



Navigating Change Together

Embracing Uncertainty with creativity

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Navigating Change Together



Embracing uncertainty with creativity

We're living in a 'super cycle' of transformation. Researchers describe this as a period when multiple, seismic shifts collide and amplify each other:



- **AI** is leaping forward
- **Climate systems** are unpredictable
- **Economic rules** are rewritten
- **Social and political** contracts are being reimagined

And that's just before lunch...

For today's leaders, change has become the constant backdrop against which decisions, strategies, and teams must evolve.

And as humans, we feel it.



"Will I still have a job?" (physical safety)
"Can I be myself here?" (emotional safety)
"Do I belong here?" (social safety)



Neuroscience shows our systems stay on constant alert, just when we need to be calm, creative, and connected.

The reality? Novelty is the new normal.

The question isn't if we'll face more disruption. It's:

"How do we build the internal capacity and external support to not just survive, but thrive, in constant change?"



Why many change efforts fail



Research suggests up to **75% of change efforts don't succeed**.
Not because people resist change...

...but because they were never meaningfully **involved**.

When change falters, the blame often falls on “poor communication.”
But the real issue isn't how much is said –

it's whether people feel **safe enough to engage**.

Studies show leaders under-communicate change by a factor of 7.

And without psychological safety:

- Collaboration crumbles
- Innovation withers
- Burnout takes hold

Poorly led change is one of the biggest risks to people and performance.

Here's why:

- **Change is continuous**
The pace only accelerates: social, environmental, technological.
- **Change is challenging**
Our brains resist uncertainty; most people struggle to plan more than 150 days ahead.
- **Change is complex**
Human systems are messy, and change ripples unpredictably across people, teams, and cultures.

That's why co-creation isn't just “nice.”

It's essential — the way to make change human, hopeful, and effective.

So the real question is:

“How do we co-create change in ways that feel human, hopeful, and effective?”



Co-creating change



As humans, we are wired for change.

Wired **to adapt, evolve, and grow.**
And just as importantly - we are wired for **connection.**

Throughout history, humans have thrived not by going it alone, but by **co-creating change together.**

At Beacon, we believe change is not something to be “managed.”

It's something to be **co-created**, through:

- Honest conversation
- Genuine collaboration
- Courageous learning
- Emotional safety
- Shared purpose



When people feel heard, connected, and empowered, change becomes not just possible, but meaningful and sustainable.

**Change will always be messy.
But when it's co-created, it becomes more human and more hopeful.**



This is where HEART comes in



When change is co-created, people are:



That's why we use the **H.E.A.R.T framework*** for leading change. It's not a checklist. It's a **mindset, behaviour, and practice** that brings our full humanity and creativity into the process.

Because in a world of constant disruption, people don't need more control. They need more connection.



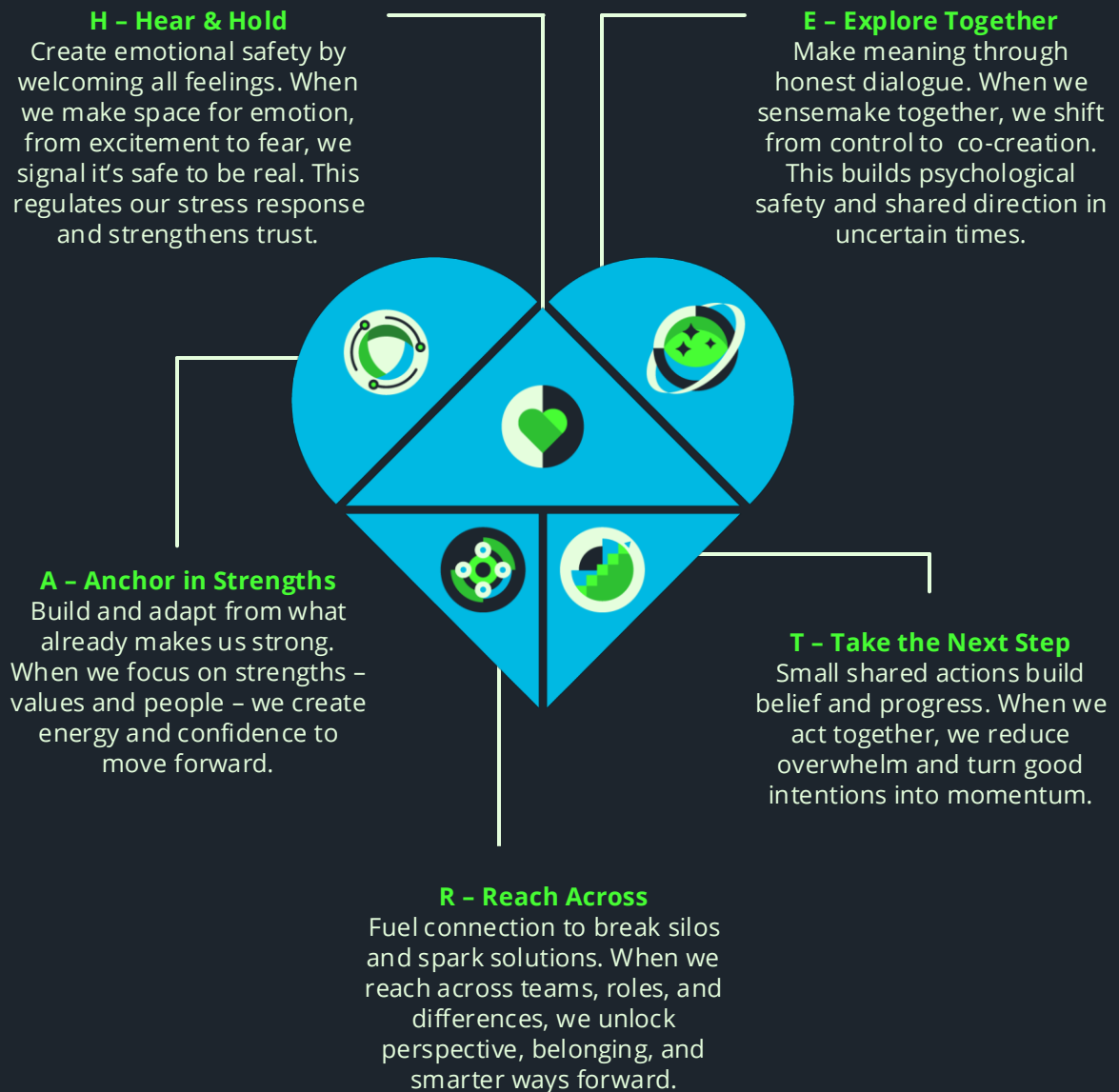
* Adapted and extended from the Change Lab model. Beacon's HEART framework integrates research insights (2018–2025) on wellbeing, psychological safety, and organisational change.

Leading change with H.E.A.R.T



Science-backed. Human First. Designed to help teams navigate change with trust, empowerment, and impact.

We use the H.E.A.R.T model with leaders and teams as a practical way of navigating change together. It's a framework applied through rich dialogue, practical behaviours, and proven practices that build safety, connection, and momentum where it matters most.



Putting H.E.A.R.T into practice



Change comes alive when leaders and teams explore it together. The **HEART Pulse Check** offers a simple way to pause, reflect, and apply the framework - through dialogue, behaviours, and shared reflection. It can be done in conversation or supported by a psychometric tool to give a clear snapshot of where individuals and teams are starting from.

These example questions spark what matters most, strengthen connection, and turn insight into action.

H – Hear & Hold

What feelings are we making room for – and which ones are we avoiding?

(Add your thoughts below)

E – Explore Together

Are we telling or truly listening?

A – Anchor in Strengths

What can we rely on right now? Where do we need to try something new?

R – Reach Across

Where can we collaborate more bravely?

T – Take the Next Step

What's one small move we can make – today?



H.E.A.R.T Nudges: Sustaining progress



Once we've taken the Pulse and surfaced what matters, the next step is turning shared knowledge into action. That's where **HEART Nudges** come in – small, intentional behaviours that build safety, trust, and momentum over time.

HEART Nudges work at three levels:

- ME** → how I show up and lead myself
- WE** → how we collaborate as a team
- US** → how we connect across the wider system

Together, these nudges help teams:

- ✓ Build trust
- ✓ Strengthen accountability
- ✓ Foster creativity
- ✓ Protect wellbeing

Because lasting progress doesn't come from grand gestures.
It grows through consistent, human moments that build trust, creativity and connection..



How we help you lead change



We help leaders and teams turn insight into action - building clarity, confidence, and connection in the moments that matter most.



Change Literacy Keynotes & Workshops

High-energy sessions that blend science and storytelling - equipping leaders to navigate change with clarity, courage, and care. (60–180 min)



Masterclasses & Peer Coaching

Practical, focused sessions (60–90 min) with peer coaching woven in - turning insights into real action.



Team Coaching

Safe containers for intact or cross-functional teams to navigate uncertainty, experiment, and grow together.



Who We Are

A diverse team of researchers, strategists, coaches, and facilitators. We blend evidence-based practice with creativity to create learning experiences that are practical, immersive and human.



What leaders say about us



Cass has an innate ability to connect with people

Alongside her professionalism and expertise, Cass brings creativity in her ideas and methods, as well as doses of healthy challenge at all the right moments. It was a real privilege to work with Cass to design, deliver and embed a unique end-to-end leadership development programme.

Arran Taylor
Tax Partner, Deloitte

Deloitte.

The deep FMCG experience of our coach, combined with strong coaching skills, were instrumental

Beacon Consulting has supported us in a major strategic and organization thinking project to transform our marketing function towards a fully integrated digital, marketing and communication function.

Isabelle Minneci
Global HR Director,
L'Oréal

L'ORÉAL

Our summit session in Hyderabad, India kept an audience of around 90 very engaged

We left with many new ways of thinking, creating far more effective teams and ways of working.

Pragya Dubey
Communications
Specialist, Ikea



The dynamic and modern approach of the team was eye-opening

The team at Beacon has really helped us to transform how we work as a joined-up leadership team and beyond, much more aware of our strengths and blind spots. The dynamic and modern approach of the team was eye-opening and different

Jane Jones
Marketing Director,
Fuller's



We've had the privilege of working with these clients directly and through associated partnerships

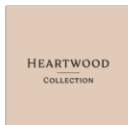


L'ORÉAL

Deloitte.



BURBERRY



HALOON



SWAROVSKI



emperor

Helping leaders and teams

**think bigger, connect deeper,
and lead with impact**



What we do?

Beacon Consulting was born out of a passion for helping leaders and teams tackle complex challenges and build the mindset, skills and behaviours needed to succeed.

We are a specialised learning and development partner, working with organisations to design innovative coaching-based leadership programmes, high-performing team development initiatives, and high-impact masterclasses that enable leaders and teams to co-create greater value together.

What makes us different?

We believe extraordinary leadership and teamwork happen when expertise meets imagination.

Drawing on first-hand experience of the demands leaders face across industries and levels, together with the latest research into leadership, wellbeing and teams, we help organisations become more effective, more connected, and more innovative - ready for today's challenges and tomorrow's opportunities.

We combine senior business expertise with the latest insights from psychology and neuroscience to design development experiences that are immersive, science-backed, and action-orientated - not just inspiring in the moment, but transformative in practice.



Meet our founder

Beacon Consulting is led by Cass Coulston, a former General Manager of one of the world's largest FMCG companies and now an experienced organisational psychologist, executive, leadership and team coach. With decades of experience empowering teams and driving business performance, Cass brings passion, energy and a unique blend of expertise, creativity and care to every engagement. Together with her team, she helps organisations worldwide unlock potential, strengthen human connection, and achieve lasting results.



At Beacon Consulting,
we empower people with:

Evidence-based tools

Leveraging psychology and neuroscience to inspire growth



Flexible learning experiences

Tailored to your unique needs and goals, with a coaching approach embedded into every programme



Partnership approach

Collaborating with you every step of the way



Holistic assessments

Comprehensive evaluations for leadership and team performance and wellbeing



Thank
you



Contact us:

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