

A close-up photograph of a woman with dark hair pulled back, wearing black-rimmed glasses and red lipstick. She is looking down at a laptop screen with a slight smile. The background is softly blurred, showing what appears to be an office or home workspace.

**BRAVE  
STARTS**

**ENABLING LONGER,  
FULLER WORKING LIVES**

[www.bravestarts.com](http://www.bravestarts.com)

**BRAVE  
STARTS**

**CAREER DEVELOPMENT  
AND TRANSITION**

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A photograph of two women in a clothing store. The woman on the left has long blonde hair and is wearing a black jacket. The woman on the right is wearing a blue headwrap, glasses, and a patterned dress. They are both smiling and looking at each other. The background shows a clothing rack and a door with blue signs.

**INNOVATIVE, SOCIALLY  
RESPONSIBLE AND ENGAGING**

**18-30% FEES SUPPORT COMMUNITY, CHARITY  
AND SMALL BUSINESS.**

[www.bravestarts.com](http://www.bravestarts.com)

We are an innovative and exciting  
not for profit: we help people as  
they age to develop the skills they  
need to enable them to lead fuller  
longer working lives

# WHAT'S THE PROBLEM?

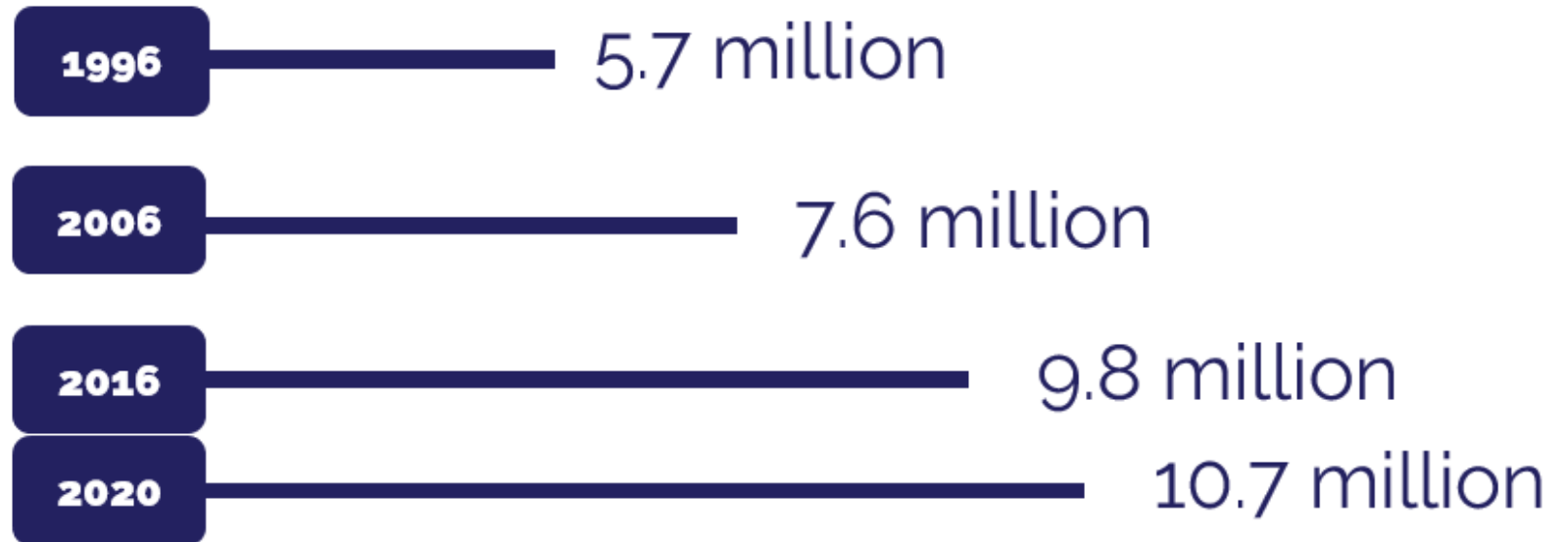
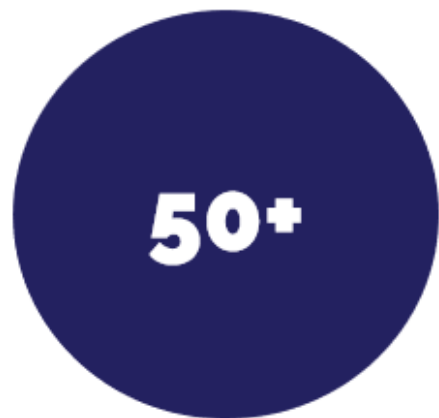


With longevity increasing, Covid 19 forcing mass redundancies, people have to work for longer but..

- Older workers are 4.2 times less likely to be called to interview than younger colleagues. (Centre for Ageing Better)
- Older workers value career development learning opportunities more - but this demographic receives the least support
- Following Covid 19, the over 50+ demographic is the one most targeted for redundancy.
- 45% want to change direction, but their biggest problem is 'not knowing what to do next'.
- Over 80% of people over 50 are anxious and worried about their future. (Brave Starts Survey August 2020)

**WHY?**

## NUMBER OF PEOPLE OVER 50 IN EMPLOYMENT





**CONFIDENCE**

## HOW WE HELP

We offer career development and support programmes that help employees plan and prepare for their next steps.

### DEVELOPMENT OR TRANSITION?

We help employees who want or need to make a career change. Whether redundancy or development driven, what we offer is unique: an innovative service which features chances to connect with, learn from and shadow (currently limited with Covid 19) some of the most impressive people in their fields. Nothing builds skill and confidence like developing networks, meeting key influencers and trying things out.

*Nothing builds confidence like experience*

# THE BRAVE STARTS APPROACH - PARTNERED WITH



## BRAVE STARTS PROGRAMME

- 10 hrs group coaching using a proven structure
- Small cohorts - max 6 delegates
- Membership Enterprise Nation (1000's reskilling government backed courses)
- 2 hours 1-1 Zoom meetings x2 with experts
- One on one coaching (up to 2 hours)
- LinkedIn/CV/Branding updated
- 6 month follow up and one on one evaluation
- 18% fees support small business/charity

## BRAVE STARTS PLUS (in addition)

- Tailored to your organisations needs
- 4 additional hours group coaching
- A day job shadowing/meeting experts: each day varies, but sleeves are rolled up. The best blueprint for success is shared.
- 30% fees support charity/small businesses
- CSR Impact Report



# HOW ARE WE DIFFERENT?

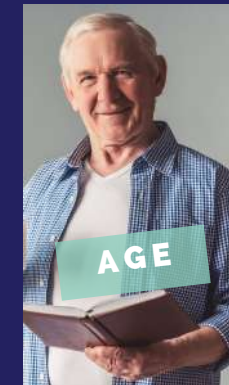


Others are driven by profit. We're driven to make a meaningful difference



Hundreds of people 'coach', but if you want to become an ethical fashion designer using UK manufacturers, there is a small handful of successful people who know how to do this and will share insight

What suppliers are best? How much should I pay for packaging? What's a good click through rate on facebook ads? We provide a structure and a coach to help people ask the right questions - but only an expert who has been there and done that can answer them. On our standard programmes we arrange meetings. For the executive modules, we follow up with job shadowing: nothing builds confidence like doing it and knowing it's possible.



Age is the one area of diversity to affect us all, but it's discussed the least. Age is a real asset: we help people build and craft opportunities not just in work, but in life because fuller working lives needs a holistic approach.



People go to see a personal trainer when they want an extra push and need some discipline. We place people in small cohorts. From our feedback, we know people greatly enjoy meeting peers in the same position. It's motivating to know you aren't alone and often they support and help each other. Friendships and support can and often do extend beyond our programmes.



For simple tasks elearning is fine. To work through a complex range of issues, values, age concerns and an enormous range of jobs is highly personal. The balance of knowing when to push, listen or inspire is a human skill. 100% of our clients agree. We have the best coaches delivering our content.

# MEET SOME OF THE EXPERTS SUPPORTING OUR CLIENTS



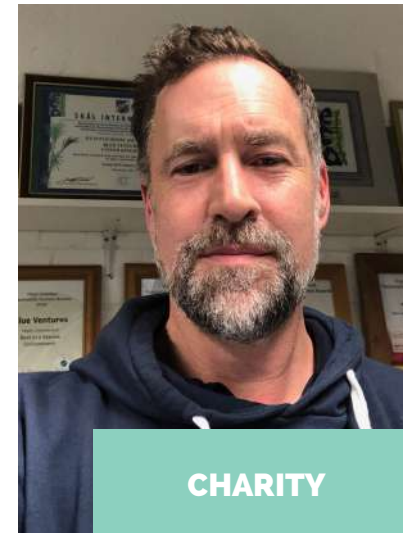
Jo Swinson CBE

Ex Leader of the Liberal Democrats. Ex Equalities Minister. Visiting Professor Cranfield School of Management. Focused on helping women get into politics/equalities policy.



Dr Yvette Ankrah MBE

Award winning Executive Coach, shortlisted for Best Coach. Awarded MBE 2017 for her work with women in business. Interests in transformational coaching.



Richard Nimmo

Managing Director, Blue Ventures. The largest UK NGO supporting Marine conservation. Managing a team of 400+ helping identify how to distribute over £400 million globally.



Paul Hervey Brookes

Landscape designer: 10 RHS Medals, 4 Best in Show Awards and 4 International Medals. Judge & Assessor for the Royal Horticultural Society. One of the UK's most successful garden and landscape designers.

# YOU AREN'T OFFERING A JOB FOR LIFE. BE HONEST



David Blackburn - Chief People Officer. Multi award winning Age Positive champion



Organisations have for too long acted as though they own the career trajectory of the employee.

"If we aren't offering a job for life, then we should be supporting employees with help and guidance towards their next role. I want everyone at FSCS to enjoy and love their work. We recruit and support those coming in at 50+ but likewise, we support those who are ready for a change and want to leave. If their career is best served outside - why not support that?"

*What's best for your employee is what's best for your organisation*

Social impact is ever more important in your corporate policy. There is an urgent need to support and transition employees in a responsible way

## Investor Relations & ESG Objectives

We're driven to make a meaningful difference. Organisations increasingly need to show they are acting responsibly. Working with us not only signals support for older workers, it's a strong and powerful way to prove impact at a community, charity and social level. We literally help your organisation to 'give' as they help you learn and transition.

## Employer of choice

Doing the right thing and helping employees identify and work towards a constructive future will help your organisation stand out as being a great employer. We know the majority do nothing to help older workers and even if faced with redundancy, very few do much to support. In difficult times, this is an opportunity to shine.

# BENEFITS TO YOUR ORGANISATION?

## Saving your organisation money

It is hard to compare a unique service with others on the market, but when looking at outplacement or leadership development, we offer significantly better value. An equivalent amount of coaching and expertise will cost you well in excess of £1,500 per employee over and above our service. That's the value a not for profit can bring.

## Age Diversity

Age is the one area of diversity relevant to every single individual, yet it is the one area discussed and supported the least. Our approach focuses on positively reframing age as an asset. It is a concrete and demonstrable way for your organisation to prove they are supportive of ageing workers and demonstrate their commitment to diversity.

# HOW ARE WE DOING?

## Of the clients we've supported:

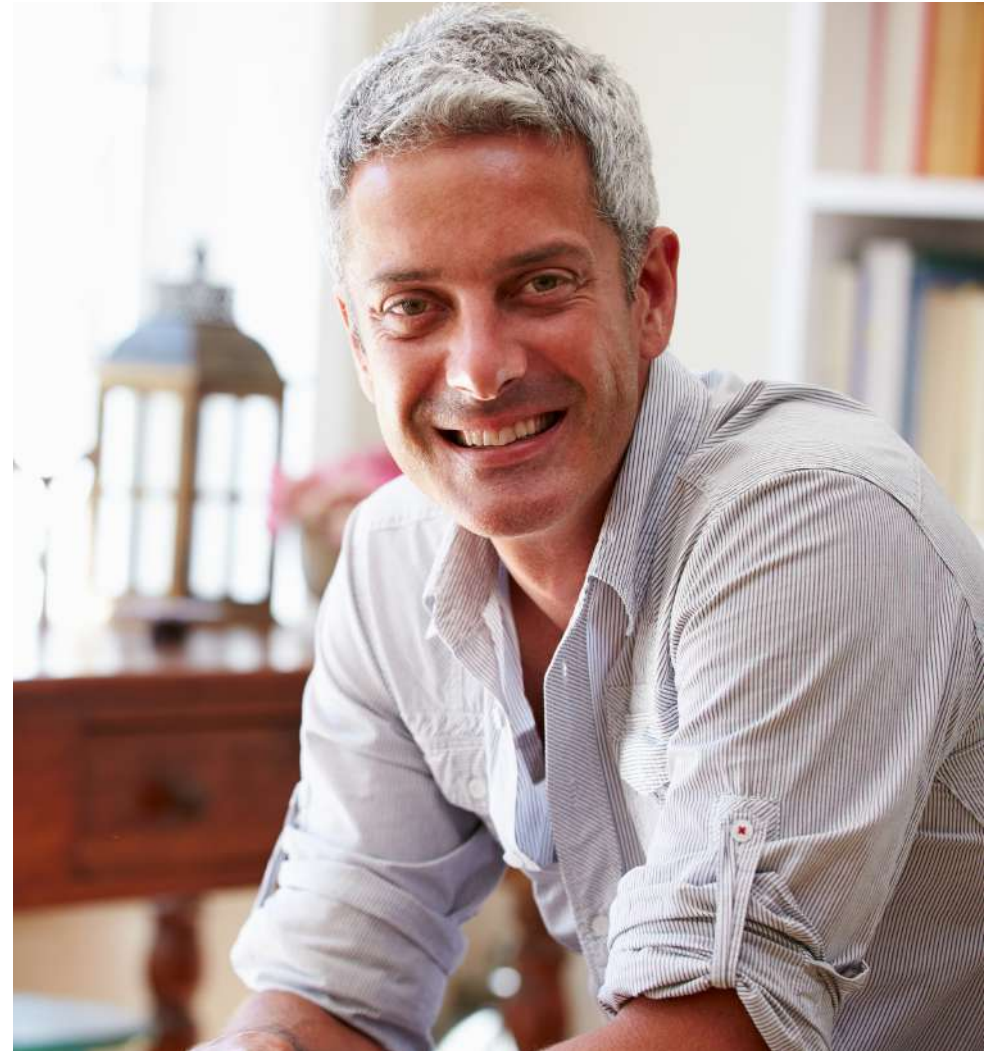
42% Go on to start or work on a 'side hustle'.

30% Try alternative jobs, realise the grass isn't greener and return to their sector with renewed enthusiasm, energy and a great story proving their commitment

18% Make a career change (e.g retraining to become a counsellor, volunteering in a new sector, moving into the charity sector)

6% Still unsure/exploring

100% Expressed heartfelt support and overwhelming enjoyment and appreciation of our programmes



# MEET THE TEAM



Lucy Standing  
**CO FOUNDER**

Vice Chair The Association for Business Psychology, Chartered Psychologist, Career change expert



Harris Karim  
**CO FOUNDER**

Product designer, Web and machine learning expert.



Anna Struele  
**CO FOUNDER**

Magazine editor, podcast host and newsletter producer



Dianne Martin  
**COURSE LEADER**

Experienced OD lead. Research lead, programme content quality assurance and programme coach



Shibani Radway  
**MARKETING LEAD**

Marketing and engagement lead with in house and consultancy experience.



Lisa Jacob  
**HEAD OF ENGAGEMENT**

Project and programme management experience in the mental health and well being sectors.



Lilyana Hristova  
**EXPERT RECRUITMENT**

New mentor and expert onboarding. Events programme lead



Letitia Seglah  
**COURSE LEADER**  
Financial Planning and Business model expert  
European Commission trainer  
digital transformation

# ADVISORY BOARD



**Baroness Ros  
Altmann CBE**

An award winning expert on all aspects of pensions and later life policy



**Ian Tracey**

Entrepreneurship and innovation expert, helping businesses understand grant funding processes



**Michael Easton**

HR Director bringing a full, in depth insight to the corporate HR world.



**Tali Shlomo**

HR Director with special focus and interest in Age Diversity



**David  
Blackburn**

HR Director with specific award winning insight into managing age diversity



# SOME OF THE PEOPLE WE'VE HELPED



## **MALCOLM STIRLING**

Malcolm was previously a partner with KPMG. He didn't want to 'retire' but was struggling to identify what to do next. Nervous about 'starting at the bottom' and admitting he was not clear what to do next, he was stuck and in limbo.

## **NOW?**

A Brave Starts programme later, Malcolm is building up his T Shirt design business, has been admitted onto the Amazon accelerator programme for small business owners and also designs web sites pro bono for local not for profits and social enterprises.

*No desire to retire*

# SOME OF THE PEOPLE WE'VE HELPED



## **LYNETTE WALKER**

A chartered accountant, Lynette loves numbers, but was simply bored of her role. She was looking to explore completely different avenues, but wasn't sure which and couldn't commit.

## **NOW?**

During our programme, we identified possible paths to explore. We arranged for her to meet a data analyst at TSB, a clinical psychologist and a conservation officer.

Lynette now works 3 days a week as a Head of Operations in small local business whilst she builds her experience volunteering to better position herself for the conservation sector.

*Needing to feel more purpose.*

# SOME OF THE CHARITIES WE'VE SUPPORTED



# WORK WITH US

Every organisation is unique. We welcome the opportunity to talk to you, your manager and anyone else we may need to help ensure you receive the best support.

## CONTACT

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