

— WORKSHOP GUIDE *for teams*

Leading *yourself* through change

*Two workshops and a keynote for managers holding
a team together through a change nobody asked
them about.*

CHLOE COOPER · AUTHOR, THE FULFILMENT HABIT · CREATOR OF WEMEBE®

THEFULFILMENTSTUDIO.COM



Your team's in the middle of a change they didn't *choose*.

Mergers, restructures, new leaders, new tools, AI arriving faster than anyone planned for. The updates keep coming and people keep delivering. But underneath, three things happen to almost every team, and none of them show up in the town hall.

People go quiet.

They stop speaking up, stop pushing back, and start waiting to be told. It looks like calm. It's disengagement.

Uncertainty turns into stress.

Nobody knows what the structure means for them yet, so energy goes into worrying about it instead of into the work.

Ownership drops.

When people don't believe they can influence what's happening, they stop trying to. Capable people become passengers.

32%

DOING THE BARE MINIMUM,
AND NOBODY HAS NOTICED

11%

ACTIVELY DISENGAGED

1 IN 10

ALREADY ON THEIR WAY OUT

4%

OF THE WAGE BILL IS WHAT IT
COSTS

McKinsey calls them the mildly disengaged (you'll have heard "quiet quitting"). We call them Endurers. They are still delivering, so it never gets caught. Nowhere near a performance conversation. They have stopped believing anything they say changes what happens, and gone quiet about it.

For a 200-person function on a £12m wage bill, that's roughly *£480,000 a year*.

McKinsey, *The hidden costs of quiet quitting, quantified* and *Some employees are destroying value, others are building it*, both 2023.



IN THEIR WORDS

"It's not worth opening up that box, because my thing will never change."

"I used to fight a lot more than I do now."

"They'll do what they were always going to do anyway."

It lands on the *manager*.

The best people are the first to get calls from recruiters. The change programme has a plan for the process and the comms, and nothing for the people in the middle of it. And the one thing that would help, an honest conversation about what's actually in our control, is the one thing nobody has time for.

Engagement · Retention · Performance

All three move when people believe they can influence their own situation. That belief is what these sessions build. *Leadership is a choice, not a title.*

The score drops for reasons they did not choose, and they get asked about it anyway. Which is why the useful question is not how do we lift engagement. It is which belief went: that they can influence this, or that it gets better.

Those two look identical on a survey and need opposite conversations.





— THE SOLUTION

Lead teams that lead *themselves*. Starting with yourself.

It’s taking responsibility for the potential in yourself and the people around you, and having the courage to do something with it. Nobody controls the restructure. Everybody controls how they show up in it, and a leader can help a whole team show up differently. That’s what every session builds, at every level, with one method and one tool.

THE METHOD, IN EVERY SESSION

See It

Build awareness of what’s going on for you.

Own It

Take responsibility for the part that’s yours.

Change It

Shift the belief, choose the priority, make the move.

↻ *then round again*

The tool underneath is WeMeBe®: nine areas of life and work, three pillars, one number, two minutes. Scores stay private; the language is shared.



every session climbs this, from wherever the team is

+22%

ONE TEAM’S
ENGAGEMENT
SCORE, MID-
RESTRUCTURE

Nothing above them changed. The uncertainty in December was exactly what it had been in June. What changed is that they stopped waiting to be told, and got specific about the handful of things still in their control.

01 The Fulfilment *Habit*.

Everyone leaves with an honest read of their own pattern, privately. The team leaves with a shared language for talking about it. That is where psychological safety actually starts.

High-performing teams aren't the ones with no problems. They're the ones where people can say what's actually going on. Most of us think we already do: 95% of people believe they're self-aware, and only 10–15% actually are.¹ It runs on WeMeBe®, and it's the foundation everything else is built on.

WHO IT'S FOR

Any level, any function, 8 to 30 people

A whole team or department, especially one that's been through a restructure

The place most teams should start: the session that builds psychological safety fastest

WHAT THEY LEAVE WITH

Their own two-minute Snapshot, and a clear view of the one pattern to work on

A shared language the team uses in one-to-ones that week

One move each, chosen by them, not assigned

Confidence that they're not the only one finding it hard

Runs on WeMeBe® · works on awareness · 2-hour workshop · in person or virtual

1 — Eurich, *Insight* (2017), organisational self-awareness research.



SOUNDS LIKE

“We hit the number and had nothing left.”

“The wellbeing app has six per cent utilisation.”

“We didn’t see that resignation coming.”

“Everyone’s fine. That’s what worries me.”

02 The Owner *Mindset.*

Control what you can control, even when it feels like nothing is.

Everyone adapts to change at a different speed; that’s the change curve, and it’s normal. What isn’t normal is staying stuck on it. Whether people own a change or endure it comes down to two beliefs: can I influence this, and will it get better. When either drops, people go quiet, over-prove, or start looking elsewhere, and the engagement score can’t tell you which. This session finds out where the team really is, and gives people practical tools to shift what’s within their control, which starts with themselves. That’s leadership.

WHO IT’S FOR

- Teams in the middle of a merger, restructure, new leadership or new technology
- Best in a team of 6 to 25 rather than a whole department
- Leadership teams who want the honest read behind the survey

WHAT THEY LEAVE WITH

- Their honest position on the agency × optimism square, placed anonymously
- A clear view of what’s theirs to control this quarter
- One belief to test and one ask to make
- Language a leader can keep using in one-to-ones

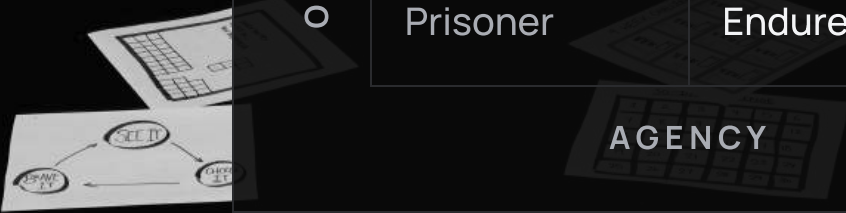
Runs on the four responses · works on belief · 2-hour workshop · in person or virtual

SOUNDS LIKE

- “We’ve lost the middle.”*
- “People are waiting to be told.”*
- “Nobody’s failing. Nobody’s pushing back either.”*
- “I can’t tell them what happens next, because nobody’s told me.”*

AGENCY × OPTIMISM

OPTIMISM	Escaper	Owner
	Prisoner	Endurer



— THE KEYNOTE · 30 OR 60 MINUTES · ANY ROOM SIZE

Lead Yourself Through *Change*.

Nobody chose this. You still get to choose how you're in it.

The whole method as a talk. See It, Own It, Change It, in one sitting, landing on radical self-responsibility: the part of this that's yours, whatever gets decided above you. It works in any room size, and it's usually how a team meets the rest of the work.

WHO IT'S FOR

Conferences, kick-offs, town halls and offsites

Any room size, in person or virtual

Teams about to start either workshop

WHAT THEY LEAVE WITH

The whole method, in plain language

A clear line between what's theirs to control and what isn't

One thing they'll take responsibility for this week

30-minute talk · 60-minute keynote · in person or virtual



SOUNDS LIKE

“People are waiting for permission.”

“Someone should sort that.”

“We’ve told them the why, they’re still not moving.”

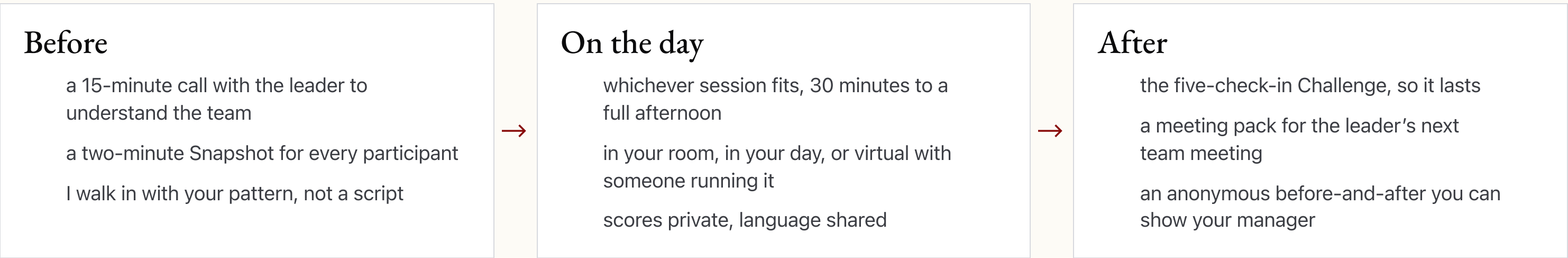


— HOW WE WORK TOGETHER

Built around your team,
not the other way *round*.

No two teams are in the same place, so no two of these look the same. It starts with a 15-minute call about who’s in the team and what’s changing. Before the session, everyone does a two-minute activity that gets them curious and gives me the team’s pattern. Then the session is built around your day, your room and your people. Afterwards, the leader gets what they need to keep it going.

Accessible to everyone in the room. Lasting, because of what happens after. Tailored, because we walk in with your team’s own data.



the fortune is in the follow-through

WHERE DO WE START?

See It → Own It → Change It ↻
round again

Most teams start with Workshop 01. It builds psychological safety fastest and works for the biggest rooms.

Teams already open with each other can go straight to the Owner Mindset.

The keynote is usually how a team meets the rest of the work.

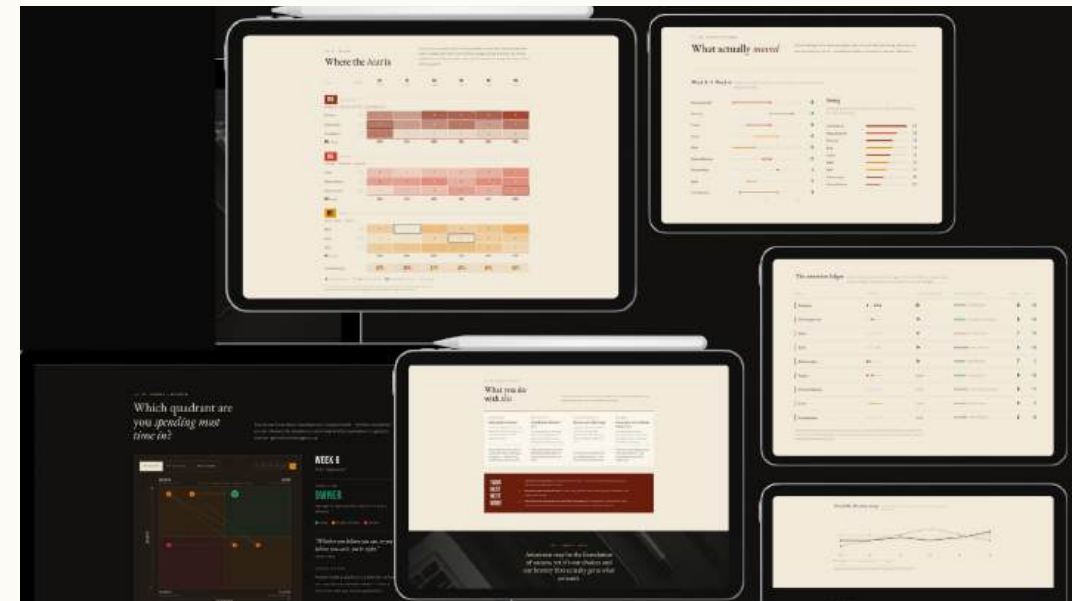
training budget, not team-building budget

Everything around the session, *included*.



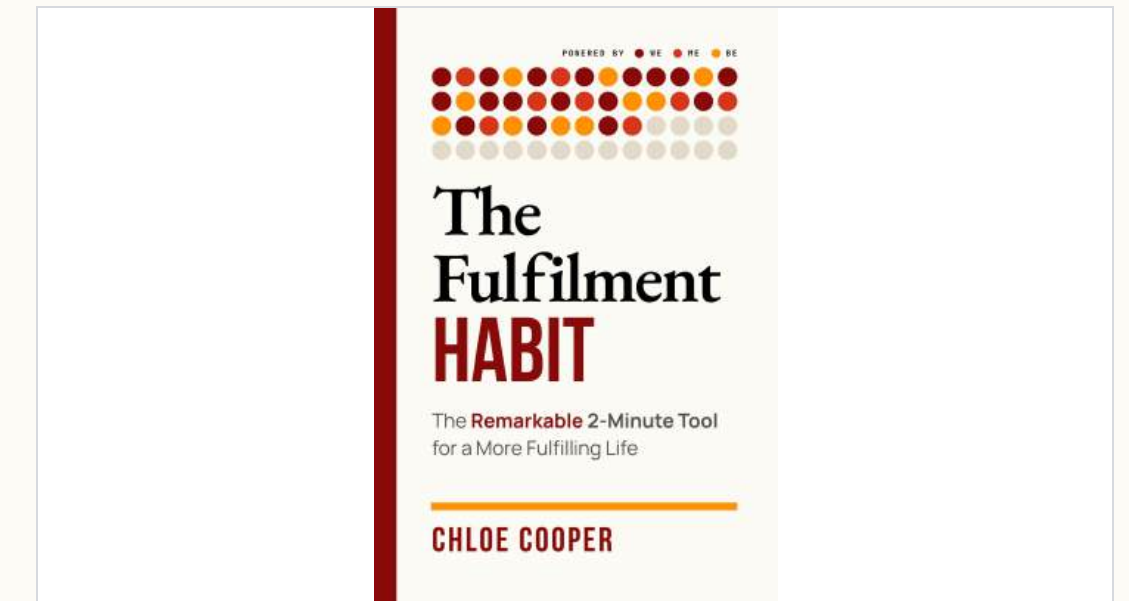
The WeMeBe® Fulfilment Snapshot

Before every session. Nine areas, one number, two minutes. Scores stay private; the team pattern is what goes on the screen.



The Fulfilment Challenge

Five check-ins after the session, two minutes each, then a personal report. The spaced repetition that makes it last.



The Fulfilment Habit

The book behind it, out December 2026. The first two parts are free to every participant; full copies can be bundled for every seat.



— FORMATS

It fits your day, not the other way *round*.

*Thirty minutes at a kick-off or a full afternoon at the offsite.
Tell us the time you've got and who's in it.*

30-minute talk

Conferences, kick-offs, town halls. What's yours to control when the org chart is moving.

60-minute keynote or lunch & learn

Any size. The framework, the story, the data, the two-minute habit.

2-hour workshop

Up to ~25. Applied to real situations. One move per person. The one most teams start with.

The series

Two or three sessions over a couple of months, with the Challenge between, run on your team's own data.

Director's Chair

BESPOKE

For a manager and their direct reports, four to eight people, built around their own situation.

VIRTUAL

IN PERSON

BLENDED

*we'll suggest what else to put around it so you
can make a day of it*

Investment

Virtual

Workshop or keynote, 90 minutes or less, any location.

FROM £2,500

In person

Workshop or keynote, 90 minutes or less, UK travel included.

FROM £3,500

Half-day and the series

Longer sessions, or two or three workshops over a couple of months with the Challenge between.

FROM £5,000



ABOUT CHLOE

An ex-supermarket buyer who was the *Prisoner*, didn't leave, and changed the part she could.

Supermarket buyer at 22, category strategy after that, and a decade of sitting in the rooms these sessions are built for.

OVER A DECADE IN RETAIL AND FMCG

AUTHOR, THE FULFILMENT HABIT (DECEMBER 2026)

CREATOR OF WEMEBE®

3,000+ PEOPLE HAVE USED WEMEBE®

TRUSTED BY PROFESSIONALS AT

RECKITT · NESTLÉ AUSTRALIA · IGD · RAINBOW DESIGNS · KRÜGER · COLES

What clients have *shared*.

AVERAGE RATING OF OUR SESSIONS*
from the people in the room

4.6/5



Isobel Riley

HEAD OF LEARNING PROGRAMMES, IGD

“Chloe’s passion for helping create change shines through, and she delivers in such a relatable way that creates a great connection with people. It’s thought-provoking, very accessible and interactive, which makes it really actionable. We really enjoy working with her!”



Brian Leafblad

R&D SENIOR MANAGER, RECKITT

“My team recently completed a high-performing team offsite and it was fantastic. Chloe took the time to get to know us in advance to be able to deliver the most impactful session possible that drew people in and engaged. We are continuing to use the lessons learned in our annual personal development plans and are looking forward to doing additional work in the future.”



Elaine Brooke

HEAD OF OWN BRAND INNOVATION, COLES

“When taking over my new team, one of the things on their mind was how do I be at my best, the best version of myself. If you’re looking for an individual to help unpack your own journey or your team’s, I would highly recommend Chloe. You’ll certainly have no regrets. Can’t wait for the next session!”



Zara Grindrod

DIRECTOR OF SALES, RAINBOW DESIGNS

“I can highly recommend. With easy steps, without an overwhelming amount of information in a busy work environment where you feel perhaps you don’t have the time, Chloe made it very accessible and simple to understand specific areas that you can focus on.”

Let's have a *chat*.

Fifteen minutes, no prep. Tell me what's changing, who's in the team, and where they honestly are. I'll tell you which session fits, what to put around it, and whether it's the right one for them.

In person in Sydney and Melbourne 1–17 December; virtual any time.

BOOK 15 MINUTES →

WAYS TO WORK TOGETHER

a single session · the series · with a copy of the book for every seat

