

Book Review

Belonging by Owen Eastwood from **Radical HR**

Belonging is at the heart of every successful team 🌟

Revisiting [Owen Eastwood's](#) #Belonging both by myself and with the leaders I am talking to and LOVING the conversations and transformation coming off the back of it.

📖 I think the book is jumping onto many "must read" lists right now!

Owen highlights the deep, primal need we all have to feel connected and valued, which resonates so strongly with our philosophy at Radical HR.

The power and understanding of belonging in ANY high performing team is critical!

There is far too much to dive into on the topic here (a few quotes and thoughts are from the first few pages ☞ to get you started). Start having a think about these things.....

👉 Whakapapa | This Māori concept embodies our universal need to belong, viewing each person as part of an unbreakable chain sharing a sacred identity. It's a powerful framework for building team cohesion.

👉 Performance and Belonging | People perform at their best when they feel a genuine sense of belonging. This aligns perfectly with our belief at Radical HR that individuals must be able to bring 100% of their unique selves to work.

👉 The "Us Story" | Great leaders craft a narrative that connects past, present, and future, making every team member feel they truly belong. This speaks directly to our focus on helping people see their future within the organisation.

👉 Continuous Evaluation | Belonging is not static; individuals constantly assess their sense of belonging based on their environment and relationships. "Do I have a future here?" drives retention of your people.

👉 Diversity as Strength | Embracing diversity within teams can be transformed into a competitive advantage when everyone feels they belong. Celebrating and embracing differences will create thriving teams.

At [Radical HR](#), we believe that true belonging means more than just fitting in. For people to really thrive, they need to feel safe bringing 100% of their unique selves to work – their identity, strengths, and personal values.

This isn't just about inclusivity; it's about fostering an environment where diversity is truly embraced and celebrated.

"Do I have a future here?" is a question that most drives the retention of your people. In the future the best people will only stay when they are thriving and believe they belong.

How is your team fostering belonging? 🌱

We work with innovative organisations and leaders to radically shift perspectives and provide the tools and thinking for the future of teams.

If you would like support to re-imagine your people initiatives so that you create workplaces people love and are more productive, reach out - I'd love to buy you a coffee and chat more!