



Poppy Murray

ENTREPRENEUR/FOUNDER

The Worker Protection Act has shifted sexual harassment from a complaints process into a board-level prevention duty. Most employers still treat it as a compliance task and a training video. The harder problem is that culture only changes when the men in the room are part of the solution, and most prevention work has not given them a way in.

Poppy Murray helps employers turn the new legal duty to prevent sexual harassment into a workplace culture that holds, by engaging men as active participants rather than the problem to be managed.

Poppy Murray's 2026 Biography

Why organisations work with Poppy Murray

- She built the BE LADS Campaign on a single operational question, what can men and boys do to help women feel safer, and turned it into training that police forces, regulators, and large employers buy.
- Her consultancy, Transformative Culture Consultancy, is one of the few in the market designed specifically around the Worker Protection (Amendment of Equality Act) duty that came into force in October 2024.
- She has delivered to Tesco Mobile, WSP, Butterfield Bank, the Chelsea FC Foundation, the Royal British Legion, and the City of London Crime Prevention Association. The client list crosses corporate, sport, charity, and policing.
- The National Police Chiefs' Council named her runner-up in Making Safer Spaces in 2024, one of only two civilians recognised from 170 nominations. The credential is operational, not honorary.
- She works without blame or division. Audiences of men leave with something to do, which is why HR and culture leaders book her where other formats have stalled.

Biography highlights

- Founder, BE LADS Campaign, 2021
- Co-founder and Director, Transformative Culture Consultancy Global Ltd, 2024
- UN Women UK Delegate, 68th Commission on the Status of Women, 2024
- Runner-up, Making Safer Spaces, National Police Chiefs' Council VAWG Recognition Event, 2024
- Founder, SafetyNet Guernsey
- Trustee, Lloyds Bank Foundation for the Channel Islands, since December 2021

AVAILABLE FOR

- Panel Participation
- Speaking
- Training and Workshops

POPPY'S SPEAKING THEMES

- Change Management
- Corporate Culture
- Diversity, Equity & Inclusion
- Employee Wellbeing
- Inclusive Leadership

LANGUAGES: English

Biography

The Worker Protection Act put a positive duty on UK employers to prevent sexual harassment before it happens. It moved the question from “how do we handle a complaint” to “how do we change the culture that produced it,” and most organisations are now working out what that means in practice.

Poppy Murray works in that gap. She co-founded Transformative Culture Consultancy Global with Brooke Jarvis in 2024, building prevention training that maps directly onto the new legal duty and the operational reality of the workplaces buying it. The firm’s clients sit across corporate, sport, charity, and policing, including Tesco Mobile, WSP, Butterfield Bank, the Chelsea FC Foundation, the Royal British Legion, and the City of London Crime Prevention Association.

Her authority on the subject is built on the BE LADS Campaign, which she founded in March 2021 after the murder of Sarah Everard. The campaign asked a precise question, what can men and boys actually do to help women feel safer, and turned the answer into training that engages men without blame. The National Police Chiefs’ Council named her runner-up in Making Safer Spaces in 2024, one of only two civilians recognised from 170 nominations.

Her professional background spans journalism, law, finance, and retail, which shapes how she handles sensitive material in front of mixed audiences. She is a UN Women UK Delegate, a trustee of the Lloyds Bank Foundation for the Channel Islands, and the founder of SafetyNet Guernsey, where her “It’s only a touch” campaign placed the criminal penalties for sexual assault in front of the night-time economy in plain language.

Key speaking topics

- Sexual harassment prevention and the Worker Protection Act
- Workplace culture and safety as a leadership responsibility
- Engaging men as allies in gender safety
- Violence against women and girls in corporate and public settings
- Behavioural change and bystander intervention
- Inclusion without blame or division

Ideal for

- CHROs and Heads of People preparing for the Worker Protection Act duty
- DEI, culture, and ER leads designing harassment prevention beyond e-learning
- Boards and ExCos in regulated and customer-facing industries reviewing safeguarding exposure
- Police, justice, and public safety leaders working on VAWG prevention

Audience outcomes

- A clear read of what the Worker Protection Act actually requires of employers and where most are still under-prepared
- A practical framing of male allyship that male audiences engage with rather than resist
- Specific bystander and intervention behaviours that translate from keynote to workplace

- A way to talk about VAWG in a corporate setting without losing half the room
- A model for connecting culture, safety, and inclusion as one operating question, not three

Poppy Murray's 2026 talks & topics

Building a Workplace Culture of Safety and Respect

A practical session on how employers can meet the preventative duty in the Worker Protection Act rather than the reactive one.

Key takeaways:

- What the new positive duty changes for boards, HR, and line managers
 - How to design prevention work that engages men rather than alienating them
 - The specific cultural signals that predict harassment risk in a workplace
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BE LADS: Making a Difference

The founding story and method of the BE LADS Campaign, reframed for corporate and institutional audiences.

Key takeaways:

- Why most VAWG prevention messaging loses men in the first three minutes
 - The single operational question that reopened the conversation
 - How small, named behaviours scale into a culture change programme
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How Small Steps Can Have a Big Impact

A talk on behavioural change in safety, harassment, and inclusion contexts.

Key takeaways:

- The gap between awareness and intervention, and how to close it
- Why bystander frameworks work in some settings and fail in others
- Practical actions that audiences can take back into their teams the next day

What Poppy Murray's clients say

Poppy provided unrivalled value to our Standing Together Programme. Each workshop delivered was relevant and engaging. Working with participants who had numerous risk factors, and from a variety of backgrounds and cultures, Poppy tailored her presentations to meet everyone's needs. Our feedback from participants was that Poppy's sessions were inspiring, informative and engaging.

Sam Mardle

Education Manager, Chelsea FC Foundation

I would not hesitate to recommend Poppy as a speaker, and her campaign as a tool to raise awareness of VAWG and the role men and boys have in making others feel safer. Poppy is doing something different with BE LADS.

Louise Crawford

Programme Manager, HeForShe

Listening to the compelling, extremely thought-provoking and passionate talk by Poppy Murray was the highlight of the event. She delivered her BE LADS presentation to a large group of police officers perfectly. The fact that you could see eyes watering from those in attendance showed that what she said hit home. Everyone should hear Poppy speak.

Garry Shuttleworth

PC, City of London Police

Poppy's BE LADS campaign is really helping to shift the perspectives and notions surrounding violence against women and girls. For too long, the focus has been on the actions of victim-survivors as opposed to the actions of the perpetrators. The BE LADS campaign is a seriously informative piece of work that has a place in our educational institutions, police forces, and quite honestly, any workplace.

Josh Williams

MVAWG Business Command, Bedfordshire Police

Poppy's presentation was thought-provoking, balanced and inspiring. Absolutely fantastic!

Nicola Furlong

PC, Merseyside Police

With her BE LADS Campaign, Poppy has added great value, support, and a fresh dimension to our various consortium activities to prevent violence against women and girls and domestic abuse. Men have a fundamental role to play in improving safety for women, and the BE LADS Campaign is a highly effective initiative that provides practical advice to men who want to help.

Don Randall MBE

Chair of City, London Crime Prevention Association

The impact of Poppy’s powerful presentation was incredible, creating huge interest from delegates, the likes of which I have not seen before. Her key message, that “it’s not all men, but it affects all women and all men can help” is ingenious, true and thought-provoking.

Ian Scholes

Deputy Chief Officer, Bailiwick Law Enforcement

Poppy’s presentation was insightful and incredibly well put together. She raised some brilliant key points and strategies on how we can all support each other within our community, which I will be taking forward personally. We are all lucky to have someone like Poppy driving this initiative and I would encourage many others to attend one of her talks.

Matthew Gilligan

Associate Director, Saffery Trust

Poppy Murray's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	EUR	GBP	USD
Home Country	Under €12000	Under £10,000	Under \$15000
Asia Pacific	Please enquire	Please enquire	Please enquire
Europe	Please enquire	Please enquire	Please enquire
Middle East & Africa	Please enquire	Please enquire	Please enquire
South America	Please enquire	Please enquire	Please enquire
United Kingdom	Under €12000	Under £10,000	Under \$15000
US East Coast	Please enquire	Please enquire	Please enquire

US West Coast	Please enquire	Please enquire	Please enquire
Virtual	Please enquire	Please enquire	Please enquire