

A portrait of Nebel Crowhurst, a Black woman with short dark hair, smiling and posing with her hands behind her head. She is wearing a vibrant, multi-colored patterned top and black gloves. The background is a solid dark red.

RIVER ISLAND

NEBEL CROWHURST
HEAD OF PEOPLE EXPERIENCE



@BrightonBelle39

RIVER ISLAND

OUR STORY



RIVER ISLAND



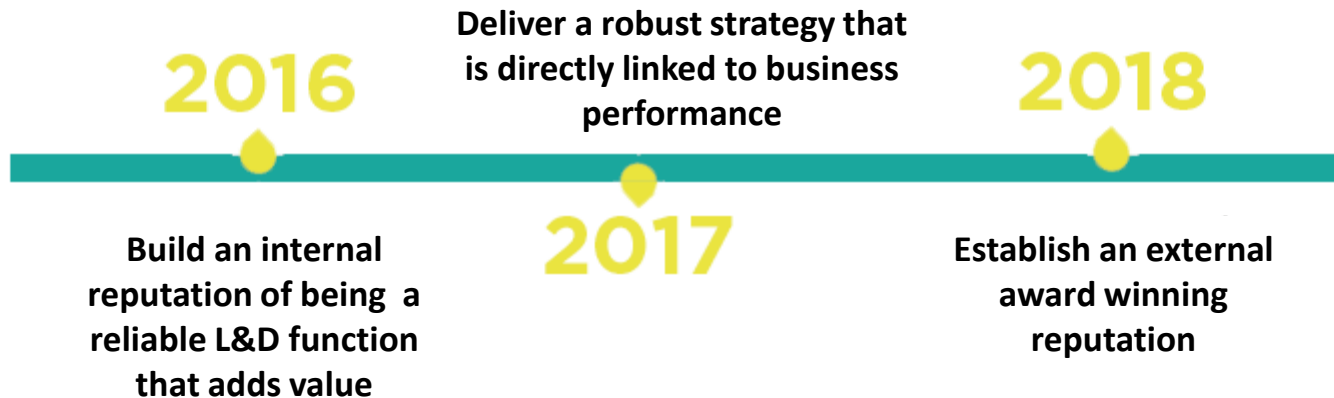
OUR STEPS TO CHANGE

HR Vision

To recruit and retain great people and enable those people to deliver great work

“Leadership is about making others better as a result of your presence and making sure that impact lasts in your absence”

Learning & Development aim to be the leaders of learning!



RIVER ISLAND



Learning & Talent Development Purpose

Brand purpose & Values always at the heart of what L&D delivers

VISION

- Leaders of learning
- A culture of learning through effective business partnering
- A credible business function that adds value
- HR Collaboration

SUCCESS

- Increased Employee Engagement
- Positively impact retention of good performers
- Year on year uplift in TM L&D Benchmark

STRATEGY

- HR Operating plan
- Alignment to business strategy
- Integration with all HR initiatives and deliverables

PRINCIPLES & PRACTICES

- Learning Agility - innovation and tech
- 70:20:10 learning framework
- Simple effective communication

RIVER ISLAND

RI L&D Purpose

As Learning Architects we design environments for effective learning to support improved knowledge, skills, behaviours and attitudes to impact business performance. L&D should be seen as professional credible advisors at the forefront of future thinking methods, trends and developments in learning.

L&D planned stages of change...



How we do It...

- **Alignment** of all Learning & Development activity to business needs and strategy.
- **Integrate** & Collaborate with HR initiatives and processes.
- **Create** an organisational learning culture.
- **Provide** appropriate learning options in various and accessible mediums.
- **Support** all learning effectively to embed, sustain and grown development.
- **Evaluate** all learning & development to demonstrate business impact.

PERFORMANCE MANAGEMENT THE CURRENT LANDSCAPE



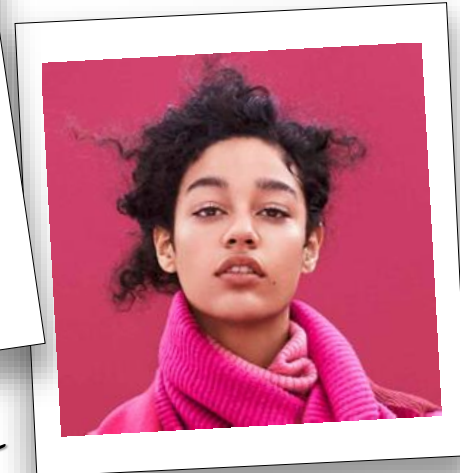
RI CAREER DEVELOPMENT & PERFORMANCE APPROACH



*In the
moment
feedback*



*Career
Development
Meetings*



*Effective
1:1s*

RIVER ISLAND



MODEL THE WAY

FOR MANAGERS



ilm
Approved
Centre

RIVER ISLAND

COVER



1.

INTRODUCTION

This is your guide to our brand...

I am delighted to introduce you to the river island brand toolkit: here you will find everything you need to know about who we are, what we do, and where we are going.

Just as the fashion world changes with every new season, we are on an ever-changing journey to connect with even more customers throughout the world. As we develop in new directions, strengthen our brand, invest in our infrastructure, and recruit more talent to our team, a strong sense of purpose, focus and culture is essential. And that is what the river island brand toolkit provides.

BEN LEWIS, CEO



RJ

2.

OUR HISTORY

from the remains of a north London bomb site on the highway road, our founder started Lewis opened its first shop in the late 1960s. After switching to women's clothing, and bringing design in-house, Lewis expanded rapidly.

in the 1980s, Lewis expanded into menswear, offering first national chain of menswear boutiques, making bold fashion statements with teenage pop. by the mid-1990s, menswear shops could be found in every desirable town and city throughout the UK. Lewis's son Leonard added menswear in the early 2000s under the same concept store.

Maintaining a reputation for always staying one step ahead, in the early 2000s Leonard rebranded the whole business as River Island and took the first steps towards international expansion by opening branches in Ireland. In the late 2000s, River Island became one of the first high street fashion brands to begin trading online. e-commerce completed the product line up in 2010.

today, River Island is one of the most recognisable high street brands in Britain. internationally, we have shops in Europe and Asia. our e-commerce business is helping to set the trend globally, shipping to 100 countries. we also have a growing presence on the world's leading digital fashion marketplace.



“From War-Torn London to International Fashion House”

RJ

3.

WE ARE RIVER ISLAND

Making People feel Good by Spreading the Joy of Fashion...

Who we are

we have the confidence to be ourselves... we believe fashion should be fun, we love to mix it up. stylish yet relaxed, glam yet edgy... sophisticated and...

What we do

affordable everyday luxury... distinctive, real-life fashion for every occasion... we deliver great value for money through quality fit and design and an inspirational shopping experience.

How we do it

our customers are at the heart of everything we do. we respond and react to their changing needs. we're always inspired by how people wear River Island.

“CUSTOMERS SAY I love River Island...their unique styles make me feel great!”



RJ

RIVER ISLAND

4.



“It all comes down to a few things...”

1 Product
the heartbeat of our company - what our customers take home and call it home with us are dedicated to developing products to the highest standard - in fabric, fit, design and make.

2 Supply Chain
management of our supply chain - the systems, processes and suppliers that help us deliver how fashion quickly and accurately - is essential to maintain our through rates and minimise markdown cost.

3 Customer Experience
the most famous river island customer experience, both online and in-store, must be deeply engaging, inspirational, easy to shop and always remembered.

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5.

OUR PEOPLE ...WAYS OF WORKING

What you do matters!
we'll be relying on you... expectations are high.

We look out for each other...
working as a team to get the job done.

We know what we're doing...
always learning and inspiring others.

We're going places...
You'll need to have a sense of ambition.

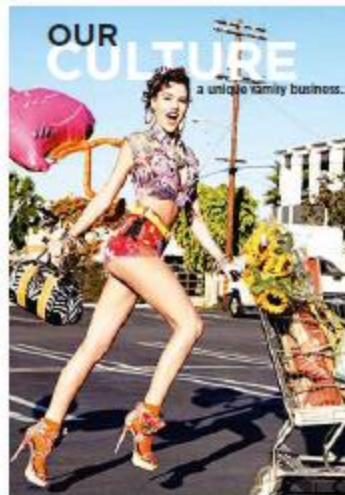
It never gets boring
You'll have to be up for a challenge and hard work.



“WOW
Everyone has a part to play.”

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6.



“We love our brand...”

“An eye for detail...”

We care...our customers notice the difference.

“We're proactive...”

We're practical and take decisions quickly.

“We're in it for the long term...”

Investing for the sustainability of our business backed by a significant parent company.

“Everyone has a voice...”

great ideas and constructive criticism come from anywhere.

“We don't rest on our laurels...”

always looking for ways to improve or simplify everything we do.

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7.

OUR RESPONSIBILITY

We have a long standing commitment to ethical trading, based on the firm belief that business can be both profitable and responsible.

It is more important than ever that we communicate our brand values, ways of working, and expectations, clearly to all our partners and suppliers.

“We care for others as much as ourselves”



River Island and the Lewis family charitable trusts are proud to support a number of important causes, including:

Give Island is our way to give all of our staff the opportunity to raise money for their chosen cause. We will support you provide a fund to match what you have raised.



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RIVER ISLAND

L&D STRATEGY

RI Purpose: Making People Feel Good by Spreading the JOY of Fashion

MEASURES OF SUCCESS

Enabled by Agile Working:

1. Delivering Happiness and Wellbeing to all people
2. Smart use of Data and Technology
3. Commercial Evidence Based Action
4. Impacting The Future of Work

L&D VISION

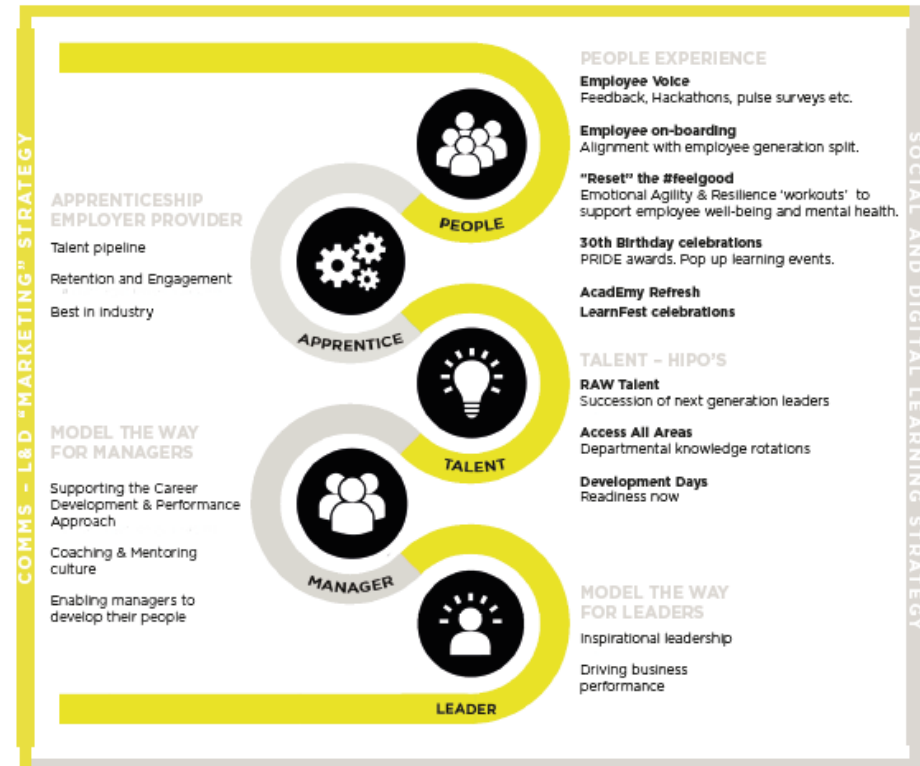
Award winning industry leaders educating everyone uniquely

L&D MISSION

Using learning innovations to enable our people to be the very best they can be

L&D PURPOSE

Learning professionals that design environments which inspire curiosity in the development of knowledge, skills, attitudes and behaviours to drive business growth



RIVER ISLAND

BUSINESS IMPACT

+ 2% Employee Engagement

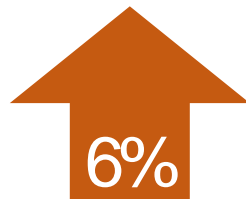


BE HEARD RESULTS

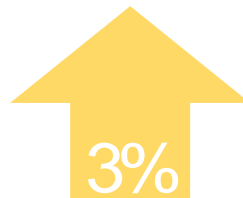
SECTION SUMMARIES 2015 TO 2017



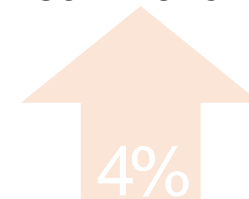
MY MANAGER



LEADERSHIP



PERSONAL GROWTH



BE HEARD RESULTS

MY MANAGER 2015 TO 2017



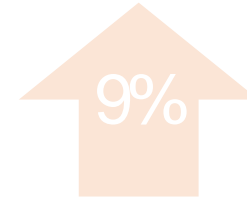
...ALWAYS MAKES
TIME FOR ME AND
SUPPORTS ME TO
DO MY JOB WELL



...LISTENS TO
WHAT
I HAVE TO SAY
AND ACTS ON IT



...GIVES ME FEEDBACK
THAT HELPS ME IMPROVE
MY PERFORMANCE
AND CAREER



BUSINESS IMPACT

+ £6.8m – Retail bottom line 2016



BUSINESS IMPACT

Towards Maturity Index

2015	12.86
2016	63.26
2017	71.13





- ♦ London Business Forum membership
- ♦ Thought Leadership Events
- ♦ Virtual Ashridge digital learning tools

- ♦ Personal Effectiveness
- ♦ In the Moment Feedback
- ♦ Effective 121s
- ♦ Career Development Meetings
- ♦ Introduction to Coaching
- ♦ Predictive Index psychometric
- ♦ Emotional Intelligence assessments
- ♦ Employee Relations Workshop



- ♦ Recruitment Workshop
- ♦ Workplace Coaching
- ♦ Managers Essentials
- ♦ 360 immersive video
- ♦ Knowledge sharing Cascade Kits
- ♦ International Manager Support
- ♦ Breakfast sessions



- ♦ Predictive Index psychometric assessments
- ♦ Emotional Intelligence assessments
- ♦ 360 feedback
- ♦ Development Centre events
- ♦ Access All Areas – High potential talent programme
- ♦ Graduate programmes in Design
- ♦ Careers events – in partnership with universities and the Fashion Retail Academy

- ♦ RIVA – River Island Virtual Academy
- ♦ Presenting skills workshop
- ♦ Influencing skills Workshop
- ♦ Negotiation Skills workshop
- ♦ ILM Workplace Coaching Qualification
- ♦ RIVA Connect Mentoring app
- ♦ Agile and Scrum ways of working
- ♦ Tech Qualifications
- ♦ Welcome To River Island induction programme
- ♦ Develop Yourself workshop
- ♦ Technical Job skills Workshops
- ♦ Microsoft Office Support
- ♦ Professional Sponsorship
- ♦ Self Care and wellbeing – National Mental Health Awareness Week
- ♦ Time To Change Pledge
- ♦ PRIDE Awards. People of RI Delivering Excellence
- ♦ RI Book Club



- ♦ Pay Day Fridays
- ♦ Summer Fridays
- ♦ Summer Ice cream van
- ♦ National celebration days – connected to charity initiatives
- ♦ Giver Island – fundraising Match & team charity
- ♦ Learning Events – National Learning at Work Week
- ♦ 30th Birthday celebrations. Golden Tickets
- ♦ Summer carnival. Limited edition gifts
- ♦ Working Out Loud circles
- ♦ Community Management skills
- ♦ Growing Digital skills and Capability
- ♦ RI View and @RI internal digital magazines



- ♦ Apprenticeship Employer Provider
- ♦ Safeguarding: PREVENT/British Values/OFSTED
- ♦ RI blog – Podcasts/articles/video
- ♦ Charity Placements
- ♦ Understanding Commercial & Voluntary Sectors?

RIVER ISLAND

THE FUTURE

AGILE APPROACH TO WORK



PEOPLE EXPERIENCE (PX)



HAPPINESS & WELLBEING
OF PEOPLE



SMART USE OF DATA &
TECHNOLOGY



COMMERCIAL & EVIDENCE
BASED ACTION



REFLECTIVE OF FACTORS
IMPACTING FOW

PX VISION

The River Island people experience must be deeply engaging, inspirational, easy and always refreshed.

We have an eye for detail...

We care...our people notice the difference

We're proactive...

We're practical and take decisions quickly.

We're in it for the long term...

Investing for the sustainability of the business.

Everyone has a voice...

Great ideas and constructive criticism can come from anywhere.

We don't rest on our laurels...

Always looking for ways to improve or simplify everything we do.

PX CHECKLIST

Is your work on brand, relevant to our people & in line with our market positioning and company culture?

- ✓ Help people feel good
- ✓ Upgraded...Unique...Broad Appeal
- ✓ Data and evidence led
- ✓ The right investment at the right time
- ✓ The best version at the best cost
- ✓ Support with banking £££
- ✓ Reflective of FOW

ENABLED BY AGILE WORKING

RIVER ISLAND

A young man and a young boy are smiling and hugging each other. The young man is wearing a light-colored zip-up jacket and light-colored pants. The young boy is wearing a grey checkered jacket and light-colored pants. They are both wearing a large, brown, fuzzy blanket. The background is a solid dark blue.

TIPS FOR
SUCCESS

RIVER ISLAND

A photograph of two women posing together against a dark teal background. The woman on the left is wearing a patterned coat and brown leather boots, while the woman on the right is wearing a thick orange fur coat. Both are smiling and looking towards the camera.

QUESTIONS?