

# Supercharge your teams with client leadership skills

Embedding emotional intelligence  
and self-awareness across your  
team and its leaders



**Do you rely on your senior team to lead clients, deal with tricky client situations and upsell work?**

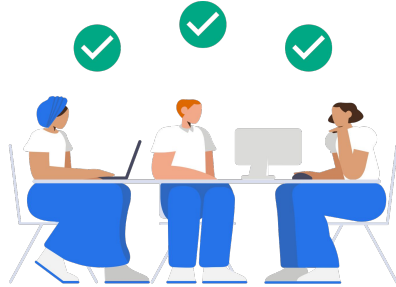
**Put your team on our programme so they all become client super-stars and you increase revenue by up to 35%.**





## Increase client happiness & delivery success

We give your teams the skills to influence, persuade and show leadership to clients, selling in their work to stakeholders at all levels



## Free up the time of your business leaders

We get your teams handling tricky stakeholders and challenging situations without having to call in the big guns



## Bring your teams together around a shared experience

Everyone goes on a journey of personal development together, creating bonds, building connections and increasing retention



**“We were in a big pitch. It was going really badly. The client was challenging everything.**

**I started to use the techniques we’d learnt. Within minutes, the client was on our side.**

**We won the pitch.”**

See success stories, testimonials, reviews and more at <https://sterka.team/case-studies>



# A curriculum for client-facing teams

## 1. Inspiring & influencing

We get you thinking about all the ways you interact with people. Follow our FABRIC framework to inspire your clients and colleagues, regardless of where you sit in the hierarchy.

## 4. Really successful meetings

Use our READY framework so clients emotionally commit to your meetings/workshops. Lead and drive outcomes that everyone buys into and which actually happen.

## 2. Difficult conversations

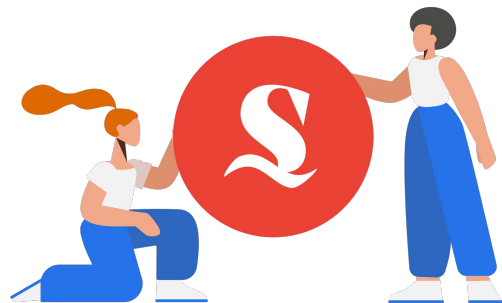
Our PLEASE framework gives you all the practical tools you need to resolve conflict. Achieve win-win outcomes that everyone buys into and make clients love solving problems with you.

## 5. Amazing presentations

Get the full lowdown on our RRR-SSS framework to land your message and fully achieve the outcome you want. Influence and persuade clients at all levels with ease.

## 3. Long-lasting relationships

We walk you through each step of our MASTER framework. Build long-lasting client relationships and push aside negative behaviour, creating psychological safety for everyone.



# People Skills as a Service<sup>®</sup> programme



## 1. Short workshops

A one-hour interactive session every 2 weeks, for your entire team. Focus on one skill per workshop, with lots of practice and group work.



## 2. Leadership coaching

One-to-one monthly coaching sessions for your senior team. Learn about yourself, view challenges in new ways and lead by example.



## 3. Embedding skills

Building momentum with accountability, access to learning resources, and regular conversations about what everyone's learning.



# People Skills as a Service<sup>®</sup> programme



## **Who should enrol on the programme?**

Anyone in your business that interacts with clients - business leaders, delivery teams, account managers, sales people etc. Team members that aren't client-facing can also enrol to improve their internal comms.

## **What are we committing to?**

The full programme lasts for 9 months. The time commitment is 2-3 hours per month for everyone during the first 6 months. It's all very flexible and you're free to pause or leave at any time.

## **How many people should we enrol?**

You'll need 30+ people to get going with a private programme. If you have 5-29 people then you can join the public programme (i.e. with teams from other businesses). We don't take bookings for <5 people.

## **How do you track programme success?**

We track confidence against key learning outcomes with regular surveys. On average, there's a 47% skills improvement across our cohorts. Our programme is designed to bring about long lasting change.

For businesses where everyone is always flat out. Low time commitment but high impact.



# People Skills as a Service<sup>®</sup> programme

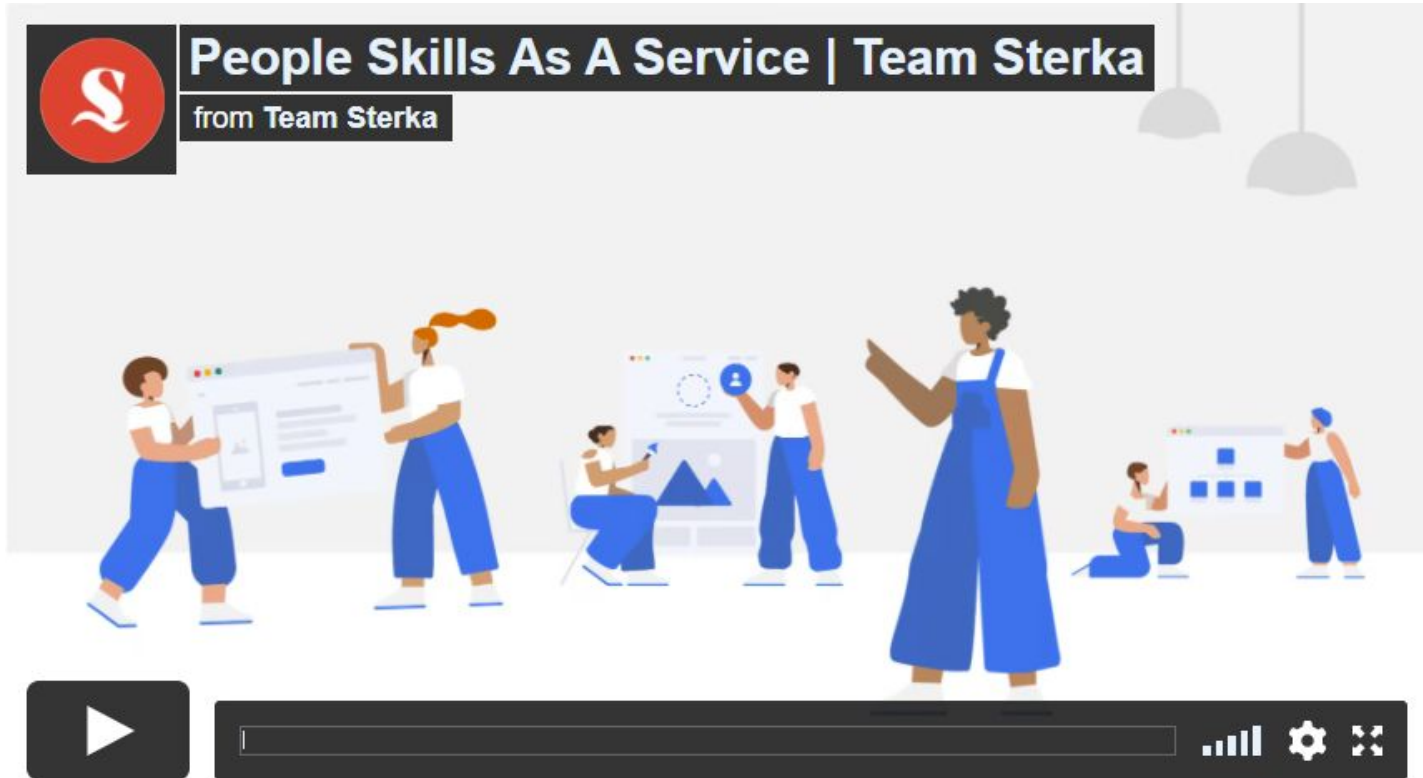


	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9
<b>Short workshops</b>	2 workshops	2 workshops	2 workshops	2 workshops	2 workshops	2 workshops	1 workshop	✗	1 workshop
<b>Leadership coaching</b>	1 session per person	1 session per person	1 session per person	1 session per person	1 session per person	1 session per person	1 session per person	1 session per person	✗
<b>Embedding skills</b>	✓	✓	✓	✓	✓	✓	✗	✗	✗
<b>Pricing</b>	Full price	Full price	Full price	Full price	Full price	Full price	Full price	Free	Free





# Watch Alex's journey through our programme

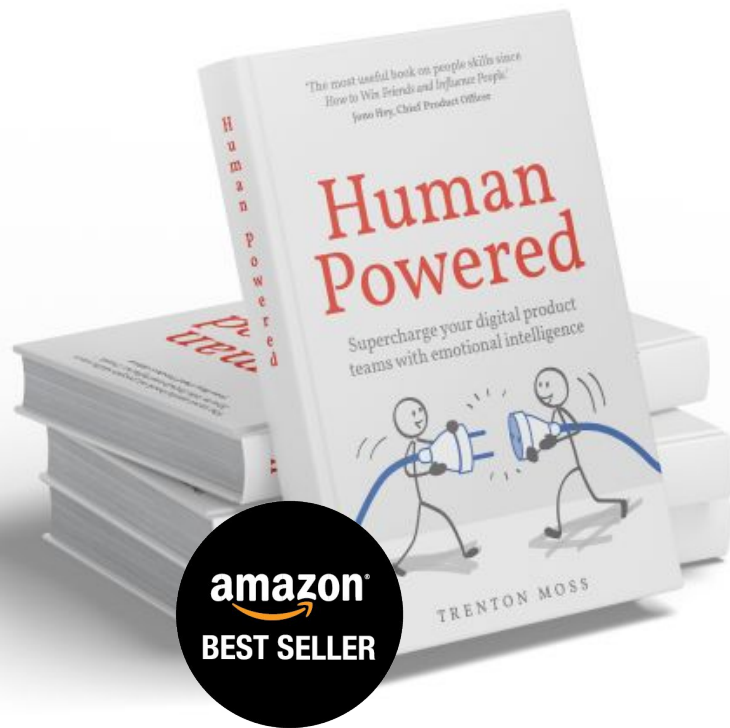


# We've written the book on it

Our book, 'Human-Powered', was an Amazon bestseller within one week of being published.

85% of job success comes from being able to collaboratively solve problems, resolve conflict and inspire others.

Get this right and you'll have truly high performing teams. Leave it out, and you get people fighting each other, zoning out of work and ultimately leaving.



# Your investment



## Public programme

Start date:  
11 June 2025

5-9 people

£149

per person per month

10-19 people

£129

per person per month

20-29 people

£109

per person per month

## Private programme

Flexible start

30-44 people

£149

per person per month

45-59 people

£129

per person per month

60-89 people

£109

per person per month

Pricing applies to the initial 7 months and is subject to VAT. Months 8 and 9 are free of charge. You'll pay monthly by Direct Debit and can pause or leave any time.



**Join us for a free Zoom workshop, ‘Making a great first impression with clients’.**

**Doing great work isn’t enough. Clients also need to think you’re doing great work. And it all starts with the first impression.**

During our super-interactive workshop you’ll:

- Understand the ingredients of a really impactful introduction
- Create a first impression that builds trust and memorability
- Articulate your general amazingness with pride
- Get feedback on your introduction from other business leaders



# Request your invite to our free workshop



**Topic:** Making a great first impression with clients

**Attending:** Senior agency/consultancy folk (so you'll be in good company)

**When:** Choose from one of (UK time):

- Wed 26th Feb 9:00-10:15am
- Thu 27th Feb 1:00-2:15pm

**How to request your invite:**

Visit <https://sterka.team/taster> and fill in the short form

- or -

Email [trenton@sterka.team](mailto:trenton@sterka.team) to tell us:

(a) which session you'd like to attend; and (b) if any colleagues are joining.



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Sterka**

