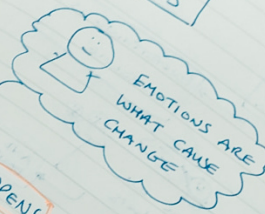




18. The world on mind is a side effect
19. be future, it has taken time
20. Success is made of mind knowing you
21. Good is best today
22. Good values attract good people
23. Make values achievable by all
- 24.

CHANGE

MM CREATE VISUALS



STUFF HAPPENS

We use paradigms to filter

We then FEEL something

Then we take action

MOTION EMOTION

You HAVE TO PULL ON PEOPLE'S HEART STRINGS TO BRING ABOUT CHANGE

Change is all about BEHAVIOUR change

1. Painted Picture
2. Problems
3. Team Foundations
4. Systems OF Productivity
5. LEARNING HABITS

MEASURE CHANGE
Did we achieve our company goals with our new behaviours?

FACTS vs. STORIES



The power of effective communication

Welcome.

I'm Rob Lambert, an experienced VP, leader and manager, now helping others through Cultivated Management.

I'm a Management, Change and Business Improvement Consultant obsessed with transforming chaos into calm, clarity, and high-impact results.

I often say that 99% of problems in business can be traced back to poor communication. That's why I firmly believe that by mastering the art of communication, Leaders and Managers can create high-performing companies that are truly fit for today, and robustly fit for the future.

My coaching and consulting services are designed to help you move smoothly and quickly towards your most ambitious future, whilst cultivating a positive workplace that enriches the lives of all who work in it.

I call this '**releasing business agility**' – my proven approach to envisioning and communicating a brighter future, understanding what's stopping you from achieving it, building the right team to get it done, fostering effective habits & behaviours (culture), and building a true learning company.

Whether through in-depth consultancy, hands-on coaching, dynamic workshops, insightful seminars, or energising talks, I partner with you for profound transformation, significant change, and lasting business improvement.

At Cultivated Management, **we don't wait to discover the future; we help you create it.**

About Cultivated Management

At Cultivated Management, we believe effective communication is the ultimate lever for business success.

Founded in 2017 by Rob Lambert – a leader with a unique background spanning communication science and senior corporate roles (VP of Software Engineering, VP of HR, Head of Business Agility) – we tackle the root cause of most business challenges; **ineffective communication**.

Rob's proven ability to distill complexity and connect with diverse audiences, honed through years in leadership, journalism, and internal PR, ensures both enterprises and scaling startups can unlock their full potential and achieve true agility in a rapidly evolving world.

"What if the root of 99% of your business problems isn't what it seems?"

Often, it's ineffective communication – the hidden culprit costing clarity, collaboration, and growth.

I specialise in uncovering these communication challenges, transforming them into powerful levers for tangible change and success.



Rob shares his passion for better businesses in workshops at conferences, on client sites and from the stage

My approach isn't abstract training; I dive deep to solve your real business problems, helping you influence, inspire, and move people to action, even when communication isn't the obvious issue.

Whether you're embarking on a major transformation or simply aiming to improve value delivery, effective communication is the undeniable key to unlocking your goals.

I focus on critical areas to empower your organisation:

Strategic Clarity: Crafting and communicating a vivid future state and the robust plan to achieve it.

Internal Engagement: Winning hearts and minds through compelling communication and effective internal PR.

Visual Storytelling: Helping your people 'see' the big picture and understand the detail.

Human Connection: Strengthening relationships, unleashing collective creativity, and fostering critical thinking for better solutions.

Action Through Narrative: Inspiring innovation and moving people into motion with compelling stories.

Continuous Learning: Building a culture where growth and improvement are constant.

Services

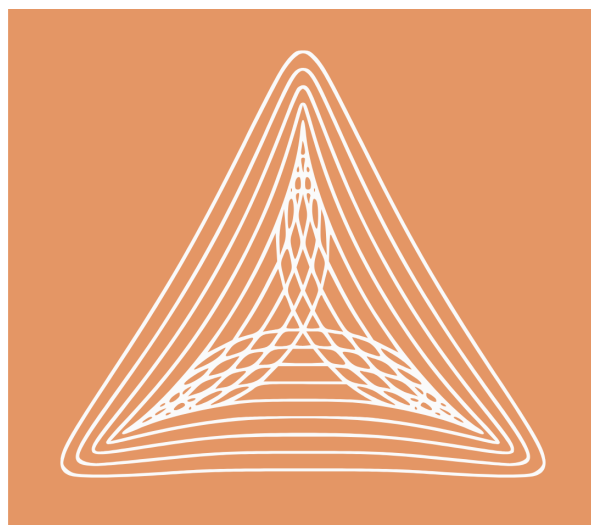
Consulting & Coaching

I am available to coach or consult with you and your team. I have been coaching and consulting since 2017 in Telco, Tech, Mobile, Oil and Gas, Energy, Professional Services, HR and Finance

I can work in a coaching capacity, helping you and your team to nurture the bright future you desire, focussing on behaviours, overcoming problems and supporting from a coaching capacity.

I can also work in a consulting capacity, where you can leverage my strong experience to overcome problems, restructure your business, build a learning company and Release Business Agility.

I can work in a retainer model (i.e. two days a week), or in a longer-term engagement, depending on your needs and challenges.



Workshops & Seminars

Workshops are a powerful way of bringing theories and ideas to life.

As an award-winning workshop Teacher I always bring an experienced based approach to teaching and learning.

I use an inductive ladder model where we start with the underlying principles and truths.

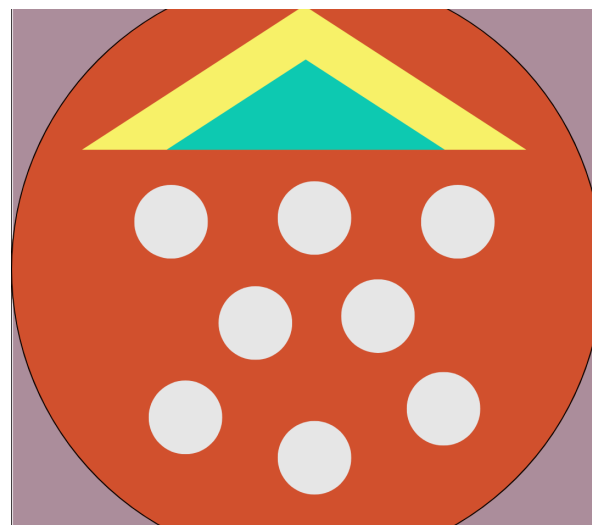
Once we've firmly grasped the underlying principles, we work outwards - exploring how to bring this to life within the context of your work, goals, ambitions and problems.

This allows what I teach to move from information to actual knowledge.

Most workshops can be run with up to 50 people - enabling you to scale the value for money and teach more of your team.

All workshops have a mixture of teaching styles, including lecture, interaction, group activity, reflection and practice - this is why they win awards.

See next page for workshops.



Energising Talks

I've been doing International Keynotes and company events for over 20 years now - and I also teach others how to present.

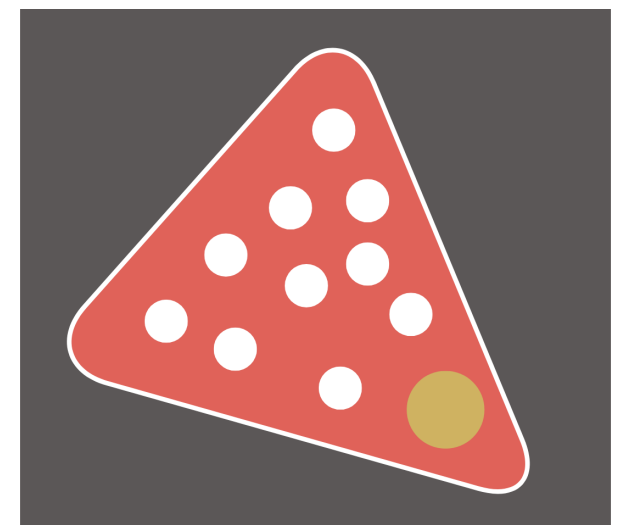
If you'd like an energising talk to get your team inspired, motivated and thinking differently, then I likely have a talk for you.

As an International Keynote presenter, I know how to work a room and leave people feeling energised and refreshed – all packaged up with fun and humour.

I have my regular talks or I could rustle up something specific for your business. I am happy to hang around and do a Q&A or short seminar also.

Some talks that may inspire:

- The 10 behaviours of effective employees
- How to thrive in your career
- Talk about Value - and that's not just financial
- How to climb the career ladder



Workshops



Storytelling Workshop

Join a full-day workshop personally hosted by a Sunday Times top 10 best-selling author to master the ultimate art of influence: storytelling.

You'll not only learn to craft truly compelling narratives but also gain profound insight into why stories are the most powerful tool for sparking connection, inspiring vision, and moving people decisively into action.



Communication Superpower Workshop

Unlock your 'Communication Superpower' with my flagship, award-winning workshop.

We delve into the science and core principles of effective communication, bringing them to life through interactive workplace scenarios.

Delivered over 150 times, it's a proven experience for transforming personal and business success.



10 Behaviours of Effective Employees Workshop

Our award-winning '10 Behaviours of Effective Employees' workshop brings to life the core behaviours that are your organisation's culture.

Through engaging mediums, we reveal why these behaviours are crucial for growth, delivery, and a thriving workplace, leaving you with a shareable product to embed them across your team.



Team Alignment Workshop

Elevate your leadership team's effectiveness with our DISC communication workshop.

Understand your own and your peers' preferred styles, then unlock powerful strategies to align and collaborate seamlessly.

This is a vital workshop for strengthening team unity and driving collective success



Zero to Keynote Workshop

Transform your public speaking in this full-day Presentation Skills workshop. Strictly limited to 10-15 participants, you'll gain hands-on practice and tailored support – perfect for building confidence and overcoming nerves.

We cover essential communication science, powerful idea framing, compelling talk structures, and strategies for presenting with absolute conviction.



Releasing Agility Workshop

Experience 'Releasing Business Agility' firsthand in this half-day, super energising seminar!

Through a unique puzzle game, you'll playfully uncover every step of the model – from collaborative problem-solving and the power of a clear vision to embracing experiments and iterative improvement.

It's a fun, hands-on way to master true agility.

Find out more

To discover books, courses and more from Cultivated Management, please visit the website

cultivatedmanagement.com

