

A presentation to the Board of Directors

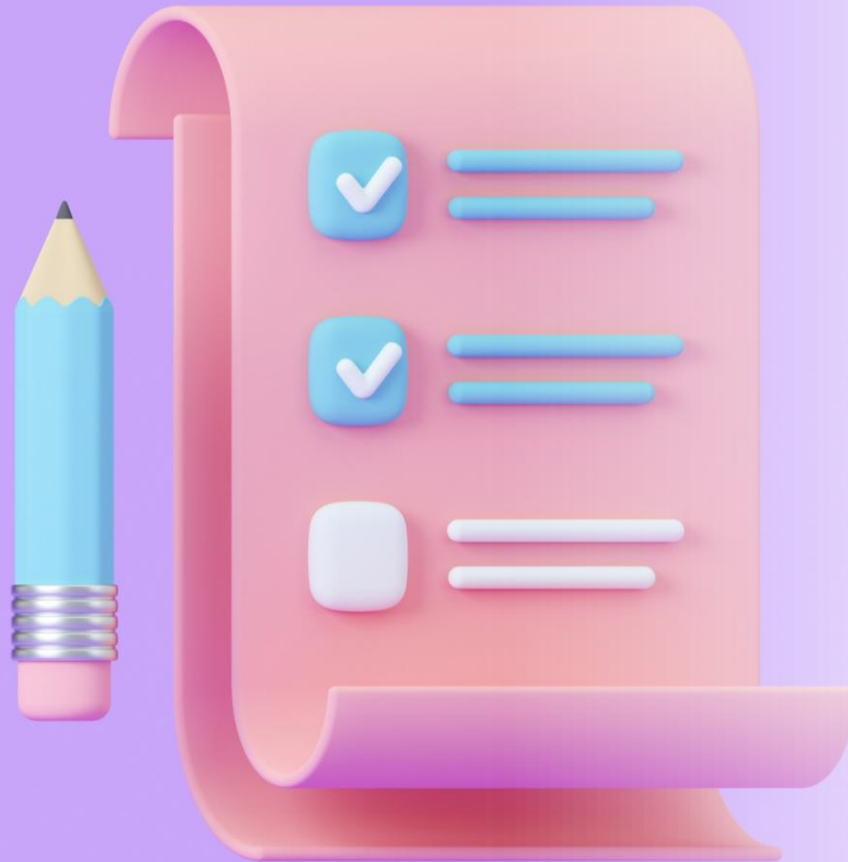
BRIGHTWAVE

Future People Management Strategy for BrightWave Services Ltd

Presenter:
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Date:
01/12/2025

Agenda



Analysis tools and findings

Organisational culture at
Brightwave

Proposed strategy and investment

Current challenges in managing the teams in BrightWave



High staff turnover.



Limited career progression.



Organization is task driven – organizational culture (Liu, Tsui and Kianto, 2021).



Engagement – coaching/feedback (Yuan et al., 2025).



Lack of training for both staff and management – managing people skills.

The 5 why's

(Babcock, 2023) (Paradies, 2019)
and (Galley, 2018).

S.W.O.T analysis

(CIPD, 2025), (Puyt, Lie and Madsen, 2024) and (Pereira, 2024)



Organisational culture at BrightWave

Task-driven Leadership.



Numbers-first focus.



Low on recognition and engagement.

Proposed strategy:

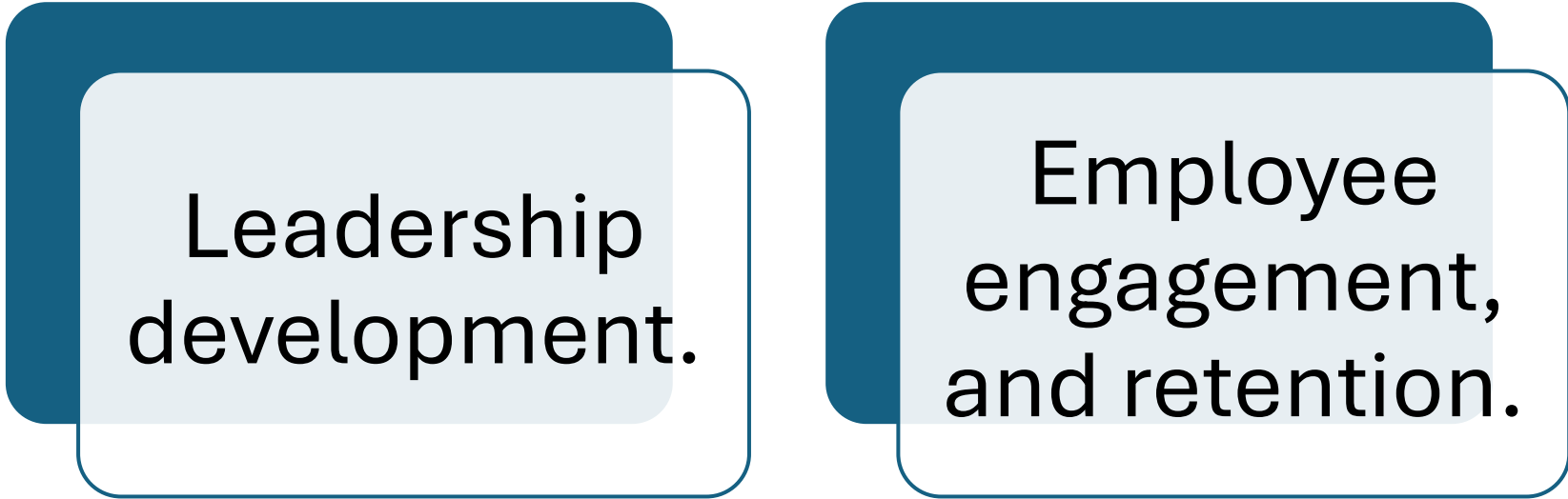
Proposed strategy:



Leadership
development.

(Freedman, 2025)

Proposed strategy:



Leadership
development.

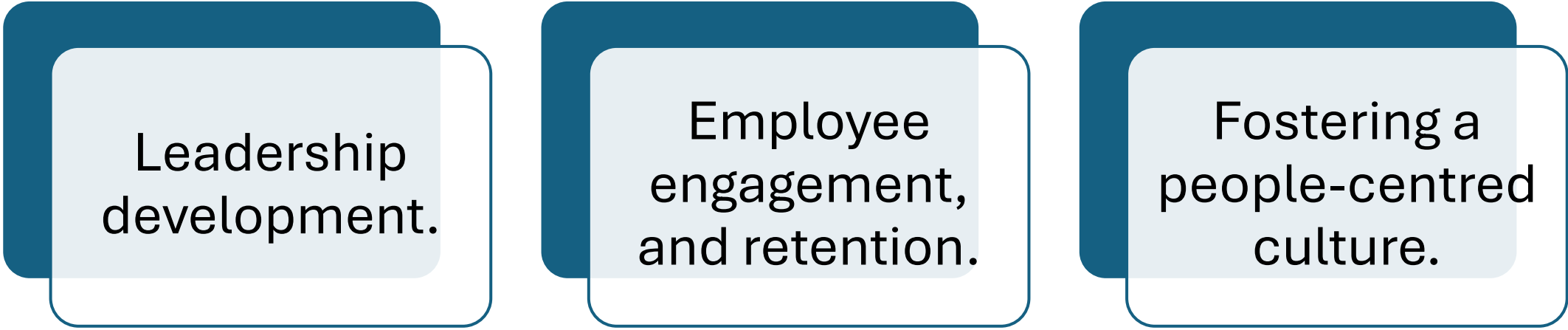
The diagram consists of two identical graphic elements side-by-side. Each element features a dark blue rounded rectangle in the background. Overlaid on the bottom-right portion of this rectangle is a light blue rounded rectangle. The text 'Leadership development.' is centered within the light blue rectangle. The text 'Employee engagement, and retention.' is centered within the light blue rectangle of the second element.

(Freedman, 2025)

Employee
engagement,
and retention.

(Conerly, 2025).

Proposed strategy



Leadership
development.

(Freedman, 2025)

Employee
engagement,
and retention.

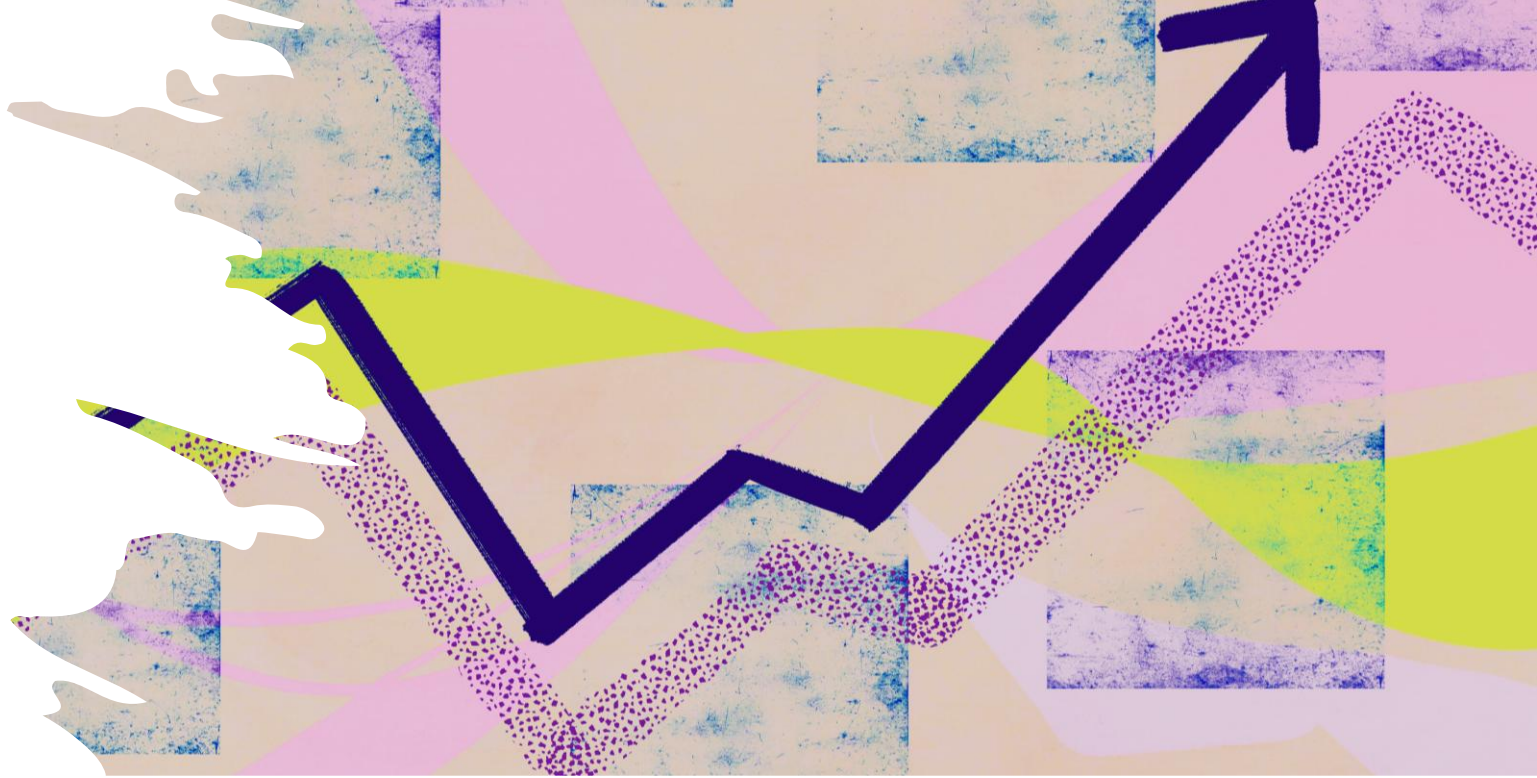
(Conerly, 2025).

Fostering a
people-centred
culture.

(Hartley, 2024)

Investing in:

- Employee and Leadership training.
- Engagement and employee retention.
- Performance management frameworks.
- Promoting a healthy organisational culture – support development and cultural change.

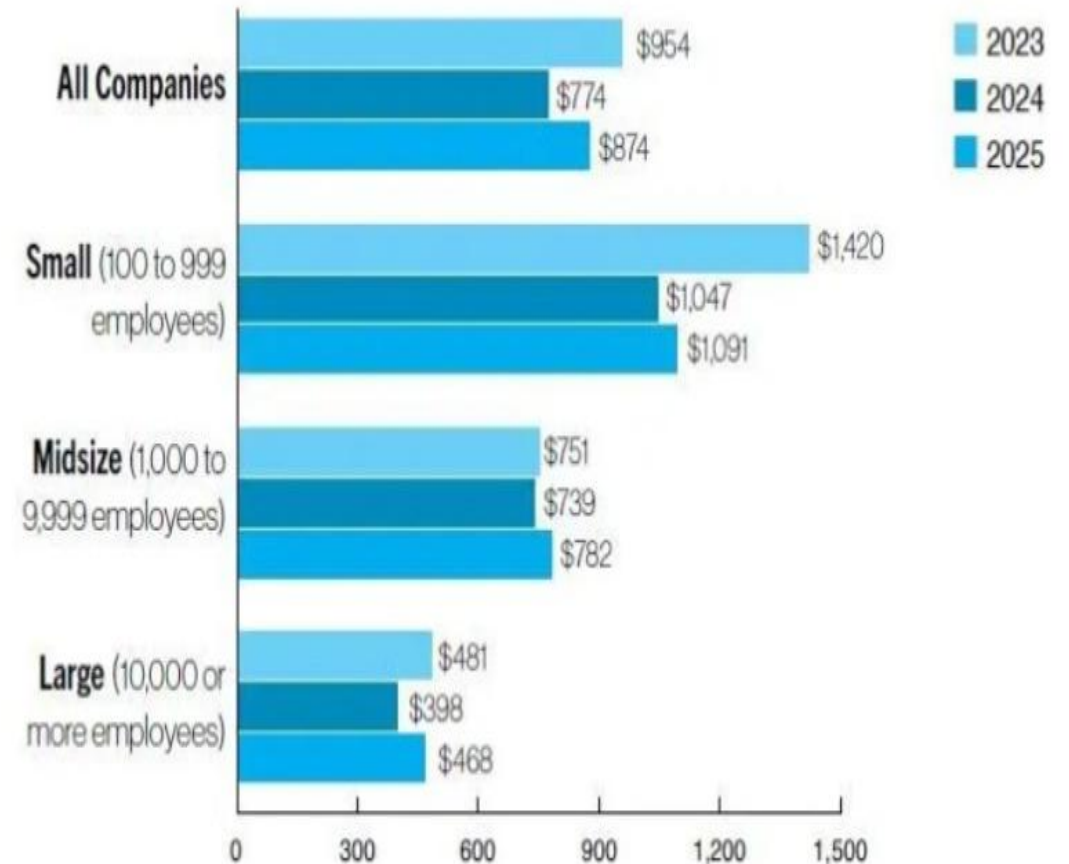


Average cost for employee training was \$874 per learner in 2025 (Sedgman, 2022).

However, providing thorough, well-planned training boosts employee morale and helps retain talent, which can reduce costs for your business and improve innovation (Brooks, 2023).

Training and development is an intentional effort to improve attitudes, knowledge, skills, or behavior through learning so employees can perform more effectively (Nzimakwe and Utete, 2024).

Training Expenditures per Learner 2023-2025



Cost of employee training (per employee) 2023-2025. Source: Trainingmag.com

<https://learnexperts.ai/blog/how-much-do-companies-spend-on-training-per-employee/>



Employee Engagement,
Recognition and retention
(Recognize, 2022).

1:1

Birthday Round Table

Huddles

Coaching and Feedback



Performance management frameworks

- A shared approach to resolving people issues
- A culture built on trust and fairness
- More effective strategy execution
- Efficient and productive work systems
(Shet, Patil and Chandawarkar, 2019)
- Stronger workforce capability
- Higher employee engagement and performance

Balanced Scorecard (Madsen, 2025).

KPI based and Continuous Performance Management.





Change the organizational culture

- Diversity, Equity, and Inclusion (DEI)
- People-Centric Culture (Yu and Shih, 2018)
- Innovation and Continuous Improvement Culture

Conclusion

BrightWave's existing organisational culture significantly influences employee experiences and their interactions with Leadership and Management.



To transition toward a more people-centered culture, it is essential to invest in employee training, engagement, recognition, and retention, alongside the development of Leadership and Management capabilities.



By implementing structured management frameworks, BrightWave can foster a more employee-focused environment, which is expected to enhance customer satisfaction, improve productivity, and ultimately increase business profitability.

Thank you!



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