



HARD AS NAILS AT WORK • THE DIY PACK • £250

ONE WEEK OF MEN WEARING NAILS AT WORK = ONE MEASURABLE SHIFT IN CULTURE, COURAGE AND CONVERSATION.

Your people know what needs saying. Most of it never gets said. This is the week that changes that, and this is what you get for £250.

HARD AS NAILS.

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WHAT £250 GETS YOU

ONE FEE. THE WHOLE ORGANISATION. NEVER PER HEAD.

01 THE PACK

Everything you need to launch it, run it and look after people during it. Seven documents, named on page 4, sent to whoever runs your week.

02 A SIGN-UP LINK JUST FOR YOUR ORGANISATION

Every man registers with us. Your link tells you how many are in, without you chasing.

03 EVERY MAN'S OWN BEFORE-AND-AFTER SCORES

Two short surveys, one before and one after. His results go to him, and into the national study run with Leeds Beckett University.

04 A WEBINAR WITH THE CO-FOUNDERS

An invitation to a session with Daniele and Sam before the week, or the recording.

05 US ON THE END OF AN EMAIL

hello@hard-as-nails.com reaches a person, and we reply within one working day.

Not in £250: a co-founder in the room (that's In Person, from £2,500), your organisation's own before-and-after report (Enterprise, from £10,000), and nail varnish. Any bottle from any chemist does the job.

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HOW A WEEK AT WORK RUNS · FOUR DECISIONS, THEN ONE MORE

01 WHO ARE YOU INVITING?

The whole organisation, selected teams, or particular sites. Taking part is voluntary and individual. Colleagues who don't paint still count: they log a short observation of the men they work with, before and after.

02 WHICH WEEK?

Any week between 9 and 29 November. Say which one before you invite anyone.

03 HOW DO THE NAILS GET PAINTED?

An in-house session where colleagues paint the men's nails, in the canteen or wherever suits. A team trip to a local salon. Or done at home by partners or kids and worn in. It runs about half and half between the salon route and the at-home route, and all three count.

04 HOW DO YOU KEEP THE CONVERSATION GOING?

A team conversation, a reflection circle, a panel over lunch. The Conversation Toolkit has the formats and the prompts.

05 HOW DO MEN TELL YOU THEY'RE IN?

They register with us at hard-as-nails.com/signup. You'll also want a simple internal way for them to tell you, a reply, a form, a Slack channel, so you can sort the nail-painting and the follow-up.

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WHAT'S IN THE PACK · SEVEN DOCUMENTS, YOURS TO ADAPT

START HERE

How the campaign works and the four decisions above, for whoever runs your week.

WELLBEING SUPPORT AND ESCALATION GUIDE

What to do with a difficult conversation, and when to hand to your own HR or wellbeing routes.

We handle national registration, every participant's guide and communications, the campaign prompts and the follow-up.

INTERNAL COMMS TOOLKIT

Ready-to-use copy for email, Slack, Teams and WhatsApp: launch, reminders, campaign week.

CAMPAIGN ASSETS

Recruitment, awareness and conversation posters, plus digital-screen assets, all print-ready.

You handle the invite, the week, the nails, the posters and the conversations.

CONVERSATION TOOLKIT

Team discussions, reflection circles and wider events, without needing a trained facilitator.

CONVERSATION GUIDE AND THE MAN BOX

Every man who registers gets his own guide to the conversations his nails start. The Man Box visual explains the rules he's breaking.

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WHY IT WORKS · 422 MEN · A 50-MAN CONTROL GROUP THAT DIDN'T MOVE

2x

Willingness to stand up for others doubled.

What you'd notice: the colleague who steps in when someone is out of line.

1/2

Fear of judgement halved.

What you'd notice: the idea that gets said in the meeting, not after it.

85%

Had conversations they'd never normally have had.

95% had a very positive experience and would do it again.

Significant movement on validated psychological scales, measured again at nine months and still there. Oversight from Professor Brendan Gough, Leeds Beckett University. Wates and Salesforce took the first two employer places for November. The full working paper is public, unfavourable findings included, at hard-as-nails.com/research.

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FOR THE PERSON YOU NEED TO CONVINCE

EVERY WORKPLACE HAS A VERSION OF THIS.

Someone doesn't step in when they should. Nobody admits they're stuck. The men skip the wellbeing session, the culture programme gets politely attended, and nothing moves. Underneath all of it sits the same thing: rigid rules about how you're allowed to be seen at work.

THE ASK

One ordinary week at work, with painted nails. No workshop, no away day, no facilitator in the building.

THE POINT

A week of feeling visibly different loosens the rules from the inside. Measured before and after, on Workplace Courage and other validated scales, with academic oversight. A few hundred pounds and a few hours of one person's time.

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NEXT

**PICK YOUR WEEK.
PAY.
TELL US WHO
THE PACK GOES TO.**

Pay online at hard-as-nails.com/organisations, or ask for an invoice.
hello@hard-as-nails.com

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