



# Culture Transformation Impact Brochure

## EXECUTIVE SUMMARY

The Soft Side is a workplace happiness and culture consultancy built on a simple belief: when people feel good at work, everything else improves – performance, retention, creativity, wellbeing, and the way teams treat one another. Founded after years in corporate life, The Soft Side brings a human-centred, emotionally intelligent approach to culture change that goes far beyond traditional engagement surveys or wellbeing dashboards.

Rather than relying on surveys or one-size-fits-all frameworks, The Soft Side focuses on the emotional foundations of a healthy workplace: psychological safety, trust, authenticity, and human connection. Through bespoke diagnostics, emotionally intelligent development, and story-driven workshops, we help organisations move from insight to real behaviour change. Our work is deeply personal, founder-led, and designed to create cultures people can actually feel – not just measure. Every intervention is tailored, practical, and grounded in lived experience, ensuring that change is not only understood but embodied. In a landscape dominated by data platforms, The Soft Side provides something different: a human approach to culture that creates lasting, meaningful impact.

**“THE MOST SUCCESSFUL ORGANISATIONS DON’T JUST MEASURE CULTURE – THEY LIVE IT.”**



**ONLY 55% OF UK EMPLOYEES REPORT HIGH WELLBEING**

(GREAT PLACE TO WORK UK)



## WHAT ORGANISATIONS LIKE YOURS ARE FACING

Across the UK, organisations are struggling with declining wellbeing, rising burnout, and cultures that feel stretched thin. The data is clear:

- Only 55% of UK employees report high wellbeing (Great Place to Work UK)
- A one-point rise in happiness can save organisations £25,800–£57,000 annually through reduced turnover (The Happiness Index)
- Happier teams are 28% more productive and 55% less stressed (Friday Pulse)

Despite heavy investment in measurement tools, dashboards, and engagement platforms, the lived experience of employees isn’t improving fast enough. The gap between what organisations measure and what people feel is widening.

**This is the gap The Soft Side exists to close.**

## OUR APPROACH

We believe that culture only changes when people feel emotionally safe enough to change. Everything we do is designed to create that safety, that connection, and that shift.

Our method brings together:



Helping leaders understand themselves and others so they can create environments where people thrive.



Building trust, openness, and the confidence to speak up without fear.



We start with people’s lived experiences, not policies or frameworks.



Real stories, real conversations, real behaviour shifts – not box-ticking exercises.



We don’t just diagnose culture; we help you transform it.

# OUR SERVICES

## Culture Diagnostics (Your Culture Check)

**Happiness Reviews, Interviews, listening sessions, The Feedback Vault**

For: Organisations wanting to understand the real cultural experience

Outcomes: Clarity, insight, and a human-centred roadmap for change



## Alignment Sessions (Workshops)

**Interactive, business-need led, emotionally intelligent sessions**

For: Teams needing connection, energy, and psychological safety

Outcomes: Stronger relationships, improved morale, shared language, new habit setting

## Bespoke Training

**Practical, human, behaviour-focused development, bespoke and business-need led. CPD (Continual Professional Development) Approved, delivered in multiple ways**

For: Leaders who want to inspire, support, and empower

Outcomes: Better communication, empathy, trust, and team performance



## Additional Solutions

**Team Recognition Platform, Guest Speakers, The Me Key, 'Living the Values' Accreditation, Employee Networks set up support, Communication support, Webinars & much more**

For: Leaders who want to inspire, support, and empower using diverse and varied solutions

Outcomes: Valued teams, Better communication, empathy, trust, learning and insight and team performance

## WHAT YOU CAN EXPECT

Real ROI based on productivity uplift, less churn & reduced absence

Happier, more energised teams

More confident, emotionally intelligent leaders

Higher trust and psychological safety

Unique to you solutions

Better performance and collaboration

Lower burnout and stress

## BUILDING YOUR SOLUTION

Your solution can range from one-off training to a full culture solution comprising several elements and everything in between

Reach out to discuss your individual needs and budget



# The *Soft Side*



## CONTACT AND FURTHER INFO

18-20 High Street, Stevenage, England, SG1 3EJ

07401 153302

info@thesoftside.co.uk

www.thesoftside.co.uk

