



## **Steven Rabson Stark**

**Director, Lead Facilitator**

### **Then Somehow**

We learn fastest by doing. Change only happens in the real world. Getting people to do things differently to shift behaviours, feelings, beliefs at a personal level and culture at an organisational one is what Steve specialises in. Making tools to alter behaviour, holding up a mirror and providing supportive, if at times, tough love is how he does it through his consultancy Then Somehow.

I started my working life as a Jelly Bean Machine salesman and soon transitioned to a life on the airwaves running radio stations, production companies and classified ad platforms. After a decade of outside broadcasts, licence wins and mergers, I switched to advising people like Haymarket Publishing and Virgin Media on emerging digital opportunities in data and gaming.

I co-founded my first consultancy, People Who Do, to help organisations like Channel 4, United Business Media and Nokia become more productive and effective using a variety of tools and techniques. That taught me about the way organisations work and the way their people exist within them.

Combining that experience with an aptitude for designing practical ways to change, I founded ThenSomehow.com in 2014 to help organisations understand and change their behaviours and culture to become better places to work.

We make digital and analogue tools like AdviceSheet.com and WorkingSmarterLearning.com to help provide practical ways to work better. We help organisations understand their culture with our Cultural Conversation toolkit.

We work with Aston, Cambridge, King's College London, LSE, Nottingham, UCL and Warwick Universities, as well as the UN and a range of public sector charitable and commercial technology organisations in the UK and the US.

On Friday's, I make cider with BignoseAndBeardy.com.

**#IDPE2023**