

Aim:

To create a leadership workbook *Leading the Santander Way* for Santander's senior leadership population in order to reinvigorate the values and behaviours within the leadership of the organisation.

Solution: Leadership workbook

The 191 pages of *Leading the Santander Way* were centred around the Santander three core pillars of leadership, inspiring leaders to think about what tasks or skills they can adopt to enhance their leadership abilities.

Each leadership theme was to be brought to life using Santander behaviours and subjects suggested by LifeClubs. The final content was a balance of quotes, text, visuals and coaching questions.

Feedback:

As I had hoped – your thoughts are just what I was after and I have been pouring over what you have put together with a big grin on my face.

TA, former Head of Leadership Development