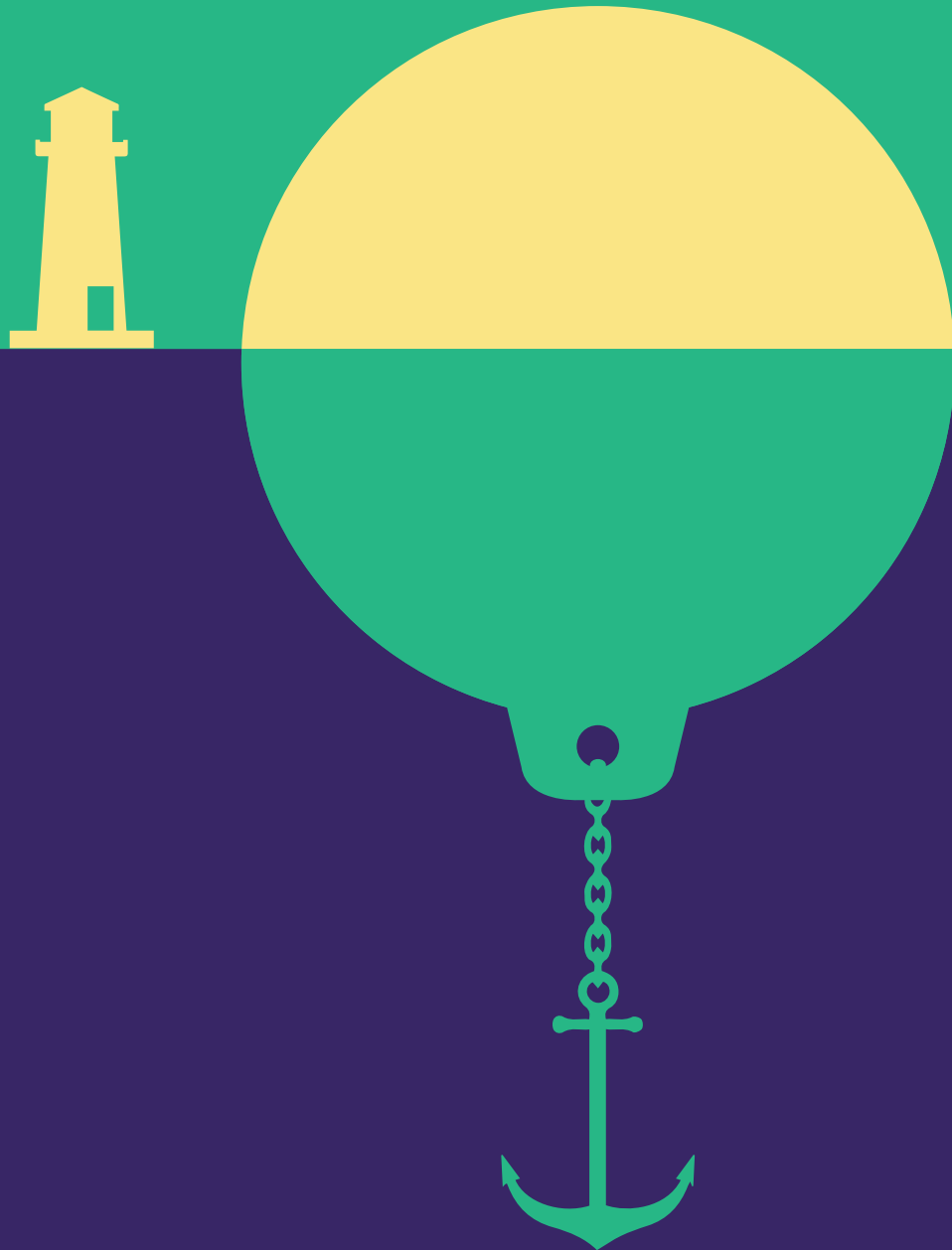
Our values

Kindness, curiosity, collaboration, sustainability, openness, generosity, positive deviance

Our clients describe us as

Energising experts, pragmatic, dependable, creative and collaborative.

People perform at their best when they are **happy, healthy and engaged**, when their levels of **wellbeing and personal buoyancy** are high.



05 What we do

Buoyant wellbeing

People perform at their best when they are happy, healthy and engaged, when their levels of wellbeing and personal buoyancy are high.

Tailored Thinking takes a systems approach to wellbeing. We often start with an exploration of what exceptional levels of wellbeing might look and feel like within your organisation and what it would enable people to achieve.

For teams and individuals we use the metaphor of a buoy to communicate wellbeing and resilience. Rather than resist or deflect waves, a buoy moves with them. In stormy weather it gets buffeted more than when it is calm, but the buoy never gets swept away. This stability is achieved because it is tethered to, and grounded by, an anchor. Whilst our natural levels of buoyancy and the weight of our personal anchors are unique to us, they are not fixed. Ultimately, it's our actions and behaviours, that can positively influence our buoyancy.

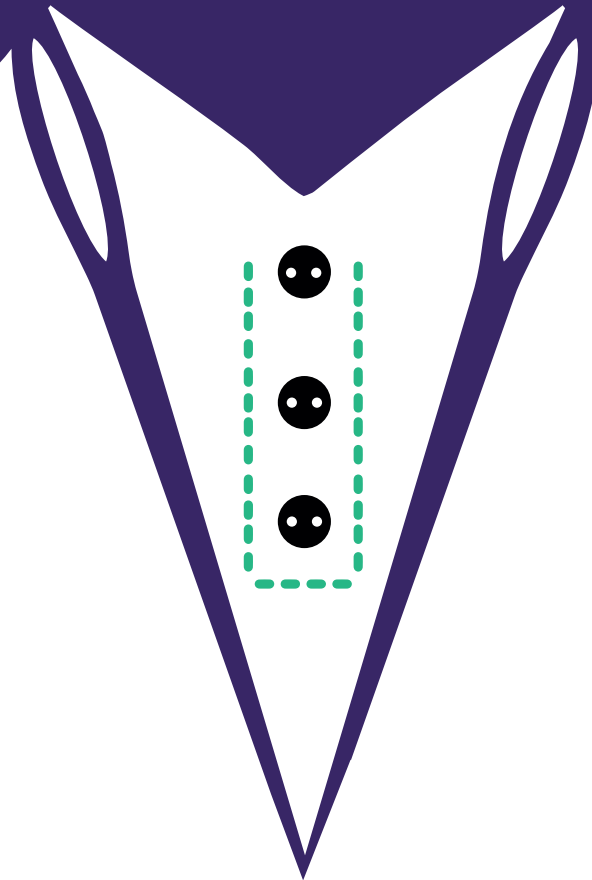
Through our workshops we enable people to explore how they can pro-actively influence their ability to positively move with, but not get swept away by, the challenges and opportunities they face at work, and in life, each day. We enable managers and leaders to have confidence in understanding the factors that influence their own wellbeing and how they can lift the wellbeing and performance of their colleagues.

At an organisational level we bring a research-informed approach to identify and amplify the factors that will make a sustainable difference to overall levels of wellbeing across the workplace.

We offer:

- **Wellbeing surveys and diagnostics**
- **Strategy design and vision building**
- **Building personal wellbeing and buoyancy workshops**
- **Building buoyant teams workshops**
- **Facilitated wellbeing sessions for leadership teams**
- **Keynote presentations on building exceptional wellbeing**
- **Organisational wellbeing design and development**

Job crafting **enables** and **encourages** people to bring their diverse, whole and **best selves** to work each day.



Job crafting

We personalise our homes, our cars, our clothes and our holidays. We enjoy and value having our own personal style, beliefs and passions reflected in what we do and how we do it.

So how can we personalise our work? The answer lies in job crafting.

Job crafting encourages individuals to consider how they act, interact and think about their work and to redesign and personalise aspects of their job in ways that foster the employee experience, job satisfaction, resilience and thriving.

If we imagine work as a semi-tailored suit, the basic design and structure is there, but we tailor the final fit around individual strengths, passions and interests. Job crafting enables and encourages people to bring their diverse, whole and best selves to work each day. From a research perspective job crafting has been positively linked to increases in wellbeing, engagement and performance.

People who feel most successful in their careers often report being proactive in seeking and shaping opportunities aligned to their ambitions, motivations and interests. Job crafting re-balances the expectation that development is reliant on opportunities being created for people by others.

Like people, job crafting comes in all different shapes and sizes. We provide individuals and teams with practical ideas and exercises that they can use to explore, experiment with and embed a personalised approach to their work.

We offer:

- **Job crafting workshops for individuals, managers and leaders**
- **Team crafting—job crafting for teams**
- **Crafting better careers—job crafting for self and professional development**
- **Crafting wellness—job crafting for wellbeing**
- **Job crafting for leaders and executives**
- **Organisational development and design**

Performance

Traditional approaches to performance management and appraisals often fail to deliver organisational impact and value. They are often time-consuming, lack an evidence-base and fail to lift performance in a sustained way.

Tailored Thinking take a positively deviant approach, combining the latest science, research and practice to deliver and foster performance which exceeds traditional expectations by amplifying individual and organisational strengths.

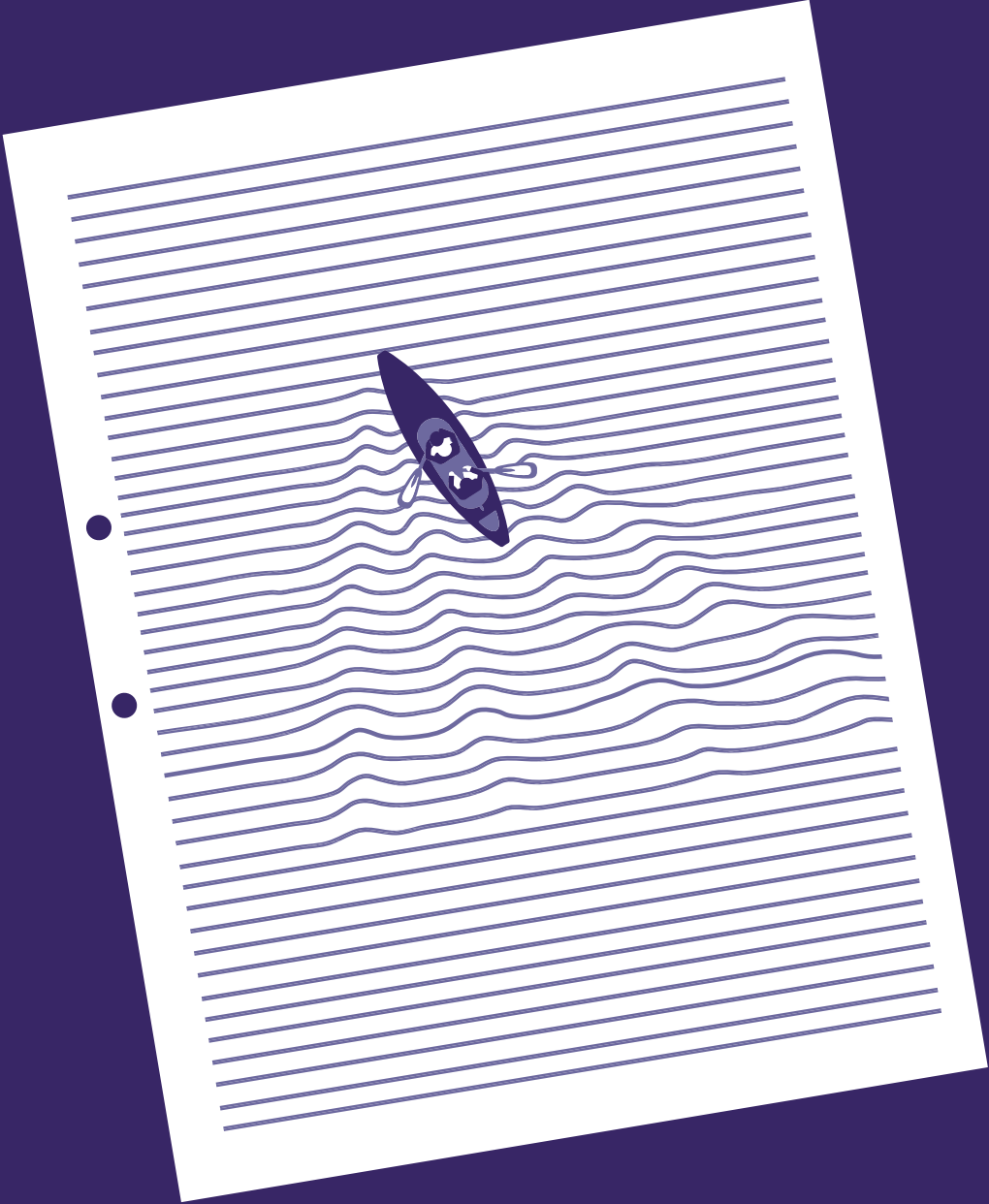
Performance discussions should be regular, challenging and enabling. Most importantly, they need to be personal. Science shows that there are simple and practical steps people can take to improve their personal performance and the performance of the people they lead and enable.

Through our performance programmes we build and enable mindsets, capabilities and behaviours that drive business performance. We equip managers and leaders with the knowledge and confidence to give coaching support, provide feedback, share insights and frame goals with clarity, candour, meaning and impact.

At an organisational level we provide support in designing and embedding personal and strength-based performance and development strategies and approaches. We tailor our support based on organisational data, insights and evidence.

We offer:

- **Reviews of existing performance management and appraisal approaches**
- **Design and co-creation of organisational-wide approaches and systems for performance management**
- **Positive performance workshops for individuals, managers and leaders exploring the art and science of exceptional performance**



Combining the latest **science, research and practice** to deliver and foster performance by **amplifying individual and organisational strengths.**

Our sessions provide leaders with the **confidence** and **skills** to **encourage** and **enable others to thrive**.



11 What we do

Leadership

Whilst it's often obvious what poor management and leadership looks and feels like, positive leadership skills and attributes often don't get recognised.

Positively deviant leadership training programmes explore the research and science that enables positive performance. We focus on building mindsets, capabilities and behaviours that evidence shows drives business performance and provides leaders with the confidence and skills to encourage and enable others to thrive.

Sessions are built with a strong focus on research, sustainable positive development, application and practice. They are delivered in an informative, practical and provocative style and underpinned by a learn, live, lead and embed model of experiential learning.

The design and build of sessions are always tailored to meet specific needs and interests of audiences. We deliver sessions ranging from a multi-day positive leadership series to one-off masterclasses and keynote presentations.

We offer training and support through a variety of formats including 1:1 coaching, webinars, on-site training, facilitation and retreats.

Core topics covered in Positive Leadership sessions typically include:

- **Positively deviant leadership skills and behaviours**
- **Building high quality connections**
- **Leading with trust and nurturing psychological safety**
- **Enabling growth and benefit mindsets**
- **Building positive futures—positive approaches to enabling and sustaining change**
- **Bringing strengths to work—identifying and amplifying individual, collective and organisational strengths**
- **Creating purpose and vision—as an individual, group and team**



Co-creating a positive future and enabling individuals, teams and organisations to reach their highest levels of potential.

Consultancy

We support organisations to take a positive business approach to key activities and core strategy, bringing fresh thinking to change, performance and talent management.

Workshops

We deliver bespoke workshops, supporting people to: understand the importance of their mindsets; leverage their strengths, passions and values; and proactively craft how they think, act and interact at work.

Leadership development

We design, deliver and contribute to leadership programmes with a focus on enabling individuals, teams and organisations to reach their highest levels of potential.

Building positive futures

We facilitate vision and purpose building days and events, with the aim of co-creating a positive future direction for key initiatives and strategic agendas.

Speaking

We regularly deliver presentations to: positively challenge executive teams; to support away days; and provide energy and provocation at conferences and sponsored events. Popular topics include: Positively Deviant Leadership, The Art and Science of Thriving at Work, Bringing your Strengths to Work and Crafting Better Work.

Recent projects

- Redesign of a performance management and appraisal approach
- Holistic wellbeing diagnostic audit assessing wellbeing strengths and opportunities for development (using an evidence-based, Tailored Thinking developed, wellbeing tool)
- Development of a strengths-based approach to performance reviews
- Redesign of an on-boarding approach
- Co-creation of a holistic wellbeing strategy
- Organisational wide job crafting training
- Positive deviant leadership masterclasses to support a city region change project

Who we have worked with

We work with forward thinking, people focussed organisations. Some of the groups and companies we have worked with and supported include:

AUA, Better Health at Work, CIPD, Connect Health, Everyday Juice Limited, Glasgow Caledonian University, Ideal, Natwest Entrepreneur Accelerator, Newcastle Startup Week, NBS, Northumbria University, Ossilla, PwC Australia, Royal Bank of Scotland, Sheffield Hallam University, Sheffield Teaching Hospitals NHS Foundation Trust, The University of Glasgow, The University of Leeds, The University of Sheffield, The University of Wolverhampton, UHR, Virgin money, Virgin Trains.

Testimonials

Tailored Thinking helped us to shape, challenge and harness our collective thinking about how to create and **sustain exceptional wellbeing** at **the University of Sheffield**. They provided a number of important activities to support us, including executive and leadership training, diagnostics and facilitation.

I would have no hesitation in recommending Tailored Thinking for any organisation looking to develop their thinking and challenge their perspectives in terms of wellbeing and overall organisational performance.

Andrew Dodman, Chief Operating Officer, The University of Sheffield

We worked with Tailored Thinking to explore and experiment with **job crafting** at **Virgin money**.

Job crafting as a concept reflected our commitment to encouraging and enabling people to bring their best selves to work and amplify our overall people experience. The job crafting workshops Tailored Thinking delivered were evidence-based, pragmatic, engaging and fun and 99% of participants stated that they would recommend them to a colleague.

The impact from the job crafting workshops has been clear and we have seen positive results in both hard and soft measures of engagement, job satisfaction and commitment for those who took part.

Julia Smith, Head of People Services, Virgin money

Working with Tailored Thinking on a review of our approach to **performance management** at **Ossila** was a very positive and productive experience. They got to the core of issues rapidly and provided feedback and actions that were evidence-based, thought provoking, clear, actionable and high quality.

Dr James Kingsley, Managing Director, Ossila Limited

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