

THE BRIEF - BRAND PANEL EVENT

Kingfisher plc approached us, after seeing a LinkedIn post following a previous webinar, and wanted to create a panel to hear from Gen Z regarding their thoughts and feelings towards the workplace. The panel formed a part of Kingfisher's leadership offsite with their most senior teams in Glasgow, Scotland.

THE RESPONSE

Four Gen Z panelists joined an Imagen Insights moderated discussion. Each person shared their own viewpoint about what is important to them at work, what makes a great boss and what they need in order to perform at their best.

THE OUTCOME

We delivered an engaging and thought-provoking session whereby Kingfisher's leaders were able to ask burning questions to the Gen Z panelists. Their teams left feeling inspired, motivated and able to build on their own leadership styles.



The Gen Z community members from Imagen Insights absolutely nailed the session with our senior leaders. Their panel discussion brought a fresh perspective to the leadership team and left us all with lots to discuss and think about.

*Anna Milne, Colleague Communications & Engagement Director,
Kingfisher plc*

