CELEBRATING OVER 2 DECADES OF CONSULTING & ADVISORY EXCELLENCE

Space2BE

Strategic & Leadership Advisory

Define. Align. Execute.

2026 Company Brochure

www.space2be.co

A note from the Founder

Over the past twenty five years, I have worked alongside boards, CEOs and leadership teams across a wide range of organisations and sectors. One observation has remained remarkably consistent: success can hide many weaknesses.

I have seen organisations grow rapidly without a clear strategy, prosper despite fragmented leadership teams, and achieve strong results while carrying cultural and operational challenges beneath the surface. Favourable market conditions, momentum and past success can sustain performance for a time. Eventually, however, circumstances change. Growth slows, complexity increases, investor expectations rise, and organisations are required to perform at a different level.

Those moments reveal the true strength of an organisation.

The organisations that continue to thrive are rarely those with the most ambitious plans. They are the ones that create clarity about where they are going, align people behind what matters most, make disciplined decisions and execute consistently. They understand that strategy, leadership, culture and execution are not separate challenges; they are parts of the same system.

That belief is why I founded Space2BE.



We work with boards, CEOs and executive teams at the moments that matter most: defining strategy, strengthening leadership effectiveness, navigating transformation, building high-performing cultures and improving organisational execution. Our role is to be a trusted thinking partner, bringing perspective, challenge and practical support to help leaders turn ambition into sustainable performance.

Whether you are preparing for growth, responding to disruption, leading change or seeking to unlock greater organisational effectiveness, I hope this brochure gives you a sense of how we think, how we work and the impact we strive to create.

I look forward to the possibility of a conversation.

Karen Griffin Founder & Managing Director, Space2BE

Kindest regards, Karen

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Contents

Page no.

4 >>> Who we are?
5 >>> Our story
6 >>> Our philosophy
7 >>> Our Standards
8 >>> What we do & who we serve
9 >>> Challenges we help solve
10 >>> Selected Engagements
12 >>> Example Workstreams
13 >>> Board Advisory & Governance
14 >>> CEO Advisory
15 >>> Strategy Writing & Execution Services
16 >>> Executive Leadership Team Performance
17 >>> Executive Coaching
18 >>> Culture Transformation
19 >>> Leadership Capability Development
20 >>> Sectors we work in
21 >>> Client voices
22 >>> Core Change Practices
23 >>> Our Space2Be Team
25 >>> Thought Leadership
26 >>> The conversations that matter most
27 >>> Contact us

Space2BE
Strategic & Leadership Advisory

Who We are



Space2BE is a boutique leadership and organisational transformation consultancy founded in 2003.

We work at the most senior levels - with Chairs, Boards, CEOs and Executive Teams - on the challenges that matter most.

Our work spans strategy, strategic execution, leadership effectiveness, culture, organisational design, and executive coaching.

Trusted by some of the world's most complex organisations across every major sector.

23+	500+	30+	2003
Years Advisory	Leaders Advised	Sectors Worldwide	Year Founded



Our Story

Over two decades. One consistent commitment to excellence at the top of organisations.

2003

Founded

Established with a clear focus on senior leadership advisory, executive coaching, leadership and team development.

2008

International

Expanded to serve multinational clients across Europe, Middle East and Asia.

2014

Culture

Further developed a deep specialism in culture transformation alongside Boards and CEOs.

2020

Digital

Adapted to serve global clients virtually — maintaining impact across distance.

2022+

Today

Trusted boutique partner to Boards, CEOs, PE firms and Entrepreneurs worldwide.

Our Philosophy

Leadership is a human job.

Humans have immense capacity for good, and for harm.

We believe organisations perform at their best when strategy, leadership, culture and execution are intentionally connected.

Too often these elements are treated as separate disciplines. Strategy is discussed in one room, culture in another and execution somewhere else entirely. Yet organisational performance is created by the interaction between them.

We believe leadership has a disproportionate impact on organisational success. The quality of leadership influences the quality of decisions, relationships, culture and performance throughout the enterprise.

We believe clarity is one of the most valuable assets an organisation can possess. Clear direction, clear priorities, clear accountabilities and clear decisions create alignment, momentum and confidence.

We believe sustainable performance is built collectively. Individual talent matters, but organisations thrive when leadership teams work together effectively, challenge one another constructively and remain aligned around a shared purpose.

We believe strategy has little value unless it can be executed. The role of leadership is not simply to define the future, but to create the conditions in which people can deliver it.

These beliefs shape every conversation we facilitate, every programme we design and every advisory relationship we build.

Our Standards

- Judgement Before Frameworks
- Courageous Conversation
- Enterprise First
- Craft and Mastery
- Trust Through Discretion
- Human-Centred Performance
- Impact That Lasts

What we do & who we serve

Six integrated practice areas - each distinct, each interconnected.

Strategy & Enterprise

Creating strategic clarity, enterprise alignment and focused execution to accelerate sustainable performance.

Culture & Organisational Performance

Aligning culture, leadership and capability to strengthen performance and enable lasting transformation.

Board & Governance Advisory

Strengthening governance, decision-making and Board–Executive partnership to improve organisational stewardship.

Talent, Succession & Pipelines

Developing future leadership capability through succession, assessment and leadership pipeline development.

Leadership & Executive Teams

Building aligned, high-performing leadership teams capable of leading through complexity, growth and change.

Strategic Leadership Support

Providing experienced senior advisers and fractional leadership support during periods of growth, transition and change.

Chairs & Boards

CEOs

Executive Leadership Team

Senior Leaders of Global Businesses

Private Equity & Investors

Entrepreneurs

Challenges we help solve

Challenge	Example Engagement
A new Board	Multinational retailer board off-site
Strategy/execution gap	Strategy writing & International charity board alignment
Cultural drag on performance	National board cultural change advisory
Leadership team misalignment	Global prison governor off-site and alignment
Governance effectiveness	Engineering consultancy board review
Leadership transitions	Numerous 1:1 CEO / C-Suite & Senior Leader executive coaching programmes

Selected Engagements

Global Off-Sites · Scaling Energy Business

Series of global off-sites focused on performance culture, strategic alignment and leadership cohesion.

Trusted Advisor · International Energy CEO

Twelve-month partnership advising on strategy, leadership effectiveness, culture and team performance.

Culture Transformation · Tier 1 Aerospace

Eighteen-month enterprise transformation across UK and China — Board and operational leadership cohorts.

Cultural Advisory · Scaling FinTech

Tailored culture diagnostic to support growth, leadership alignment and strategic execution.

Strategy & Values · National Multi-Site Charity

Co-created five-year strategy, values framework and enterprise delivery architecture over twelve months.

Organisation Design · National Childcare Provider

Eighteen months creating aligned strategies, capability frameworks and implementation disciplines.

Selected Engagements

For more examples of engagements click here

Global ELT Performance · Scaling Organisation

High-performance interventions improving leadership effectiveness, decision quality and ways of working.

Executive Integration · Retail & Brewing Business

Supported newly formed executive team to establish enterprise leadership discipline during transition.

Strategic Execution Framework · Scale-Up

Research-led capability framework aligned to strategic priorities, supporting growth and consistency.

Global Influence Programme · FTSE 20 Organisation

Strategic influencing and stakeholder impact programme across UK, Ireland and Africa.

Enterprise Change Leadership · International Retailer

Large-scale change programme supporting approximately 200 leaders through significant transformation.

Leadership Architecture · Global Engineering Business

Programmes strengthening capability and management consistency across international operations.



Example Workstreams

Board Advisory & Governance

We work with Chairs and Boards at the point of real need — whether that is strategic clarity, governance discipline, executive alignment or Board dynamics.

Our work is always independent, always honest, and always anchored in what the Board needs to own, decide and hold the organisation to account for.

We bring experience from dozens of Boards across sectors — and the objectivity of never being captured by any one.

Board Effectiveness Reviews

Independent diagnostic of governance quality, Board dynamics and collective decision-making.

Strategy & Board Off-Sites

Facilitated sessions that move the Board from debate to a clear strategic direction.

Executive–NED Alignment

Strengthening the relationship between Executive and Non-Executive leadership.

Board Composition & Succession

Advisory support on the right leadership architecture at the top.

Governance During Change

Board-level support during merger, restructure, crisis or transition.

CEO Advisory

"The most demanding leadership role — and the one where the quality of honest counsel matters most."

1

Trusted Counsel

A confidential thinking partner for CEOs navigating complexity — strategy, people, culture, board dynamics or personal leadership.

The sounding board that most at this level lack — independent, frank and entirely in the CEO's corner.

2

Strategic Execution

Supporting CEOs to translate vision into a clear, practical execution architecture the organisation can actually deliver against.

Frameworks that survive contact with reality — and that the executive team can own and operate.

3

Leadership & Culture

Helping CEOs understand the culture that exists today, their influence on shaping it, and the leadership and cultural changes required to create stronger organisational performance.

The trusted voice that speaks truth to power.

We have partnered with CEOs of energy, retail, media, aerospace, financial services, FinTech and PE-backed scale-ups.

Strategy Writing & Execution Services

"In a world of accelerating change, strategy can no longer be a static five-year plan. Organisations must continuously clarify where they are going, what they will prioritise, and how they will win."

Space2BE helps Boards and Executive Teams design strategy that is clear, aligned and executable - integrating strategy, structure and leadership behaviour into a coherent enterprise system.

We begin by articulating strategic intent - then design the operating architecture to support delivery. Aligned KPIs, OKRs and regular focused meetings keep strategy visible in daily execution.

The result is not simply a strategy document - but clarity, alignment and disciplined execution embedded across the enterprise.

Strategic Intent & Competitive Positioning
Clarifying ambition, competitive positioning, value drivers and capital priorities.

One-Page Strategy
A disciplined framework distilling the what and the how of your strategic direction into a single, aligned document.

Operating Architecture & Decision Rights
Governance interfaces, structural dependencies and performance rhythms designed to support execution.

Execution System: KPIs, OKRs & Performance Rhythms
Aligned KPIs and OKRs make strategy visible in daily work. Regular, focused performance meetings replace sprawling reviews with disciplined, forward-looking conversations.

Capability Development & Leadership Alignment
We build capability plans that grow the leadership behaviours needed to execute — combined with carefully designed off-sites that build genuine collective commitment.

Space2BE
Strategic & Leadership Advisory

Executive Leadership Team Performance

How the Executive Team works together is the single most powerful determinant of enterprise performance.

ELT Diagnostics

Understanding the true dynamics of how the team leads — what is working, what is not, and what needs to change.

Strategic Alignment

Closing the gap between individual agendas and the enterprise priorities only the ELT can own.

Executive Off-Sites

Interventions that shift how the team thinks, decides and acts together — during and after the event.

New Team Integration

Supporting newly formed or changed executive teams to establish shared ways of working from day one.

Individual Coaching

Building the personal leadership that team performance ultimately depends on, whilst growing your future senior leaders.

Leadership Culture

How the ELT leads together sets the culture standard for the rest of the organisation.

Executive Coaching

Bespoke. Confidential. Outcome-focused.

Our executive coaching programmes are designed around the specific development priority of each leader — not a standardised curriculum.

We have coached hundreds of senior leaders across every major sector — from FTSE 20 global directors to founders scaling their first enterprise.

Programmes typically run 6 to 18 months, with regular sessions and continuous access between them. Where appropriate we provide our unique hybrid programmes where the client access a multi-faculty support team.

Who We Coach

- Chairs, CEOs and Managing Directors
- C-Suite Leaders (CFO, CHRO, COO, CMO)
- Non-Executive Directors & Chairs
- High-potential Directors & VPs
- Founders navigating scale
- Leaders in transition or under pressure

Culture Transformation

"Culture is not what you say on the wall. It is what you permit, what you reward and what you tolerate."

1

Diagnose

Quantitative and qualitative cultural assessment — questionnaires, focus groups and interviews built around your specific cultural principles.

2

Make Meaning

Bringing leadership together to understand the findings — not just to read them, but to own them. Facilitated sessions with Boards and executive cohorts.

3

Design

Co-creating the cultural architecture — behavioural standards, leadership expectations and operating principles that close the gap between stated and lived culture.

4

Embed

Supporting the organisation to operationalise culture through leadership behaviour, HR systems, communication and reinforcement over time.

Leadership Capability Development

We design the leadership infrastructure that allows organisations to scale - from capability frameworks to enterprise-wide development architecture.

Capability Frameworks

Research-led frameworks defining what 'good' leadership looks like at each level — built for your strategy, not a generic model.

Global Influencing

Programmes for senior leaders operating across complex multinational stakeholder environments.

Leadership Programmes

Designed and facilitated development experiences for senior and global director cohorts — strategic, applied and high-impact.

Manager Effectiveness

Capability at the management layer — establishing the platform senior leadership depends on.

Succession Architecture

Building the leadership pipeline your organisation needs for the next 3–5 years.

Change Leadership

Equipping leaders at every level to lead their people through significant organisational change.

Sectors We Work In

We are sector-agnostic by design. The challenges of senior leadership transcend industry.

- Energy & Utilities
- Engineering
- Public Sector & NFP
- Prestige & Food Retail
- FMCG & Beverages
- Charities
- Aerospace & Defence
- Investment Banking
- Transport
- Financial Services
- Telecoms
- Manufacturing
- Healthcare & Pharma
- Professional Services
- FinTech & Digital
- Media & Entertainment
- Private Equity
- Insurance

Client Voices

"Space2BE brought a quality of thinking and challenge I had not encountered before. They helped me see what I needed to see — even when I was not ready to hear it."

Chief Executive, Global Retail Business

"The Board sessions were the most productive two days we have had in three years. The quality of facilitation was exceptional — the challenge respectful but unflinching."

Chair, International Engineering Consultancy

"Our executive team is genuinely different as a result of this work. We are faster, clearer and more aligned than we have ever been."

CEO, Scaling Energy Business

Given the confidential nature of our work, client names are withheld. References available on request.

Core Change Practices

Strategy & Enterprise 

Culture & Organisational Performance 

Board & Governance Advisory 

Talent Succession & Pipelines 

Leadership & Executive Teams 

Strategic Leadership Support 

Our Space2BE Team

Our work is delivered by **notably experienced, high impact advisors and executive coaches** who excel at challenging, supporting and developing leaders every day.
For a full list of our faculty, visit our website here.



Karen Griffin, MSC, MBA, PgDip, FCIPD - MD, Board Advisor, Executive Coach, Senior OD Consultant



Graham Smith, MBA - Board Facilitator & Executive Coach



Helen Sachdev, BA(Hons), PgDiP, CGMA ,FCMA - Board Advisor & Executive Coach



Jonathan Bowman-Perks MBE, MBA, MA - Board Advisor & CEO Executive Coach



Jan Baptiste-Grant, MSC, MBA, Dip - Executive Coach



Dr. Sally Bonneywell, Phd, MBA, PgDip - Executive Coach & Senior OD Consultant



Jed Stone - Executive Coach



Lindsey Harding, MSc, BA(Hons) - Executive Coach & Consultant



Dr. Gwen Stirling, DProf, MBA, MSc - Senior OD Consultant



Sarah Smith, MSc, BA (Hons) - Executive Coach



James Rutherford, MSc, BA (Hons) - Executive Coach



Sarah Myatt, MSC, BA (Hons) - Executive Coach



Jennifer Campion, MSc, BA BAI - Executive Coach



Tammy Tawadros, MSC, MBPsS, MCIPD - Executive Coach & OD Consultant



Dr. Kate Lanz, MBA, BSc Psch - Board Advisor & Executive Coach

Our Space2BE Team



Varda Shine, MSc - Board Advisor and Executive Coach



Alison Green, MSc, BSc - Executive Coach



Prof. Moorad Choudhry - Senior Executive Mentor



Andrew Meehan, MA, ACA - Board Advisor & Senior Mentor



Tiffany Scotton, BA (Hons) - Executive Coach, Australia



Samreen McGregor, BA, MSc, PGDip - Executive Coach



Hannah O'Sullivan, BA (Hons), PgDip - Senior Executive Impact Coach



Amanda Bolger, PgDip - Executive Coach



Elizabeth Healy, PhD, BSc, PgDip - Impact & Executive Coach



Rachel Warren, BSc (Hons) - Leadership Coach

Thought Leadership

Space2BE's Podcast -
People, Performance, Leadership & Love

Enlightening conversations with Leaders, Practitioners, Experts, Authors and anyone with deep experience and insight into the world of work in the 21st century.

Listen to our podacst here

Blogs of Latest Thinking

In addition to our Space2BE People, Performance, Leadership & Love podcast , we regularly share our thinking through short blogs relating to:

- *Chairs & Boards*
- *CEOs*
- *Executive Leadership Teams*
- *Senior Leaders of Global Businesses*
- *Private Equity & Investors*
- *Entreprenuers*

CLICK



The conversations that matter most

Every organisation reaches moments that shape its future. Moments that require clarity of thinking, alignment of leadership, disciplined execution and the courage to address what others avoid.

At Space2BE, we partner with Chairs, CEOs, Executive Teams and senior leaders to navigate those moments well - helping organisations define what matters, align around it, and execute with confidence.

If you are facing a strategic inflection point, organisational challenge, leadership transition or transformation agenda, we would welcome a conversation.

Define. Align. Execute.

Contact us

We would be delighted to connect for a confidential, no-obligation conversation.

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