



It's a Shovel, the #ReputationWithPurpose experts, offers three different **PURPOSE WORKSHOP** options to meet the needs of companies along the journey to purpose and sustainability.

Module 1 – An Introduction to #ReputationWithPurpose – Master Class

Module 2 – Find Your Purpose – Workshop

Module 3 – Making it Stick – Workshop

Choose the one that works best for you or get in touch and we can design something specific to your needs.

For more information please get in touch: jessica@itsashovel.com | +44 7576 798 560

Facilitator – Jessica Whitcutt Fagan - My purpose is purpose and I'm here to help you do better business.



As a reputation management expert, I am **passionate about purpose and sustainability** and set up my boutique consultancy, It's a Shovel, to help companies create value across all forms of Capital for all stakeholders through my unique **#ReputationWithPurpose** model.

With 20 years' strategic communications experience on both the agency and client side, and having previously managed reputation for SABMiller plc (FTSE top 20), across Africa, I have a **thorough understanding of both the commercial and reputational imperatives driving business performance**. I have a number of highly successful and award winning campaigns under my belt and have consulted to companies of all sizes, various sectors and in multiple geographies.

I hold a BA Law from the University of the Witwatersrand, am a Certified Public Relations Practitioner, and have been fortunate enough to participate in various executive development programmes both in South Africa and in the UK.

Born and bred in Johannesburg, South Africa, I have travelled extensively, worked with clients all over the world, and now live in the UK.



About the Master Class

There is no debate that we have hit the perfect storm of the age of acceleration on every front combined with an economic, social and ecological precipice.

Will you continue sprinting over the edge? Or will you be able to make the pivot to a purpose-led, sustainable organisation that makes a lasting positive impact for all stakeholders.

#ReputationWithPurpose is a profound new way to unlock superior financial performance through enhanced reputational capital. All the research shows that companies with stronger reputations perform better and in today's changing world authentic, purpose-led sustainability that makes a significant, positive impact is the key to future relevance.

Learn what #ReputationWithPurpose is, why it's important, what the business case is and how it implement this simple process in your business.

The journey to #ReputationWithPurpose starts quite simply with Purpose. This 2 hour accelerated learning workshop will help you and your leadership team kick the process off.

| Who should attend? | What can you expect to achieve? |
|---|--|
| C-suite executives VP's, Heads, Directors and Managers in charge of: <ul style="list-style-type: none"> • Communications • Sustainability • CSI • HR • Strategy | You will walk out with a thorough understanding of the sustainability expectations of your business and a roadmap on how to build and leverage your reputational capital for bottom line growth. |

Master Class Outline

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|-------|--|
| 09h00 | What is Reputation and why is it important? |
| 09h30 | What is Sustainability and why should I care? |
| 10h00 | What is the interplay between Sustainability and Reputation? |
| 10h30 | #ReputationWithPurpose roadmap |
| 11h00 | Questions & Close |

Cost

Given the CV-19 situation, this Master Class is run as an **online webinar** which allows us to reduce the rate to just **£10 per person**, subject to a minimum of ten participants.

Corporate options are also available should you wish an exclusive audience and bespoke timings.

Dates

This master class is run monthly – for details of the next event please [get in touch](#).



About the Workshop

You have a mission statement and values, but they make no difference in your organisation. You buy into the SDG's and would like to make a difference, but you have no idea where to start. You understand that purpose drives reputation and that reputation drives performance, but don't know what your purpose is.

This full day workshop will help you find your purpose – one that is linked to the SDGs, is material to your business and has a measurable, impactful target and deadline. And most importantly, one that will help you create value for all stakeholders.

Who should attend?

This workshop is designed to be most effective for senior leadership / executive teams to do as a group so that 'live' issues and opportunities can be freely discussed.

What can you expect to achieve?

In this workshop we will work through your SWOT and value chain to identify your biggest reputational risks and opportunities, find the most material sustainability issues, identify and prioritise your stakeholders and define your Purpose along with targets and deadlines.

After the workshop you will receive a detailed #RWP strategy that can be used for Board approval and which would form the basis of your reputation strategy going forward.

Workshop Outline

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|-------|----------------------------|---|
| 09h00 | Arrival & Introductions | |
| 09h15 | #ReputationWithPurpose | Understanding reputation, purpose & sustainability |
| 10h00 | Status quo analysis | Identifying risks & opportunities, mapping the SDGs |
| 11h00 | TEA | |
| 11h15 | Stakeholders & Materiality | Linking issues, stakeholders and performance |
| 12h00 | LUNCH | |
| 13h00 | Workshop | Purpose & impact |
| 15h00 | TEA | |
| 15h15 | Make it real | What's the target, how will you manage and measure it |
| 16h00 | Purpose Framework | Bring it all together |
| 16h45 | Actions & Close | |

Cost

Preparation including a meeting with the CEO and project champion, full day workshop facilitation and the subsequent strategy and action plan development: **£2000 excl venue hire and catering***

*Please note that this workshop is most effectively held in person and all social distancing requirements can be maintained. However, should this be impossible, virtual options are available.

For more information please [get in touch](#)



About the Workshop

Implementing #ReputationWithPurpose within a business generally requires a change management process. You need to start measuring and monitoring new or different things, you need to get your employees to start thinking and working in a new way, and you need to start communicating differently both internally and externally.

Your communications and HR teams are critical to this process and yet in too many organisations these functions don't seem to speak the same language.

This workshop will bring these teams together and create a common understanding of what your #ReputationWithPurpose strategy is and how they can work together to deliver better performance.

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| Who should attend? VP's, Heads, Directors and Managers in charge of: <ul style="list-style-type: none"> • HR • Communications • Project management • Change management | What can you expect to achieve? Participants will learn how to create a strategic alliance between HR and Communications based on a shared understanding of #ReputationWithPurpose and the roles they need to play. Participants will co-create an implementation plan to bring your company's purpose to life, ensuring that all the employee engagement and external reputation benefits are maximised. |
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Workshop Outline

| | | |
|-------|--|---|
| 09h00 | Arrivals & Introductions | |
| 09h15 | What is #ReputationWithPurpose and why is it important | An introduction to purpose, sustainability and reputation |
| 10h00 | Our purpose | Unpacking your company's purpose |
| 11h00 | TEA | |
| 11h15 | Where are we at | HR & Comms to present current engagement and performance management practices and results |
| 12h30 | LUNCH | |
| 13h00 | Workshop | Co-creation of an internal purpose implementation plan |
| 14h30 | Setting deadlines | Develop timings, identify champions and set targets |
| 15h00 | Wrap up and Close | |

Cost

Preparation including a meeting with the HR and Communications leads, full day workshop facilitation and report: **£1500 excl venue hire and catering***

*Please note that this workshop is most effectively held in person and all social distancing requirements can be maintained. However, should this be impossible, virtual options are available.

For more information please [get in touch](#)