

**the
world is
changing..**

**..are your
people?**

introducing..

'the shift'

 Purposeful Change
Results with Soul



*"It was one of the most insightful courses
I have ever been on in my 20+ years' career.
I can see this being a big game changer."*

the shift

the behavioural change engine that just works

Does This Sound Familiar?

- **Change fatigue** hitting your people who have 'heard it all before'
- **Good intentions vanish** under pressure as old habits return
- **Leaders struggle to energise teams** through transformation
- You're **doing more with less** and still not moving the needle
- Everyone is **pulling in different directions** with **little progress**

Award-Winning Solution

The **shift** turns your leadership and cultural priorities into everyday behaviours. It's **fast, virtual**, and delivers **change at scale**.

Our methodology:

- Fully **virtual** yet deeply **human**
- **Future-oriented**, **inspires hope**
- **Achieves real change** through "missions" people actually do
- **Flexible** - fits any topic or focus area
- **Proven** with Microsoft, Shell, Nike, HSBC, L'Oréal, Coop and more

"This has been an enlightening experience, truly. I've learned so much about myself and tons about my colleagues too. We are a stronger team by far."

"This is the best course I've taken in my organisation."

How It Works?



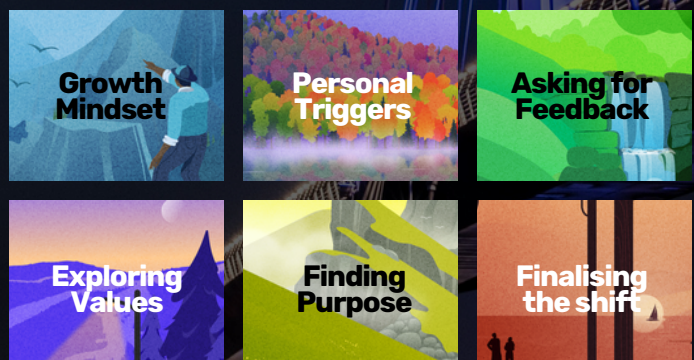
"I joined because I was feeling stuck in my work. I was in a burnout phase and hoped this might help with a reset. It did."

Sample Programme Themes

These are central themes around which the programme is designed. We pick and shape these from the outset to align with your organisation's strategy and change priorities.



Sample Programme Content



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Case Study

We worked with a global energy company to create an award-winning 8-week virtual programme called **"SHIFT - Living Learner Mindset to Unlock Performance."**

It was created to equip participants to let go of old mindset limitations and achieve extraordinary results.

Its core purpose was to **deepen the knowledge of the "Learner Mindset" at scale**, helping employees adapt, increase the culture of learning, and ultimately boost safety and performance outcomes across the organisation.



About Us

Purposeful Change is a global learning and behaviour change consultancy that **unlocks the potential of people and organisations through transformative experiences.**



We **design and deliver immersive learning experiences, culture change programmes, and large-scale events** that provoke fresh thinking, ignite new mindsets, and drive meaningful action.

With a core base in the UK and a **faculty spanning over 40 countries and 20 languages**, Purposeful Change partners with organisations including **Microsoft, HSBC, Deutsche Telekom, Shell, L'Oreal** and **Nike** to create lasting change at every leadership level.

"I can't get over how many learning "ah ha!" moments I'm getting each session."

1,400 Participants	6 Continents	All Major Business Units
8.98 Net Promoter Score	Learner Mindset Score 79 → 82	Significant Increase in Daily Application

"I realised that a shift in my perspective may help bring out things I love more in my professional life. This illuminated and identified my purpose. So great."

www.purposefulchange.com
hello@purposefulchange.co.uk
+44 755 744 9446