

An introduction . . .



Lizzie Benton, Progressive Culture Coach & Founder of Liberty Mind

Founder | Culture Coach | Author | Podcast Host | Keynote Speaker

Lizzie Benton is a culture specialist who supports organisations and businesses in developing purpose-driven workplaces and more autonomous teams.

Lizzie has been recognised as one of the top 30 millennials changing the world of work and has been featured in The Metro, HuffingtonPost, Forbes and the Financial Times. Lizzie is best known for her honest approach to workplace evolution and believes in building more organisations that support our human potential.

Lizzie has worked across multiple sectors to develop their ways of working. Sectors include advertising and marketing, technology, construction, charities and not-for-profits.

Lizzie's skills and training is based in new ways of working and self-managed organisations. She has trained in the Netherlands and with leading change-makers to learn from those who are leading the movement in progressive work.

Lizzie is a Holacracy Practitioner, TuffLeadership Practitioner, and Certified Semco Style Expert.

As seen in...

METRO

HUFFPOST

HRnews

onrec

GRAZIA

People Management

yahoo!

Forbes

CMI
Credentialed
Management
Institute

BBC

 @lizzie_libertymind  Lizzie Benton

Partnerships...



In 2022 Lizzie was chosen by Breathe to partner on their people-first culture series. Lizzie has written four of Breathe's playbooks and been their culture lead on educational webinars related to the series.

EDITION 1 | WELLBEING breathe

The People First Culture Series

5 plays to put into action

In the past businesses have been prescriptive about wellbeing, offering only what managers or leaders think would work, instead of talking to the very people these initiatives are going to impact. It's the end of free fruit Fridays and yoga. Workplace wellbeing now needs to go beyond tokenistic gestures and provide people with the **genuine care and support they need to work well.**

- 1. Consider flexible working options with your team.** Whether that's 4-day work week, working from home, a 4-hour day, or compressed hours, look at the options that are out there and set up a trial together.
- 2. Don't take on any wellbeing initiative without running it by your team.** It's easy to get swept up in the hype, but **get their feedback** on whether this will be genuinely helpful.
- 3. Regularly check in with your team** about their wellbeing needs and compare that to what the company is offering. Have open discussions about what's working, and what's not working. Avoid a suggestion box as this never gives context. Be brave and spend the time to finding solutions together.
- 4. Be imaginative with your team** about the wellbeing packages you could come up with. Why not ask your team if anything could be part of the wellbeing support offered - what would it be? Don't limit yourself to just what's currently available.
- 5. With wellbeing days, consult with your employees about what learning or feedback they would love to see, and perhaps create a calendar of events.** It's important to **collaborate with your team** on this because there will be some things people won't feel comfortable with. For example, not everyone wants to do yoga in front of their colleagues. So get as many ideas together as you can from all team members, but whatever you do, don't make it mandatory. Nothing makes people feel more stressed and anxious than being forced to attend a wellbeing event they don't want to go to.

In partnership with Liberty Mind

Lizzie Baxton

The People First Culture Series breathe

Reinventing recruitment for SMEs

put into action

Feeling like you're starting from scratch when it comes to recruiting? You're not alone. Many SMEs struggle to attract the right people into their culture. It's a journey, it never really shows and tell what your culture looks like.

to take some steps to start your next culture of the day:

1. your company's values and vision. Do they align with the industry? If they don't, it's time to re-evaluate. You want to see what you can do to make it work.

2. build a culture deck that represents your company culture. This should include things such as history, mission, vision, working hours etc. Don't forget to make this engaging, some companies have created comic books as their culture deck.

3. Make your existing team part of your recruitment drive by becoming culture ambassadors. It's all too easy for the managers or business owners to come across as biased during a recruitment event and not to get their team's input. What if they're not? The company can send out their videos on YouTube, LinkedIn, Twitter, Facebook, etc. and create a series of interviews with team members. Interviewing their team about the company culture, and the role they play in recruitment campaign with team members across diverse backgrounds sharing their experiences.

4. Open up your business for culture work. It might sound like a hard sell, but many candidates including SEMCO, are looking for roles that offer a mix of work, opportunities, the public and positive candidates to show them what goes on behind the scenes. This level of transparency is admirable and creates a sense of trust and awe in your workplace culture.

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As well as being a Certified Semco Style Expert in transforming organisations to self-management, Lizzie is part of the Semco Style Institute's UK team and is often found speaking about Semco Style publicly, as well as facilitating the training of new students on Semco Style.



SEMCO STYLE INSTITUTE UK

Redesigning for autonomy

Guest panellists from the SSI UK team:

Lizzie Baxton, the Culture Coach and host of Make it Thrive, the Company Culture podcast
 Perry Trewin, #1 most influential Briton in HR in 2022, award-winning writer on the future of work
 Hosted by Barry Mitchell, Managing Partner SSI UK

12th September 2022
11.30 - 12.15

Speaking . . .

Lizzie speaks across the UK on a regular basis on the topics of progressive company cultures, hybrid working, and self-management.



“

Along side being professional and helpful to work with in the lead up to our event, Lizzie delivered an engaging session on instilling a strong company culture and team identity. Energized by Lizzie's passion and vast knowledge of company culture, our delegates took away how to create a genuine sense of belonging online, practical ways to put a company's vision, mission and values into practice and ensuring employee work-life balance. I would highly recommend Lizzie as a speaker and we look forward to the prospect of crossing paths with her in the future.

”

Katie Burd - Westminster Insights

“

We were delighted to have Lizzie speak at our annual event around remote working. Lizzie was engaging to listen to and provided lots of great industry insight for our clients.

”

John Brunning - FieldFisher

“

Lizzie was part of our panel for the Norfolk Network on the Future of Work. Lizzie delivered insight and enthusiasm during the talk about what businesses can expect when thinking about where our workplaces will be in the future. I would highly recommend Lizzie as a speaker as she is both professional, approachable, and brings a unique perspective on the role of culture.

”

Lucy Marks - Norfolk Network

Lizzie hosts **Make it Thrive: The Company Culture** podcast, where she interviews businesses, experts and thought leaders about company culture. Listen on Spotify, Google Podcasts, Apple Podcasts.



Most popular episodes for far;

- ▶ Reimagine the way week work - with Lisa Gill
- ▶ Two culture coaches talk workplace challenges
- ▶ Welcome to the world of job crafting
- ▶ Culture confessions | Workplace Horror Stories
- ▶ A story of how authenticity and purpose built a community

Listen on >>>



Listen on

Apple Podcasts



Lizzie is inspirational and entirely refreshing in how she approaches organisations. So many consultants that are involved in cultural change are wedded to particular systems with pre-set and somewhat formulaic ways of thinking and that's just classic old style for a lot of classic old-style businesses.



You may end up with a decent set of missions, visions and values etc, but you might as well file them in the bin once you've got it for all the real change they represent. Lizzie is much more inquisitive and open to completely different types of structures and systems and the approach she takes is correspondingly open and organic.

If you are seriously interested in developing a different style of working and can deal with the idea that you might, as a CEO or business leader, need to change yourself before you expect your staff to change, then Liberty Mind would be a good place to start.

Lizzie is constantly trying to think beyond the paradigm and brings a wealth of business understanding and practical experience. Her knowledge of more avant-garde ways of working could, in my opinion, be a real asset to many established companies who don't quite "get it" when trying to address a youthful workforce or a younger customer demographic.

Robin Roth | TraidCraft