

Six months, one picture.

Four films, five carousels and the clips that flow from them, across 24 weeks.



LAUNCH

Weeks 1 to 12. Recognise the problem, learn the method, meet Sara and Rhi.

RECOGNISE THE PROBLEM		RECOGNISE THE PATTERN		LEARN A METHOD		TRY IT IN A MEETING		UNDERSTAND THE COST		MEET THE PRACTITIONERS	
WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10	WEEK 11	WEEK 12
 TUE · FILM The Brave Manifesto THU · CLIP The first hour	 TUE · CLIP How Brave began 1 THU · CAROUSEL The Tells	 TUE · CLIP The conversation outside the meeting WED · LETTER The decision that keeps coming back THU · CLIP The agenda item that keeps returning	 TUE · POST What stays after Brave leaves 2 THU · CAROUSEL Why Nothing Changes	 TUE · FILM The Decision Loop THU · CLIP Discussion or decision?	 TUE · CLIP Why a decision comes back 3 THU · CAROUSEL How Brave Teams Repair	 TUE · CLIP The four sentences WED · LETTER What should remain after the training? THU · CLIP The quietest person in the room	 TUE · POST A meeting practice to try 4 THU · CAROUSEL Until You Don't Need Us	 TUE · CLIP The cost of False Harmony THU · CLIP After the meeting	 TUE · POST Brave's promise 5 THU · CAROUSEL Nice Is Not Kind	 TUE · CLIP How we disagree with each other WED · LETTER Can your team hold the conversation? THU · CLIP Decision structure	 TUE · POST Raising a concern THU · POST The Manifesto, second life

COMPOUND

Weeks 13 to 24. Judge the fit, make the case inside the organisation, keep the library working.

JUDGE THE FIT		MAKE THE INTERNAL CASE		BUILD ORGANISER CONFIDENCE		SHOW THE DUO AT WORK		REINFORCE THE EVIDENCE		REVIEW AND KEEP GOING	
WEEK 13	WEEK 14	WEEK 15	WEEK 16	WEEK 17	WEEK 18	WEEK 19	WEEK 20	WEEK 21	WEEK 22	WEEK 23	WEEK 24
 TUE · FILM What This Is Not THU · CLIP Who Brave is for	 TUE · POST Capability that lasts THU · POST The four sentences, on a card	 TUE · CLIP Finding a voice WED · LETTER Judging the fit THU · CLIP The sponsor's concern	 TUE · POST A buying criterion THU · POST The series in one post	 TUE · FILM Speaking and Event Teaser THU · CLIP Hold the heat	 TUE · POST What delegates leave with THU · POST A LinkedIn Live Brave Briefing	 TUE · CLIP Warmth and serious work WED · LETTER Two speakers, one room THU · CLIP Two perspectives	 TUE · POST Event fit THU · POST Hold the heat, on a card	 TUE · POST What a client said THU · POST Getting through it	 TUE · POST The champion's question THU · POST Pin the conversion piece	 TUE · POST Independent practice WED · LETTER Six months of naming what others avoid THU · POST Long-term ambition	 TUE · POST The returning decision THU · POST Six months on

Sara Rhi We Are Brave page Newsletter section See It Say It Shift It

Where it leads. More well-informed conversations with HR and L&D buyers and event organisers, and the Phase 2 conversation at week 24.

All progress begins with a BRAVE decision.