



SUSTAINABLE BRAND LEADERSHIP

Northern Book Launch; January 2026

Welcome



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CONTEXT: WHY THIS AND WHY NOW?







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SUSTAINABLE
BRAND
LEADERSHIP
HOW TO MAKE A LASTING LEGACY



IAN F. RICHARDSON
& KATE HARDCASTLE

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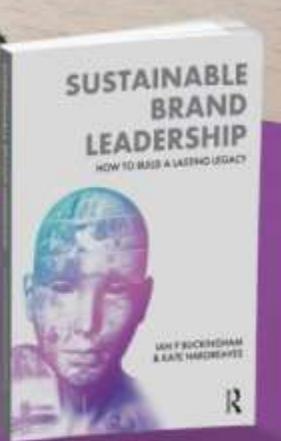
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SUSTAINABLE
BRAND
LEADERSHIP
HOW TO BUILD A LASTING LEGACY



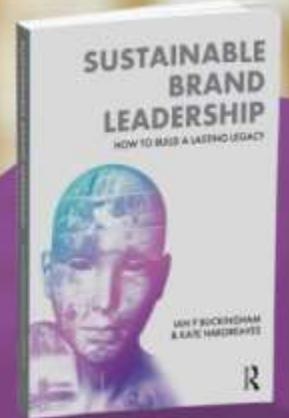


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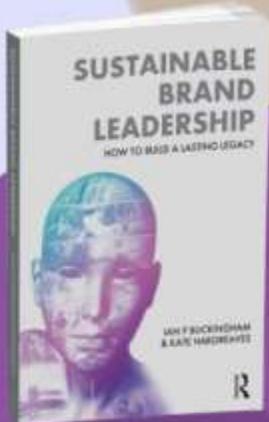


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WORK CANCELLED

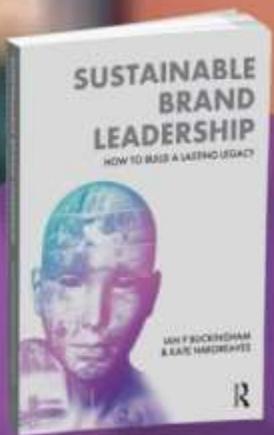


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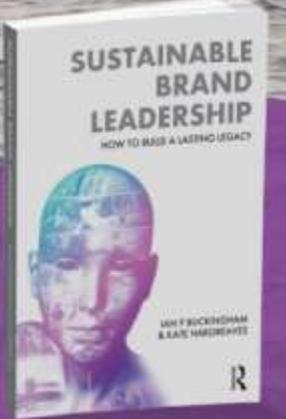


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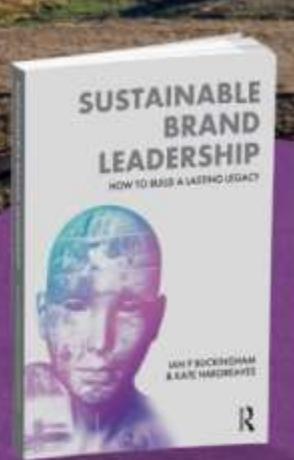


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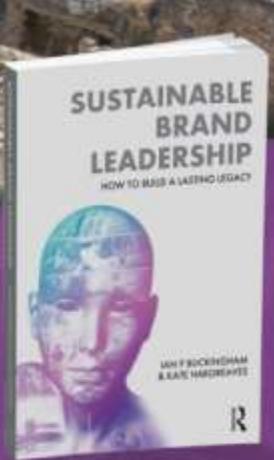


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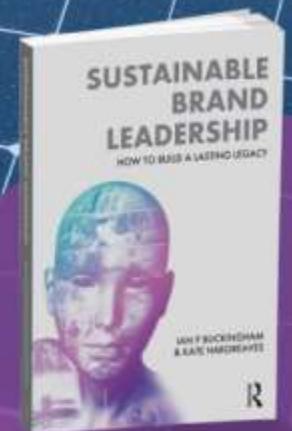


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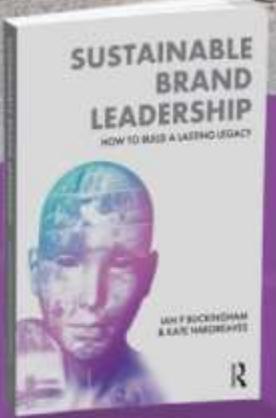


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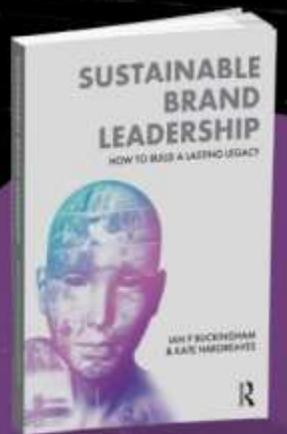




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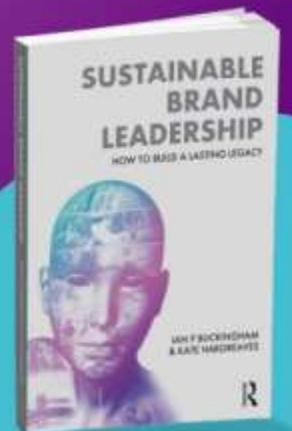




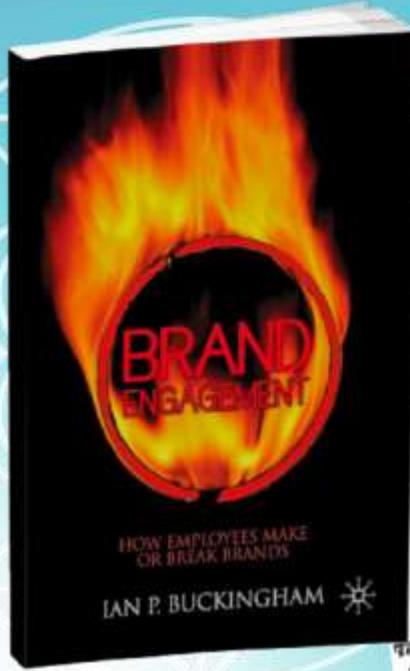
"The ember of agency lies within each one of us. The personal brands we create can powerfully impact the big corporate brands that can make big differences to the key issues of this time and all time."



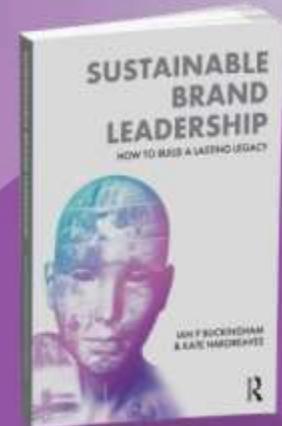
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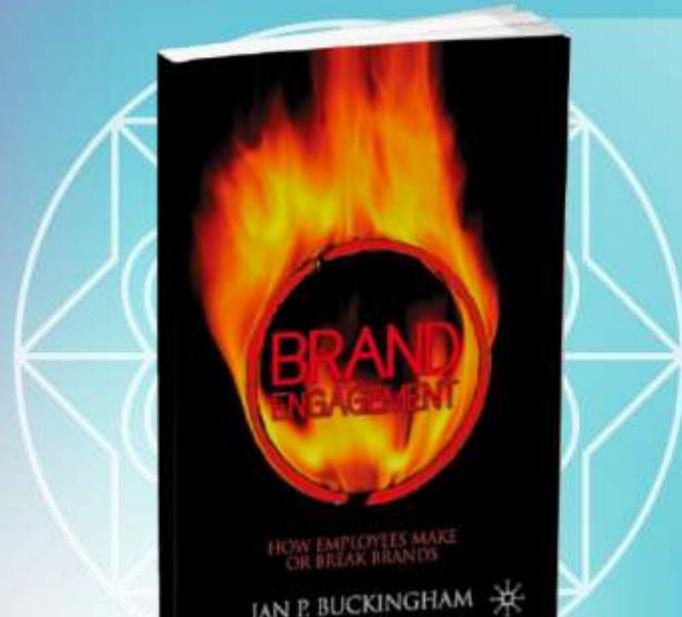
BIG BRANDS AND LEADERS



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BIG BRANDS AND LEADERS



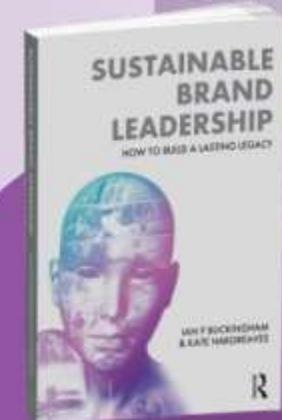
Brand Engagement How Employees Make or Break Brands

This ground-breaking book was one of the first to credibly link leadership responsibility to sustainability. It explores the notion of superhero leadership in the context of the fast-emerging phenomenon of pivotal first line management.

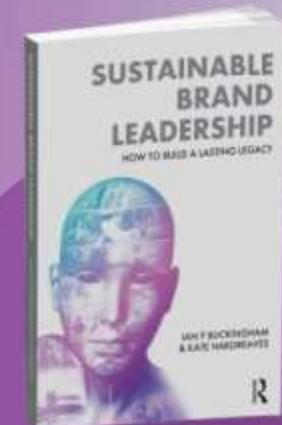
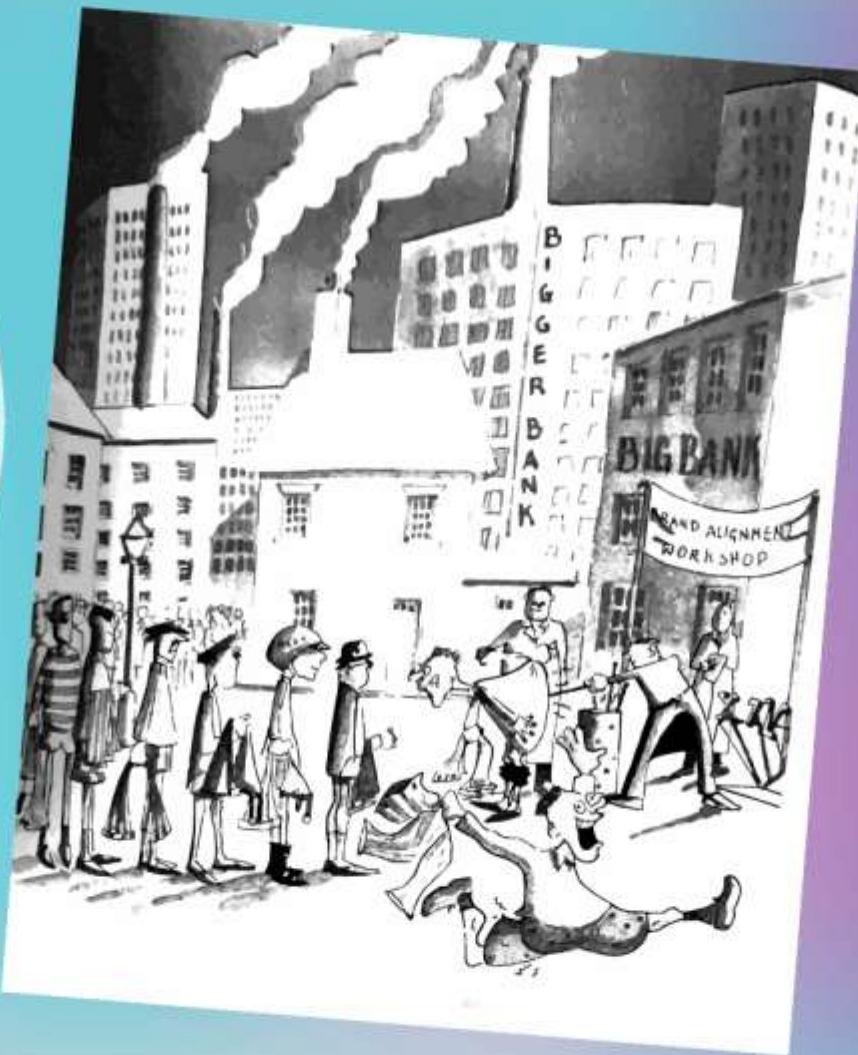
It is as relevant for CEOs as it is for middle managers and uses a mixture of unique and classic management models and case studies to illustrate the relationship between personal brand, organisation brand, and corporate social responsibility.



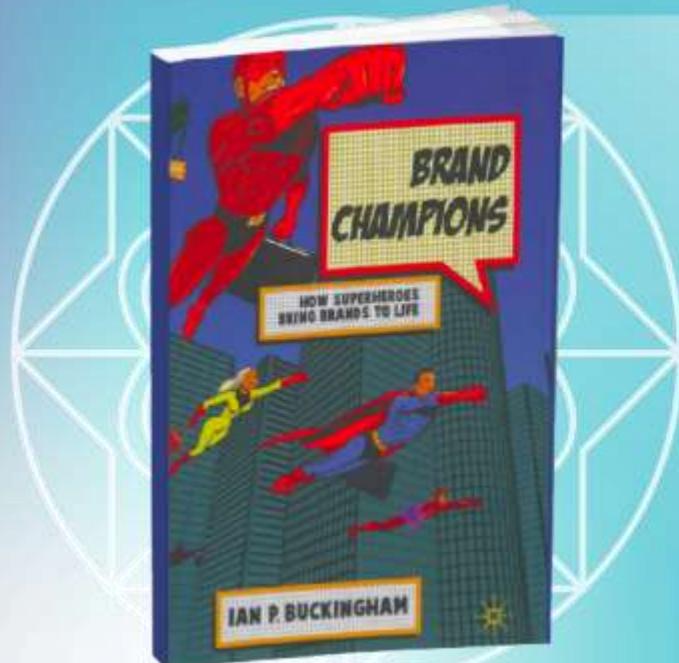
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HOW TO GUIDE FOR ADVOCATES AND INFLUENCERS



HOW TO GUIDE FOR ADVOCATES AND INFLUENCERS

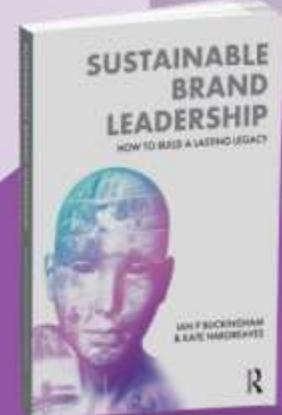


Brand Champions How superheroes bring brands to life

A case-study based guide which showcases the individuals within organisations who nurture and sustain performance through their everyday actions. The savvy OD practitioner's bible, this book explores the intersection of HR, Comms, Marketing and the C-Suite and is packed with 'how to' hints, tips, and best practices. Critical enough to remain credible yet overwhelmingly positive, it is a charismatic illustration of how to achieve true stakeholder engagement.



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WHAT HAS STOOD THE TEST OF TIME

- Purpose and Vision is vital
- Balanced measurement and goals
- Blended leadership
- Partnerships between HR and Comms
- Engagement is cultivated not mandated
- Culture is crucial
- ED&I is mostly about inclusion and outcomes focus
- 80/20 brands are mostly about behaviours
- Coaching style
- Ceos vs CEOs - heroic leaders don't last
- Systems thinking is crucial
- The environment should be a priority and individual leadership agency can make a significant difference



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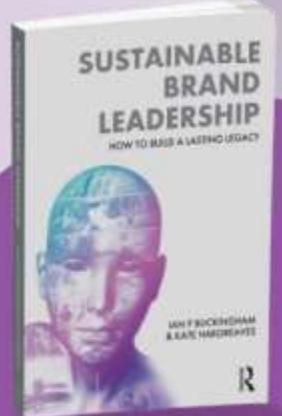


WHAT HASN'T DATED WELL

- Some of the heroic leaders quoted have subsequently fallen from grace (spread your risk and focus on systems)
- We said that SPIN was dead and yet social media has made it worse - it morphed like the undead
- Comms and engagement has proliferated but has failed to progress to Board recognition
- Employer brand still hasn't taken off as it should
- Culture management is still not taken as seriously as it needs to



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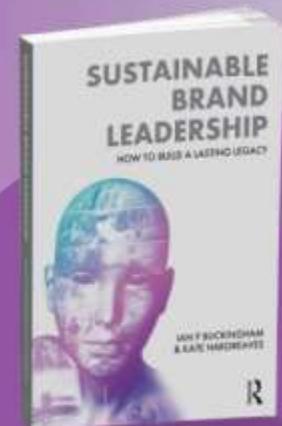


HERO'S JOURNEY MODEL

As developed for Brand Champions -from Joseph Campbell's Monomyth Storytelling model.



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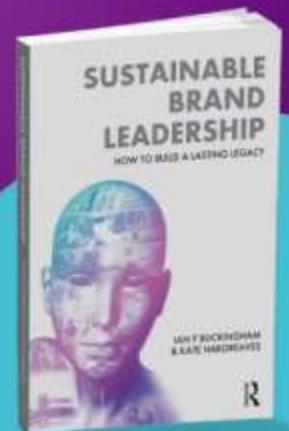




*Mosaic was formed, by Kate who was embarking on her own hero's journey, just prior to the pandemic in the face of this global clusterf***k / perfect storm*



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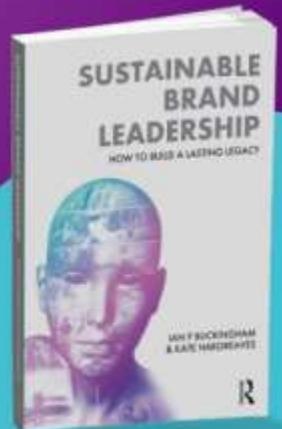




*Ian, a veteran of the road of trials by then,
was valiantly testing proof of concept
within the NHS at the time, trying to help
keep the service afloat*



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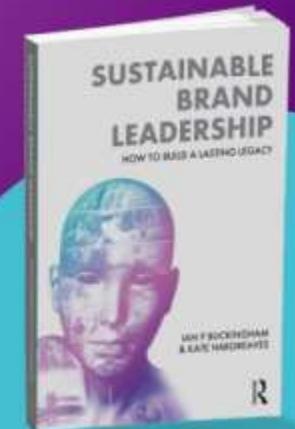
THEY BOTH CAME TO THE CONCLUSION THAT:

- Balance
- Systems thinking
- Sustainability consciousness
- Blended leadership

and mostly

- Agency was the *only* answer to these challenges in the face and pace of change

So they merged and formed Mosaic - the agency for agency at an individual and team leadership level





Coaching and
Mentoring



Leadership
Development



Culture
Development



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Purpose, Vision,
Values and Strategy



Learning and
Development

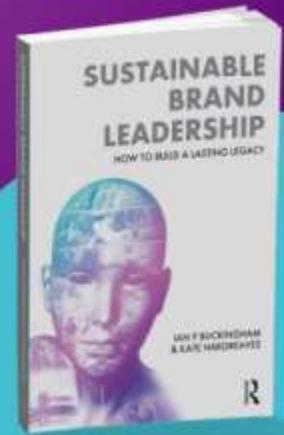


Colleague and
Stakeholder
Engagement

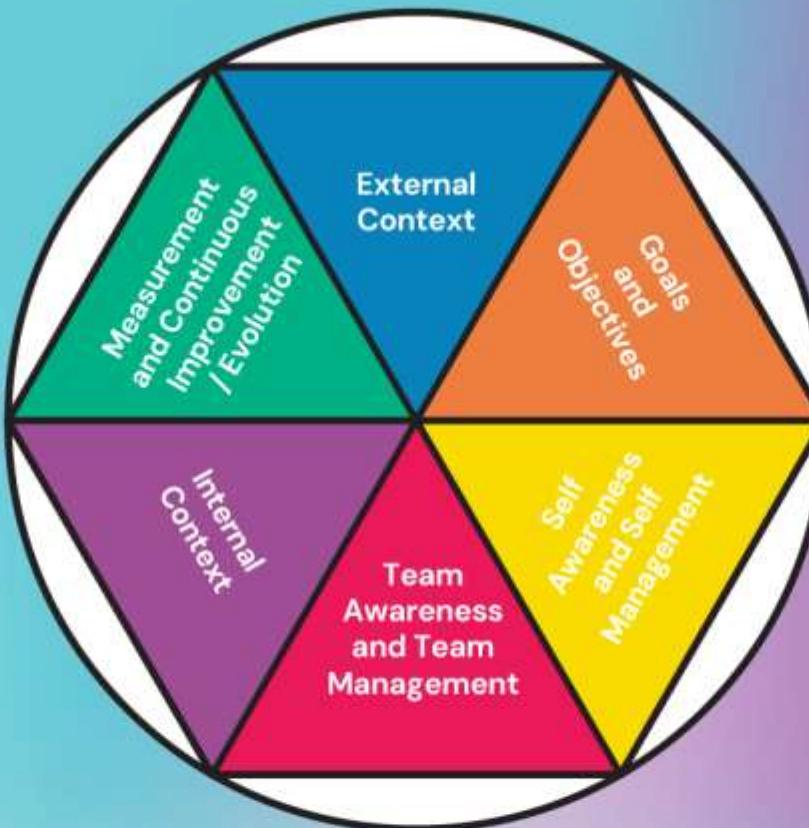


Employee
Life Cycle

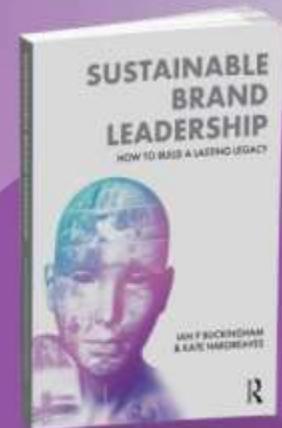




MOSAIC'S 6-STAGE CORE SUSTAINABLE LEADERSHIP SYSTEM (SLS)



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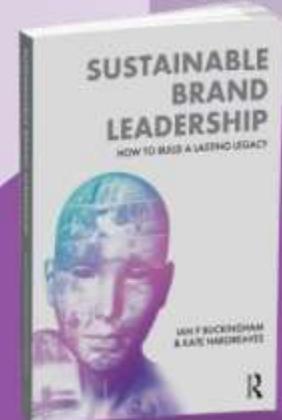
MOSAIC'S 6-STAGE CORE SUSTAINABLE LEADERSHIP SYSTEM (SLS)



- A** PDCA: Plan, Do, Check, Act
(Shewhart/Deming)
- B** Situation, Complication, Resolution
(McKinsey and co)
- C** Forming, Storming, Norming, Performing
(Tuckman)



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MOSAIC'S 6-STAGE CORE SUSTAINABLE LEADERSHIP SYSTEM (SLS)



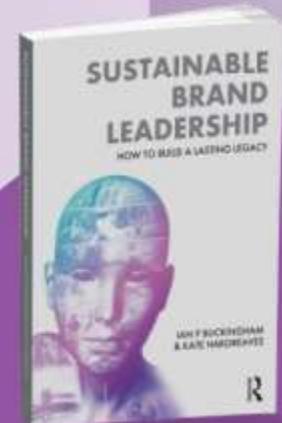
Mosaic's SLS Model

- Context
- Goals and Outcomes
- Leading Self
- Leading Team
- Leading Organisation
- Results and continuous evolution

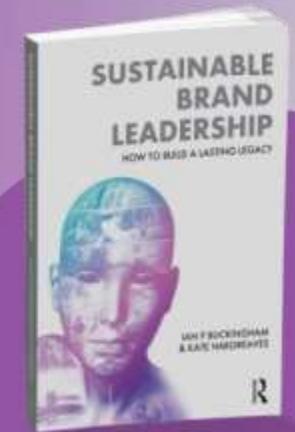
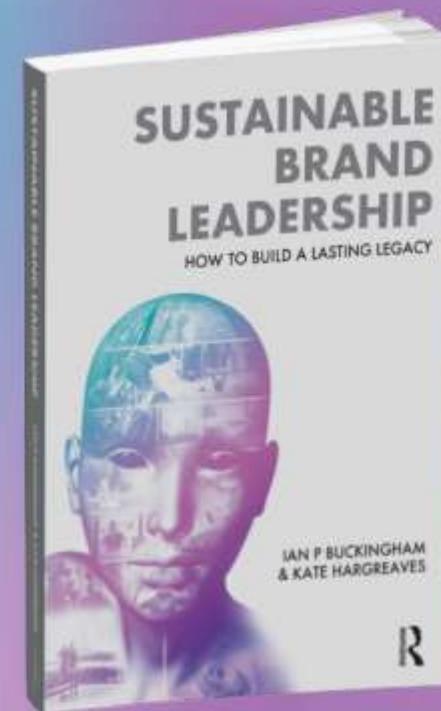
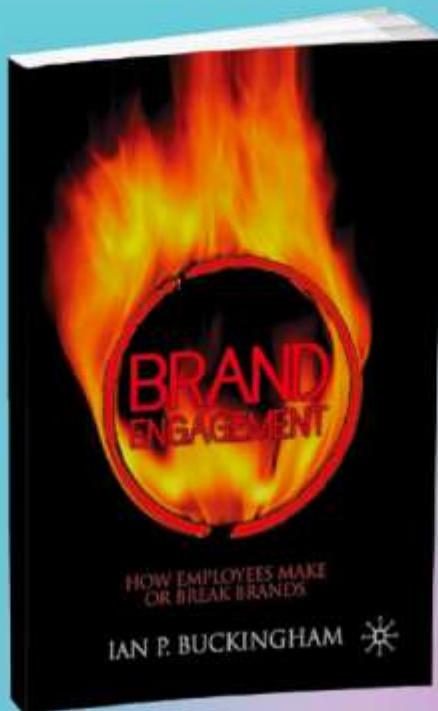
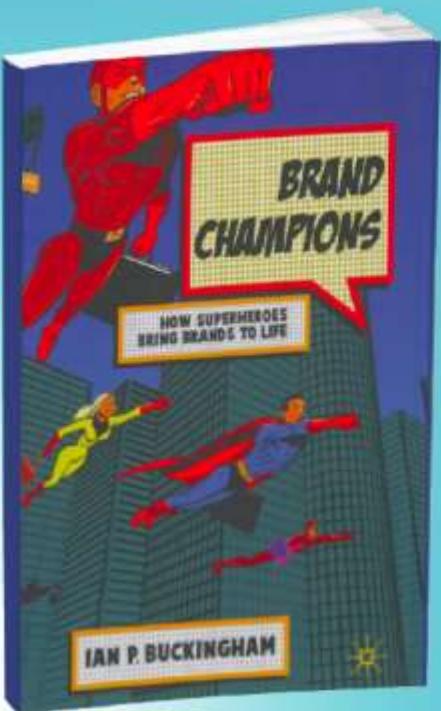


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Sustainable Brand Leadership follows this structure



OUR BOOKS



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PRIMARY CONTRIBUTORS AND STORY OWNERS

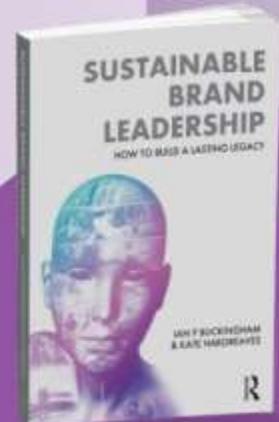


WRITERS



Kate Hargreaves

CEO of Mosaic Partners with over 20 years' experience across organisational development, behavioural change and leadership strategy, coaches C-suite teams, people leaders and complex systems to strengthen leadership effectiveness, alignment and accountability, enabling organisations to translate strategy into sustained performance.



WRITERS

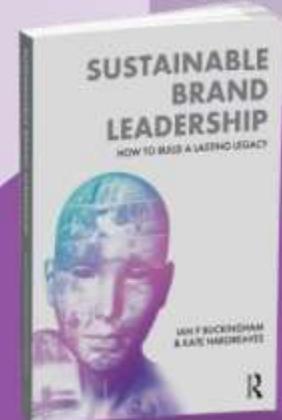


Ian Buckingham

30 year pedigree as outcomes-focused international cross-sector OD and transformation consultant; leadership coach; agency director and well-established writer and provocative thought leader inc People Management Magazine's HR Fixer and authorship of the two sequels. Mosaic's strategy and creative spearhead.



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PARTNERS/CONTRIBUTORS

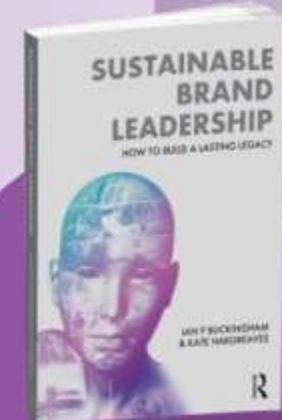


Designer: Ross Aitken

Our visual and co-product design wizard.
Designed the cover, physical collateral and imagery.



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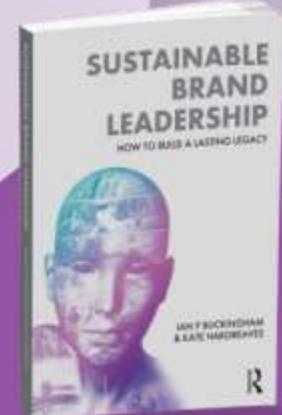
PARTNERS/CONTRIBUTORS



Publisher: Routledge
Editor: Rebecca Marsh



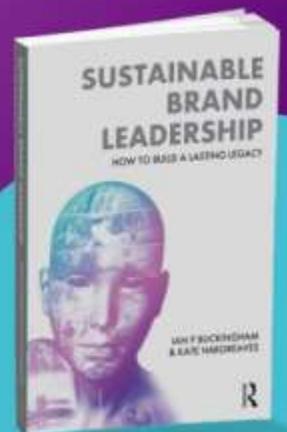
Global publisher of academic books, journals and online resources in the humanities and social sciences. Founded in 1836, they have published many of the most impactful thinkers and scholars of the last hundred years, including Adorno, Einstein, Russell, Popper, Wittgenstein, Jung, Bohm, Hayek, McLuhan, Marcuse and Sartre. Today Routledge is the world's leading academic and business book publisher in the Humanities and Social Sciences. We publish thousands of books and journals each year, serving scholars, instructors, and professional communities worldwide.



This book captures the essence of the journey so far relayed through the stories of clients, partners and close personal friends who share their people-centric ideology and future-focused approach to leadership and change.



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*"Well over 1,000 years of
collective leadership
experience has gone into
the development of this book"*

Ian Buckingham



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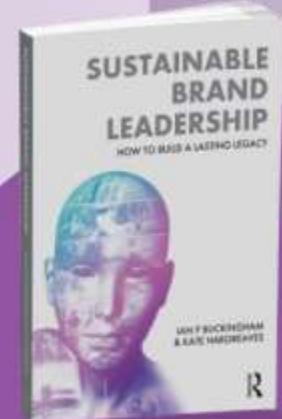
John Snythe

Co-founder of pioneering leader and employee engagement firm, SDL SmytheDorwardLambert (bought by Omnicom). Former colleague, mentor and co-creator of the Engage for Change consultancy. A veteran change, engagement and communications adviser and agency Board colleague.

Fellow Routledge author: The Velvet Revolution at Work; The CEO: The Chief Engagement Officer and co-author of the interview-based Female Entrepreneurs: The Secrets of Their Success.



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Daphne Bagshaw

Former headmistress; county council leader; political party chair; justice of the peace; pragmatist, advocate for balancing green belt preservation and the housing needs of young and disadvantaged people. Mother to international best seller and high profile political figure, author and outspoken social commentator Louise Mensch (nee Bagshaw).



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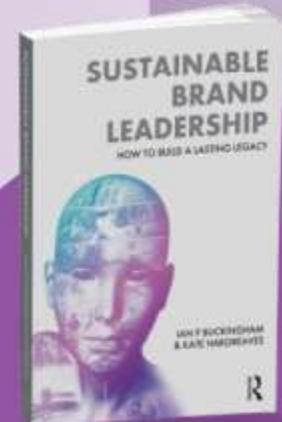


Geoff Fawkes

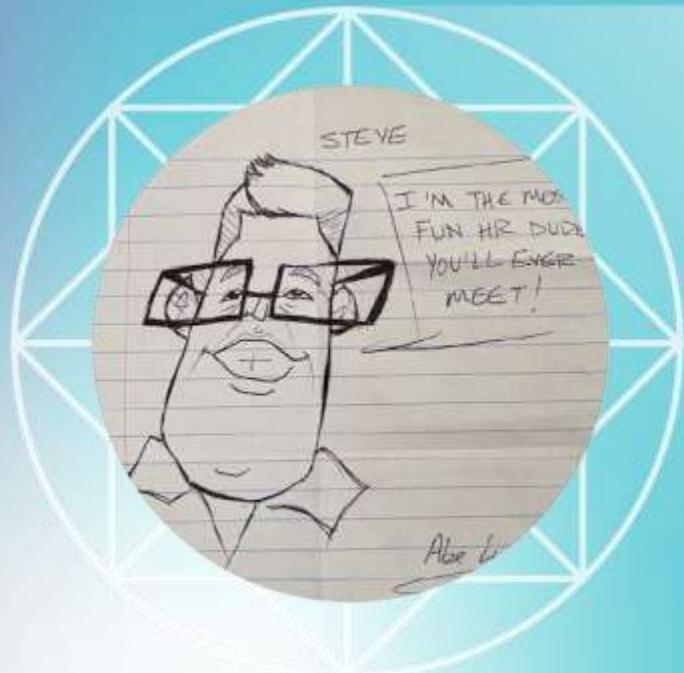
Deeply experienced, cross-sector Business Development and Marketing C-suite Director, consultant and long-standing client.



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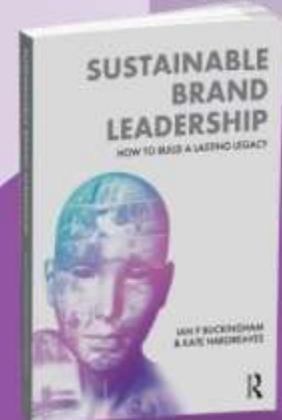


Steve Browne

Deeply experienced and multi-sector, US-based HR Director and international social-media, people-centric network creator (HR.net).



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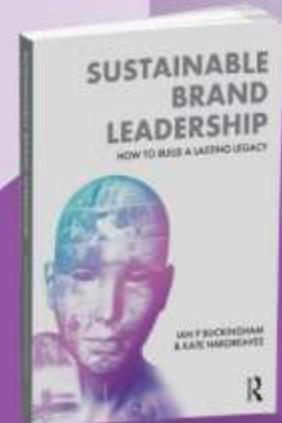
Michelle Reid

Multi-sector HRD; HR Most Influential 2022 ✨

Director at Institute of Occupational Medicine (IOM).



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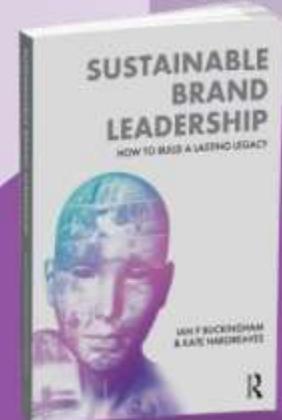


Rachel Hegarty

Senior HR leader with deep and varied experience of the private and public sectors. CPO North Tyneside Council.



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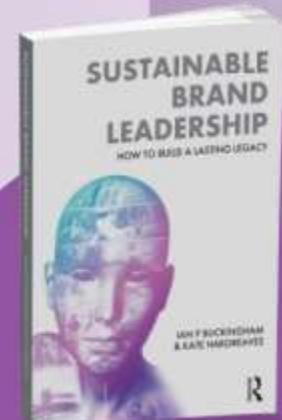


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Andy Sheldon

Executive technology leader with Board-level experience. Expert in building, transforming, and leading highly scaled 450 FTE+ and distributed engineering teams in the domains of Product Development, Professional Services and Systems Integration. Experience across FTSE 100 companies and SMEs, both public and private equity funded. Currently CTO/CIO of long-standing Mosaic client everflow.



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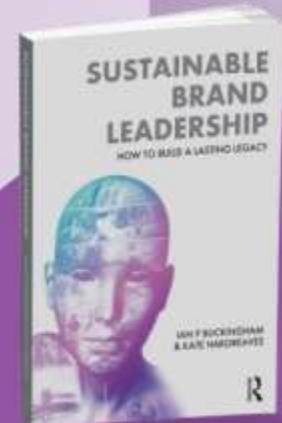


Heidi Khoshtaghaza-Hay

Mosaic client; Group HRD, NED and multi-award winning advocate for outcomes-focused HR and systems thinking across the dynamic landscape of human resources and the people disciplines.



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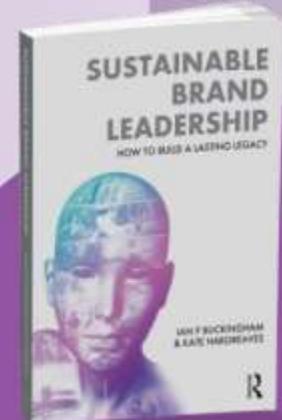


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Andreas Pouros

Long-standing Mosaic client; supplier and trusted development partner. CTO/COO/CEO Advisor and Investor. Serial entrepreneur and innovator. One of the inventors of SEO (search engine optimisation). Pioneering nomad who has journeyed from inventor to chief technology roles, chief operator and chief executive seats. Futurist and blue-sky thinker in the tech disciplines.



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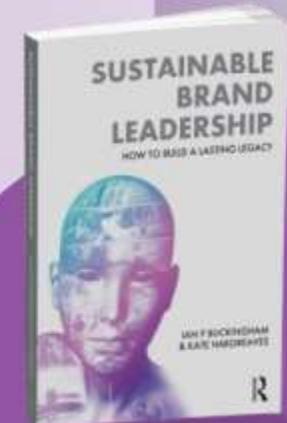


Sandra Sampson

Pan-sector executive performance and leadership coach; senior L&D leader and deeply experienced transformation specialist and agency founder and leader.



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OTHER NOTABLE CONTRIBUTIONS FROM



Octavius Black CBE

Founder and Executive Chair of Mind Gym and former agency colleague



Colette Dorward

Strategy Director/MD National Trust, former Board colleague and highly influential female leader

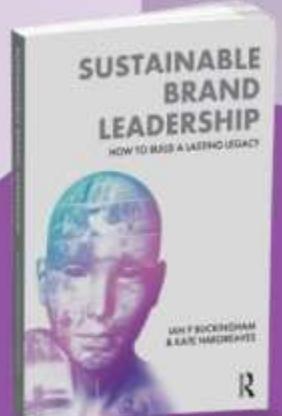


David Macleod

OBE for Services to Business and Employee Engagement Co-Founder of Engage for Success. Visiting Professor Bayes Business School, City St George's, previously Cass Business School



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SO:

- *What do you want to be known for?*
- *What will they say about you after you're gone?*
- *What will they do with the work you started?*
- *How will they succeed you?*
- *What impact will you have made in the areas that really matter?*



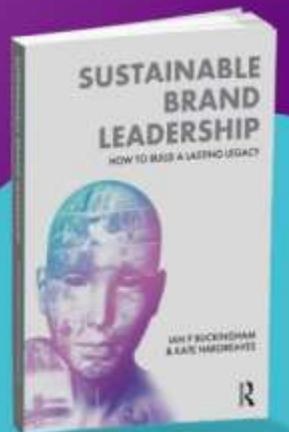
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"Capability that endures — not dependency that flatters — is the only legacy that lasts. "



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