

# DEVELOP LEADERS WHO INSPIRE, ENGAGE, AND DELIVER RESULTS INSTALL A PROVEN SYSTEM FOR LEADERSHIP EXCELLENCE

**WARNING: THIS PROGRAMME WILL LEVEL UP  
YOUR LEADERSHIP AND TEAM PERFORMANCE**





# WHAT IF EVERY LEADER IN YOUR ORGANISATION HAD THE TOOLS TO INSPIRE ACTION, BUILD HIGH-PERFORMING TEAMS, AND DRIVE CONSISTENT RESULTS?

## Build the Leaders Your Business Deserves

The Leadership Programme is a structured journey designed to develop confident, inspiring leaders who drive performance and build strong, engaged teams.

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## Expert Coaching

Through expert coaching, practical tools, and real-world application, this programme builds the mindset, behaviours, and habits needed to lead with clarity, confidence, and impact.

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# TRAINING ALONE DOES NOT WORK

## How many leadership sessions have inspired you but failed to create change?

Most training fails because it lacks reinforcement and action. It often falls victim to the 'forgetting curve', where learners forget up to 90%\* of new information within a week without reinforcement. Coaching bridges this gap by providing ongoing support, helping individuals apply knowledge in real world contexts, and reinforcing learning over time. This combination ensures that new skills are not just learnt but mastered, retained and used.

### Key Benefits of Combining Training and Coaching:

1. Reinforces Learning: Coaching revisits training content, combating the forgetting curve and solidifying knowledge.
2. Supports Real World Application: Coaches help translate theory into practical, actionable skills tailored to specific roles or challenges.
3. Provides Accountability: Regular check-ins ensure consistent progress, boosting motivation and commitment to skill development.
4. Addresses Individual Needs: Coaching offers personalised guidance, addressing unique challenges and knowledge gaps.
5. Drives Long-Term Retention: Through spaced repetition and continuous feedback, coaching helps embed skills for sustainable success.

**By integrating training with coaching, individuals gain the structure, support, and repetition needed to develop skills that last and deliver real impact.**

\* Hermann Ebbinghaus's 1880 to 1885 studies on the forgetting curve.





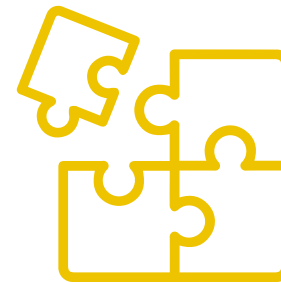
# WHAT HAPPENS WHEN YOUR LEADERS STEP UP AND LEAD WITH PURPOSE?

This programme is designed to strengthen leadership at every level, ensuring your teams stay focused, engaged, and aligned with your business goals.



## Keep your teams inspired and aligned

Strong leaders who set the vision, build trust, and empower teams to perform at their best.



## How do you create lasting impact?

Effective leadership inspires clarity, drives accountability, and aligns people with purpose.



## What's the foundation of high-performing teams?

Leaders who set clear direction, foster trust, and empower others to take ownership.



# WHY INVEST IN THIS UNIQUE LEADERSHIP TRAINING & COACHING PROGRAMME?



**What would world-class leadership mean in your business?**  
*Stronger vision, empowered teams, and consistent, values-driven performance.*



**Equip your leaders with proven strategies for clarity, influence, and high team performance...**  
*...This unique programme doesn't just train your leaders, it transforms them, with weekly action and accountability.*



**What's the cost of weak leadership?**  
*A proven leadership system in your business PLUS confident, capable leaders will reduce friction, boost engagement, and keep your teams focused on what matters most.*



Leadership Foundations: Discover what sets leadership apart from management, develop a people-first mindset, and build the core behaviours that drive trust, clarity, and team alignment.

Culture and Values: Define and embed the core values that shape your organisation, align leadership behaviours with company culture, and create a workplace where trust, inclusion, and accountability thrive.

Strategic Thinking: Balance short-term demands with long-term vision, sharpen decision-making through analysis and planning, and lead change with clarity, confidence, and a focus on continuous improvement.

Each session is designed to deliver real-world impact, ensuring your team walks away with practical, actionable tools.

Session 1

Session 2

Session 3

Session 4

Session 5

Session 6

Leadership Foundations: Understand the core difference between leading and managing, build trust through authentic communication, and develop a people-first mindset that drives clarity, focus, and team alignment.

Strategic Execution: Set bold, aligned goals, implement OKRs to measure progress, and strengthen your daily leadership habits to drive performance, enhance communication, and keep your team focused on what matters most.

Leadership Communication: Craft clear, purposeful messages, improve active listening and feedback, and overcome communication barriers to build stronger connections, alignment, and trust across your team.

Emotional Intelligence: Develop self-awareness, empathy, and emotional regulation to lead with confidence, create a culture of trust and openness, and inspire your team through connection and compassion.

Innovation & Change: Foster a culture of creativity, lead your team through change with empathy and clarity, and build the agility needed to drive continuous improvement and high performance.

Self-Leadership & Growth: Reflect on your leadership journey, strengthen your personal brand, and embrace ongoing development to lead with authenticity, adaptability, and long-term impact.

HOW DOES THE FIRST 12-WEEK LEADERSHIP PROGRAMME LOOK?

Here's a snapshot of the transformation your team will experience over first 12 weeks:

Session 7

Session 8

Session 9

Session 10

Session 11

Session 12

Personal Leadership Brand: Define your leadership identity, align your values with organisational goals, and use emotional intelligence and feedback to build trust, credibility, and lasting influence.

Coaching & Team Building: Strengthen your coaching skills, create a culture of mentorship and feedback, and build high-performing teams through trust, collaboration, and shared accountability.

Legacy & Next Steps: Set future leadership goals, share your vision with your team, and embed continuous growth and development into your culture to multiply impact and lead with purpose.



# WHY CHOOSE THIS PROGRAMME?

- 01** What difference would better leadership make?  
**Higher performance. Lower stress. Stronger teams.**
- 02** What drives long-term growth?  
**Confidence, clarity, and consistent leadership at every level.**
- 03** Why trust ActionCOACH?  
**With over 3 decades of experience helping hundreds of thousands of businesses succeed, the Action Team knows this will work for you. But you don't. That's why we guarantee you'll be pleased you gave it a go and if you're not, we'll refund you your money and pay you for your time, that's how certain we are that this will be a great investment for you.**



# READY TO BUILD THE LEADERSHIP TEAM YOUR BUSINESS NEEDS?

Ready for your leadership team to achieve  
extraordinary results?

The Leadership Programme installs a complete  
system, with the mindset, tools, structure and  
support to lead high-performing teams.

Turn your managers into true leaders.



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