

AUTHENTIC* LEADERSHIP PROGRAMME

**A POWERFUL COACHING-BASED PROGRAMME WHICH
UNCOVERS YOUR LEADERSHIP STYLE FOR
SUSTAINABLE IMPACT.**

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www.brkthrucoaching.co.uk

THE PROGRAMME



**9 X 3 HOUR MODULES
6X2 HOUR EXECUTIVE COACHING
SESSIONS.**

THE BENEFITS

A coaching-based development programme that helps you identify the Leadership style most effective for you. Academic Research has proved that:

1. Feeling comfortable in your skin(knowing who you are) makes you more effective as a leader leading to increased sense of wellbeing
2. Staff respond well to authentic leadership, they make better decisions more quickly and can work more effectively
3. Creates better relationships leading to boost in productivity
4. NOT being authentic leads to dysfunctions

The way you lead therefore needs to be specific to you, natural and non-constructed. Your style can't be a costume you put on each day to be a "leader".

IMPACT

- **50% increase in leadership capability ratings**
- **80% increase in clarity over capabilities**
- **80% increase in understanding of Key Strengths**
- **150% increase in ability to have a clear vision of the future.**
- **Expectations for the programme EXCEEDED**

WHO IS IT FOR?

- Those new into leadership roles looking to become more effective
- Those moving from operational to leadership roles as the next step in their career

Preparation

A range of tests and questionnaires to help us understand where you are now, how you interact with other people and your aptitude for change.

Module 1 - The Why of You

The goal is to help you create a far deeper understanding of who you are, your Principles and what is truly important to you.

Module 2 - Purpose, Mindset and Mission

Together we develop clarity over your personal and professional purpose and how to make it real.

Module 3 – Self-Care Plan

You need to look after yourself to make sure you stay on track and focused on your goals.

Module 4 - Vision

Any journey needs a destination, together we work out your direction of travel and what needs to be in place.

Module 5 – Strategy & Innovation

We will introduce you to the principles of strategy and help you develop your own strategic plan to achieve your visions. We also look at how innovation techniques can be used to address strategic issues.

Module 6 - People

“Culture eats strategy for breakfast” so you need an ability to create an authentic culture which gives your team the best chance of success. Without people you are not a leader so how do you get the best from them? How do you build great teams and make sure they perform to achieve high impact?

Module 7 – Influencing

You need to influence upwards, downwards and sideways to get the impact you need. Communication will be key to your success. What are the secrets to great communication?

Module 8 – Decision Making

Leader make decisions all the time but how do you know you are making the right decisions? Do you understand your blind spots, what is your process for decision making? In this module we will help you understand how you can make better decisions more of the time.

Module 9 - Getting Things Done

Here we look at how you can motivate yourself and teams, to make sure the job gets done.

Wrap Around Executive Coaching Programme

Leadership is an applied skill it is vital that this programme is underpinned by a coaching programme to embed learning through reflection and discussion

About Keith Jeffrey

Keith is a creative and strategic leader with 35 years experience of senior leadership in the social, cultural and creative sectors. A Master Level Executive Coach with qualifications from MIT, Keith has combined the lived experience of leadership with advanced study and research to create this programme.

He has helped 200+ businesses start up and has the ability to assist companies achieve breakthroughs in thinking and ideas to create innovative solutions with transformative impacts.

He has worked in music venues, created cultural and creative centres, he even produced a (minor) hit record!

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What Clients Say

Dawn Foote, CEO, Katapult

"Keith ran a session with me and my business partner Phil. The session focused on aligning our personal needs and ambitions with the businesses. As co-founders and leaders, we pour ourselves wholeheartedly into our business, we love what we do. So taking some time to look at how this aligns to both of our personal ambitions was really useful to do together. Keith ran through a few tools with us and this resulted in us having some clear take-aways."

Donna Fox, CEO, EMCCAN

"A real eye opener for me and helped develop my leadership skills in a highly competitive environment."

Sarah Worth, Co-Artistic Director, Highly Sprung Performance Co

"Keith has been such a positive and empowering coach to work with. He provides a meaningful and motivating level of questioning which helps to quickly identify the real area of development that needs focus. His sessions are always inspiring, ensuring that I am making steps forward with every conversation."