



**PURE  
POTENTIAL**

# Pure Potential

## *Cultural Review*

For leaders to uncover a rich and insightful picture of the cultural reality of their team or organisation, as part of a process of transformation.

# Why carry out a Cultural Review?

A full appreciation of the cultural landscape across your organisation is a prerequisite if you're in a leadership position. How can you know where you're going if you don't hold a mirror up to the way things are right now?

Often organisations will engage in internal surveys or focus groups to gather data and provide insights on organisational culture and employee engagement. This can be helpful, but it doesn't always capture rich feedback around relational dynamics, inner narratives and understanding of behavioural patterns. The approach can also lack warmth, depth and honesty if people don't connect with the process or feel they are unable to be transparent.

Cohesive cultures are the fertile ground of possibility.  
They are aligned with approaches that are  
*transformational*  
rather than transactional.

Our skilled coaches engage in immersive 1-1 conversations with groups of 5+ to gain more understanding of both their inner and outer experiences. As a group of your choosing, this might be a leadership team, specific teams of varying levels of seniority or whole organisations. Our coaches liaise with key stakeholders to uncover honest insights and provide an objective overview of your organisational culture, opening up opportunities for transformation, guided by the insights that are revealed. The immersive 1-1 research conversations are also followed up by an online questionnaire to expand on more specific questions.



**"We really valued the research, which was in-depth and excellent information for us. It was a great opportunity to take stock and reflect on our position before looking at next steps. It really captured the mood of the organisation and was extremely helpful. Having done these a number of times over a couple of years, each one was unique and of equal value for different teams in our organisation.**

**I would recommend without hesitation."**

Matthew Crawford, Trust Leader, Embark Federation

# The *Cultural Review* approach

With discernment, approachability and a depth of knowledge, our coaches create trusted spaces so leaders and stakeholders feel truly heard and understood, enabling profound insights into the often complex nature of your organisational culture. This is particularly valuable if:

- You are facing employee retention challenges and you don't fully understand the drivers behind these
- You want to create change or even full-scale transformation at an organisational level
- You know there are issues but you don't have an in-depth grasp of the nature of these and how they might be affecting your organisational culture
- You are in a period of recruitment and are on-boarding new team members
- You are in an acquisition, merger or integration process, which creates significant internal shifts and want to understand the differing cultures at an early stage to navigate the journey ahead fully informed



**“We cannot change what we are not aware of, and once we are aware, we cannot help but change.”**

Sheryl Sandberg

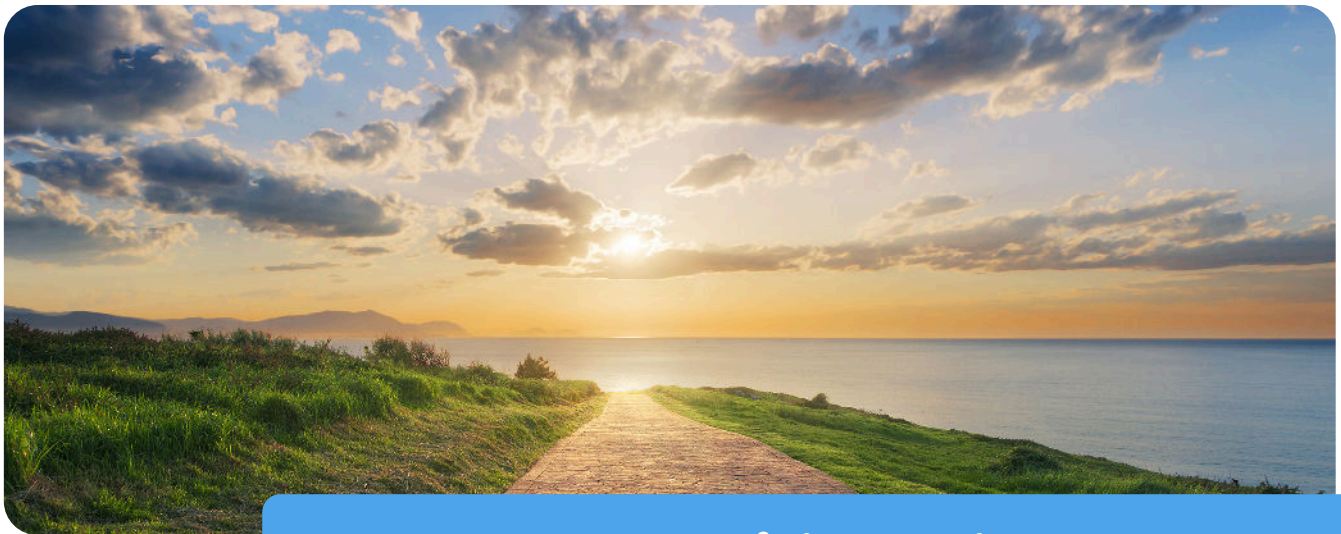


# The *Cultural Review* approach

The process to articulate your organisation's cultural reality:

- Brings depth and clarity to underpin your strategy for learning and development
- Is an intentional shift from cold data analysis to a warm, professional and engaging methodology, increasing participation and honesty as well as the richness of the picture created
- Draws on ethnographical skills within our team, embedded in an understanding of anthropology
- Offers a rich oversight of your organisational culture, from an objective perspective
- Is a participatory learning opportunity which brings the whole team together to explore this in a fresh and insightful way
- Can be a standalone project or part of an immersive leadership and development programme tailored to your organisation

The Pure Potential approach is simple, accessible and grounded in neuroscience and psychology, yet deeply acknowledges the unique complexities of your organisational landscape.



## *Tangible results*

**The research process culminates in a report which captures the breadth of findings and homes in on key thematic areas for development. This is shared at a meeting with sponsors, providing clear recommendations for moving forward.**

**The report documents an informed picture of the culture, challenges, aspirations, possibilities and recommendations on next steps. Clients value the tangible nature of the report, which can be a strategic document for senior leaders, as well as a helpful for stakeholders or partners.**



**PURE  
POTENTIAL**

“The future is not  
fixed, we live in a world of  
*possibilities*”

Joseph Jawroski



“The research and exploration phase delivered by Pure Potential has been genuinely amazing. As CEO, having the findings shared back with me provided an invaluable mirror - one that reflected not just the Trust’s systems and culture, but the lived experience of our leaders.

It helped me better understand how our leaders function under pressure, how they manage change, and what support they need to thrive in a demanding sector. This process has sharpened our awareness of how to prioritise, how to communicate our future goals more clearly, and how to shape the next phase of our development with authenticity and precision. It’s been both insightful and grounding.”

Phil Harrison, CEO, Manor Hall Trust

## Your Coaches and Cultural Guides



*Michelle McCartan*

With a background in Anthropology, Michelle is deeply talented at creating rich ethnographies of teams and organisations. Her understanding of behavioural change at an individual and collective level creates powerful insights and opens pathways to lasting and strategic change.

She is a highly qualified leadership and peak performance coach, consultant and instructional designer with a passion and expertise for guiding leaders, teams and individuals to perform and feel at their best. Michelle has a deep understanding of what it takes for leaders and businesses to perform at their optimum, built from over 25 years' working throughout Australasia and Europe.

She has looked at leadership and performance from a wide variety of perspectives holding senior internal roles within organisations such as Ford Motor Company and Deloitte. Michelle held a Director role within a global leadership consultancy where she worked across Asia Pacific with clients such as GlaxoSmithKline, Sony and Microsoft developing leaders to excel. Michelle co-founded a successful Australian corporate wellbeing business, Wellineux, offering strategic peak performance and wellbeing services to clients such as L'Oréal, NAB and Mattel.

Michelle is a best-selling author in the fields of performance and wellbeing and is the creator of the Pure Potential programme.

Michelle's qualifications include: Postgraduate Diploma in HR Management; BA Hons Anthropology; Leadership Coaching Diploma; ICF ACC; Flow Trainer Practitioner and a wide range of training and mentorships with leaders in the coaching space.



## Sarah Armitage MBE

Sarah is an experienced coach and facilitator of cultural change who combines qualifications and experience in strategic Human Resources, psychology, organisational development and system leadership. With over 25 years of coaching and facilitation experience and a clear grounding in how the mind works, she's committed to helping people and teams wake up to their full potential and enjoy what they do.

Sarah supports organisations in a wide variety of sectors, including manufacturing industry, charities, schools and universities. Prior to this, she gained valuable coaching and internal consultancy experience as an implementer of transformational change in a complex, high risk manufacturing environment.

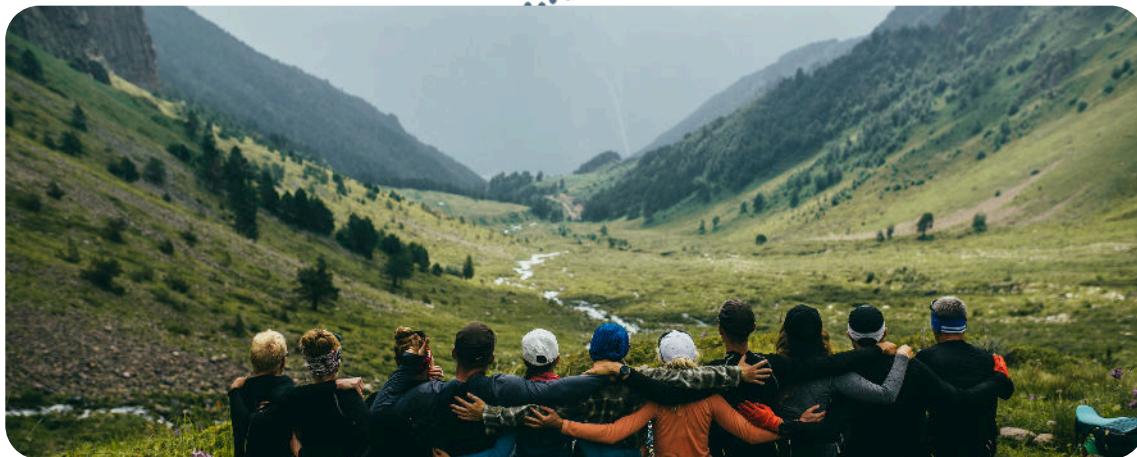
Sarah has designed and facilitated numerous development programmes focused on individual, team, leadership and cultural development which have delivered demonstrably successful outcomes.

Receiving an MBE for her services to education, Sarah also has extensive board level governance and system leadership experience, bringing 'zoomed out' strategic capabilities to the Pure Potential journey.

To this research intervention, she brings extensive experience of climate and engagement surveying and carrying out strategic reviews of governance at board level.

Her qualifications include BA Hons in Social and Educational Psychology, NLP master practitioner, certified 'Everything DiSC' trainer, CIPD Diploma in Human Resources, Coaching Mastery with Michael Neill and Next Paradigm with Insight Principles.





## The Cultural Review includes:

- 1-1 in-depth online research interviews
- Quantitative performance and wellbeing focused questionnaire
- Thematic analysis and report creation incorporating key insights
- Cultural review and feedback online presentation to programme sponsors to share findings



**“The research conducted by the Pure Potential team helped set the scene and prepare people to be open and receptive to the powerful programme that was to follow.**

**Every member of the team felt they had a voice and contribution to make from the get go. It was also very useful as a leader to get an impartial snapshot of where people were at and lifted the lid on their future aspirations.”**

Andrew Hunter, Perimeter Director, Actemium, Vinci Energies





We look forward to  
exploring with you to

*reveal what's  
possible!*

[www.pure-potential.org](http://www.pure-potential.org)