



Ethical Reading

Making Reading a better place to live and work

How to create your organisation's 'new normal'

Event purpose

The purpose of this event is twofold. First to share leadership insights from local business leaders on what the 'new normal' means to them and second to provide insights to individuals and organisations on how they can implement their new normal.

Background

Businesses are increasingly realising the importance of balancing profitability with ethics. Companies that take an ethical approach are more highly regarded, helping them win loyal customers and attract and retain the best talent, which in turn drives profitability.

The foundation is a strong, vibrant, ethical workplace culture, where people treat each other with respect, fairness and compassion and have a clear sense of



purpose and responsibility. This makes staff happier, healthier, more engaged and more creative, leading to a 20-30% improvement in individual and team performance. This doesn't happen by accident – it has to be consciously developed and nurtured throughout the organisation.

The dislocation and disruption caused by Covid-19, provides us with an opportunity to make a step change in workplace culture and create a 'new normal' where Reading is seen as a place where businesses balance people with profit, reward ethical behaviours, prioritise environmental sustainability and are inclusive and caring.

Logistics

The event will use online delivery with Zoom. The link for joining the call will be provided upon registration.

Agenda & Speakers

TIME	SESSION	SPEAKER
PART 1 Leadership & the 'new normal'		
10-10:05	Welcome/Intro	Gurprit Singh, Ethical Reading
10:05-10:45	Panel discussion Personal insights from leaders of strongly values based companies	Led by Gurprit Singh Panellists include: Bruce Potter , Chairman, Blake Morgan LLP Paul Hargreaves , CEO, Cotswold Fayre and author of 'Forces for Good' Rachel Eden , CEO Holybrook Associates and Deputy Mayor, Reading Shan Beerstecher , Club Exec, AND Digital Reading
10:45-10:55	Introduction to Part 2: How to create your organisation's 'new normal'	Gurprit Singh
10:55 - 11:00	BREAK (5 minutes)	
PART 2 How to create your organisation's 'new normal'		
	STREAM 1: Building great workplace cultures	STREAM 2: Wellbeing in times of anxiety
11:00-11:25	How to build ethical Super Teams, Clinton Wingrove	Build Back Better - using 5 Ways to Wellbeing, Anne-Marie Gawen
11:25-11:30	BREAK (5 minutes)	
11:30-11:55	Neuroscience of leading others in times of uncertainty and the "New Normal", Dr. Maryam Bigdeli	Better business – mindfully, Judy Cloughton
11:55-12:00	BREAK (5 minutes)	
12:00-12:25	The ethics of sustainability, Dr. Dan Dennis	Building resilience, Mark Quirk
12:25-12:30	BREAK (5 minutes)	
12:30-12:50	Team relationships and performance, Dr. Ram Raghavan	Promoting positive mental health in the workplace, Emma Campolucci
12:50-13:00	Wrap up & close, Stream 1 host: Margaret Gardner	Wrap up and close, Stream 2 host, Gurprit Singh

Speakers



Bruce Potter
Chairman, Blake Morgan LLP

Bruce attended St Peters College Oxford, reading for an MA Modern History, from 1977 to 1980 before completing his LSF in 1982 at Chester College of Law. He qualified in 1985. Bruce has worked inside Whitehall both in the Department of Health, on a 5 year secondment and across government including the Treasury and Cabinet Office.

Bruce is a senior partner and Chairman of the firm.



Paul Hargreaves
CEO Cotswold Fayre and author of 'Forces for Good'

Paul is the Founder and Chief Exec of Cotswold Fayre Ltd, a speciality & fine food wholesaler supplying nearly 2,000 retail outlets throughout the UK.

Cotswold Fayre has been certified as a B Corporation since 2015. B Corps are companies that meet the highest standards of overall social and environmental performance and will become the "listened to" voice of business in the future as many realise that capitalism as we knew it is dead and the best objective of a business is to help change the world for better. Paul has had a book published recently on purpose-driven business called 'Forces for Good'.



Rachel Eden
CEO Holybrook Associates and Deputy Mayor, Reading

Rachel is the founder of award winning local small business, Holy Brook Associates, elected Deputy Mayor of Reading and parliamentary candidate. She

is particularly interested in how leadership in different contexts a force for positive change can be and is hoping to learn as much as she shares.



Shan Beerstecher
Club Exec, AND Digital Reading

Shan is a digital executive responsible for creating strategies, leading innovative and successful digital initiatives and building successful products across multiple industries. Passionate about

diversity and inclusion and ensuring that, as we shape and transform our Businesses, we place people centre stage.



Gurprit Singh
Director, Ethical Reading

Gurprit is a co-founder of Ethical Reading and is passionate about developing healthy and ethical workplaces where people are treated fairly, are shown and show

respect in turn, have a clear social purpose and understand their responsibilities, duties and obligations to themselves and those around them.

Prior to Ethical Reading, Gurprit worked in computing and IT for over 30 years in various roles including as a software engineer and as the consulting services Chief Technology Officer at Microsoft and Hewlett Packard across Europe, Middle East and Africa.



Clinton Wingrove
BSc DMS MCIPD MCFI
MPSA MNSA

Clinton has 40+ years international experience in management, 'C-suite' executive, and consulting roles has encompassed the UK, the USA, Barbados, Canada, Denmark, France, Germany, Israel, Italy, Jamaica, Saudi Arabia, Spain, Sweden, and Switzerland.

Clinton is also an author, publisher and international speaker. His personal passion continues to be "Optimizing individual and team productivity, performance, and development" and his personal motto is, "Don't be miserable; too many people are better at it."



Anne-Marie Gawen
Director, Unlock Your Wellbeing

Anne-Marie is Director of Unlock Your Wellbeing – a provider of Wellbeing Training, including Mental Health Recovery training, Happiness, Wellbeing, Stress

Management and Resilience training as well as Sleep Hygiene. Anne-Marie has worked in Adult Social Care and Adult Mental Health for many years and has worked for national and local charities as a volunteer and employee. Her gift is to explain things with lots of practical examples of the very many experiences she and people she has worked with over the years – her warm and humorous approach helps to reduce any fear people may have around mental illness.



Dr. Ram Raghavan
Co-founder Riddlebox

Dr Ram Raghavan holds a PhD. in Human Capital Management from Manchester Business School, where he was awarded the Centrica Scholarship during his

studies. This is where the model for the Index originated. Ram founded a talent management organisation – Talengene – after his PhD, before founding RiddleBox in 2011.

RiddleBox uses the RBX Index to measure the customer, employee and leadership experience in organisations worldwide. More than 1.25 million people have used the tool to drive productivity and fulfilment in 45 countries, in organisations such as Hilton, Volvo and BT



Judy Cloughton
Director BalanceTime

BalanceTime helps businesses and individuals to become happier, healthier and more productive by addressing stress and resilience through finding a better balance.

Judy Cloughton brings 20 years of experience in PR and communications across government, corporates and charities with 15 years practice of mindfulness meditation and accreditation from the British School of Meditation. She leads a team of wellbeing experts to help you address the balance that will make the biggest difference to your wellbeing – with a mindful approach in everything Judy leads. From innovative communications support to wellbeing strategy and tactical activities through experiences, training and events, Judy helps you find a place of calm from which to take action that makes your impact really matter.



Mark Quirk
Msc, Director, Reach Remarkable Ltd

Following a 20+ year career in the software industry, Mark eventually wrenched himself away to follow his passion for the mind and wellbeing. He retrained in Psychology and followed the UK recognised path for training as a Mindfulness teacher. Today on a mission for health, happiness and strength he tries to make the years of research behind resilience, mindfulness, mindsets, brain science, models of wellbeing, and strengths a reality for all those he is fortunate enough to work with.



Emma Campolucci
Mental health counsellor and trainer

Emma Campolucci is a trainer for Thrive and Seek, a qualified counsellor and lecturer for a variety of counselling courses

(level 2, 3 and 4), the Samaritans and designer of wellbeing courses for Bracknell and Wokingham college. She is a passionate people person who has devoted the last decade to learning ways to support people grow and develop. Emma completed a psychology degree with the Open University whilst her children were small and then began a 4 year journey to become a qualified counsellor.



Dan Dennis
Director, Consult Philosophy & Lecturer at the University of Oxford

Dan has taught Philosophy for Oxford University for over ten years. Dan and an Oxford University colleague set up Consult

Philosophy to provide training and consultancy services to individuals, businesses and other organisations. Dan has extensive experience of explaining complex philosophical ideas to adults such as business people, lawyers, engineers and charity workers. He is a knowledgeable and friendly educator who encourages questions and discussion. His research focuses on developing a firmly grounded theory of ethics, and then working out how to apply it in our personal lives, at work and in politics.



Dr. Maryam Bigdeli
Senior Associate with Margaret & Associates International Ltd

Maryam is a leadership consultant who has extensive design and delivery experience across a range of businesses. As a behavioural neuroscientist, Maryam helps

professionals and businesses put into practice tools that promote productivity and build resilience to stress. Maryam shares innovative ways to cultivate work-life balance on individual and organizational levels. She works with clients to discover the leadership model that allows them to live, work, and create with ease. While coaching, consulting, and facilitating, she employs cutting edge neuroscience-based approaches that result in greater impact on organisational culture and ways of working leading to tangible improvements in professional and business success. Specialism: Leadership, Assertiveness, Culture, Transformation, Resilience, Work-Life Balance, Career Transition, Diversity and Inclusion.