

# COACH'S CORNER

With Kirsty Bashforth

January 23, 2020

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# ABOUT OUR COACH

CULTURE  
SHIFT

Kirsty Bashforth runs QuayFive and is a non-executive director of Serco plc, Kier Group plc and Diaverum AB. She spent 24 years at BP plc, in a career spanning commercial leadership, operations and organizational change, working in UK, US, Denmark and Belgium.

At QuayFive she advises and equips senior teams to improve business performance through focus on the dynamics and culture of their organisation.

Kirsty's book "Culture Shift –a practical guide to organizational culture" was published by Bloomsbury in July 2019. She was named in the Financial Times Top 100 Influential Women Leaders in Engineering list in October 2019.



## KIRSTY BASHFORTH

Non-Executive Director at  
Kier, Serco, PZ Cussons,  
Diaverum

CEO of QuayFive

Author of "Culture Shift"



### **KATIE MEHNERT** *host*

She is the Founder and CEO of [Pink Petro](#)™, the global community and career resource aimed at disrupting the gender gap in energy. Katie spent 20 years in oil and gas and is an expert in driving cultural transformations through education and change management. She is the Founder and Chairman of the Board of Lean In Energy, a mentoring non profit that helps women in energy achieve their ambitions. She is a four-time World Major marathoner having completed London, Chicago, New York and Berlin.

# AGENDA

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Welcome

Introduce guest, Kirsty Bashforth

- Connecting live from the UK with host Katie Mehnert in Houston

Today's agenda

Why is Culture So Damn Hard?

Getting Started with Change

Where From, To and What Then?

Doing Things Differently

Making Our Own Card

Ask the coach

- Interactive Q&A

Close

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# ABOUT PINK PETRO & COACH'S CORNER

**Pink Petro** is a global organization that believes the future depends on education, inclusion and community.

We educate through experiences, not events, because movement requires more than moments.

We promote inclusion over diversity, because while changing your numbers is great, changing your culture is better.

And we build community, not networks, because, while networks build individual connections, communities promote the greater good.

**Coach's Corner** is a benefit of paid membership. It is our monthly member's only program on **Pink Petro TV** featuring career and professional development experts from across the industry and across the globe.

Our coaches answer your questions and give you practical advice on topics ranging from work-life balance to career guidance, and other challenges you face.

No matter the subject, our coaches are here to help.