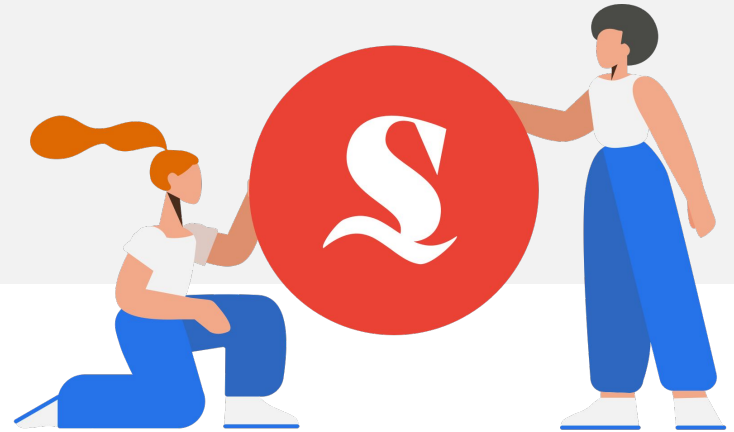


Supercharge your teams with client leadership skills

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?

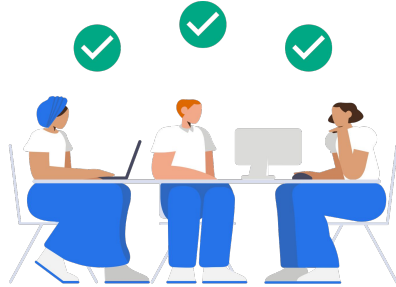
Put your team on our programme so they all become client super-stars and you increase revenue by up to 35%.





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.

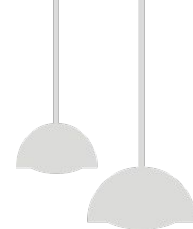
I started to use the techniques we’d learnt. Within minutes, the client was on our side.

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.

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.

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.

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.

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.

6. Building inner strength

Working with clients can be stressful - so we teach you how to increase confidence levels, stop holding yourself back and recover quickly from challenging experiences.



People Skills as a Service[®] 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[®] 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 time commitment is 2-3 hours per month for everyone. The core programme is 6 months and you can extend to 9 or 12 months. The programme is 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.



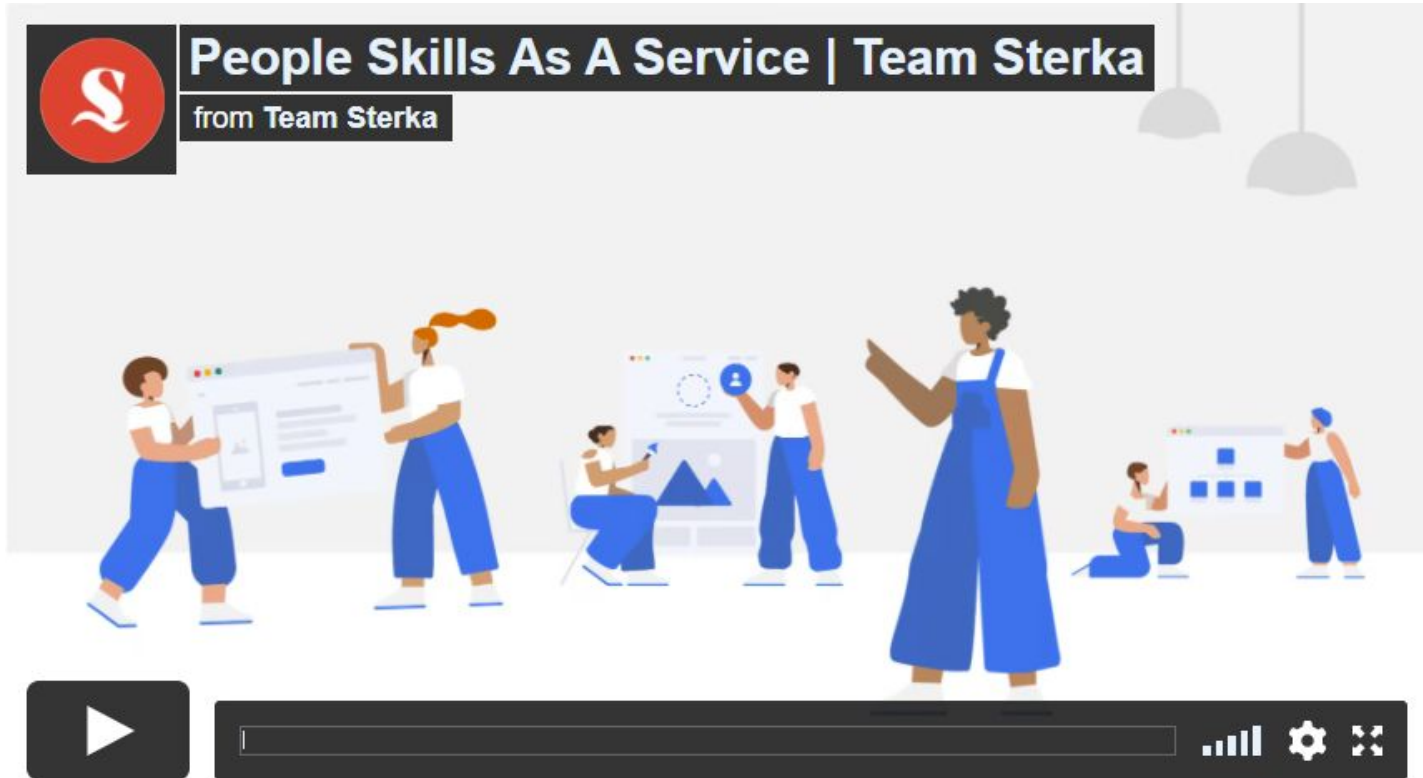
People Skills as a Service[®] programme



	Months 1-3	Months 4-6	Months 7-9	Months 10-12
Short workshops	6 workshops	6 workshops	1 workshop	1 longer workshop
Leadership coaching	3 sessions per person	3 sessions per person	3-4 sessions per person	x
Embedding skills	✓	✓	x	x
Pricing	Full price	Full price	75% discount	75% discount



Watch Alex's journey through our programme

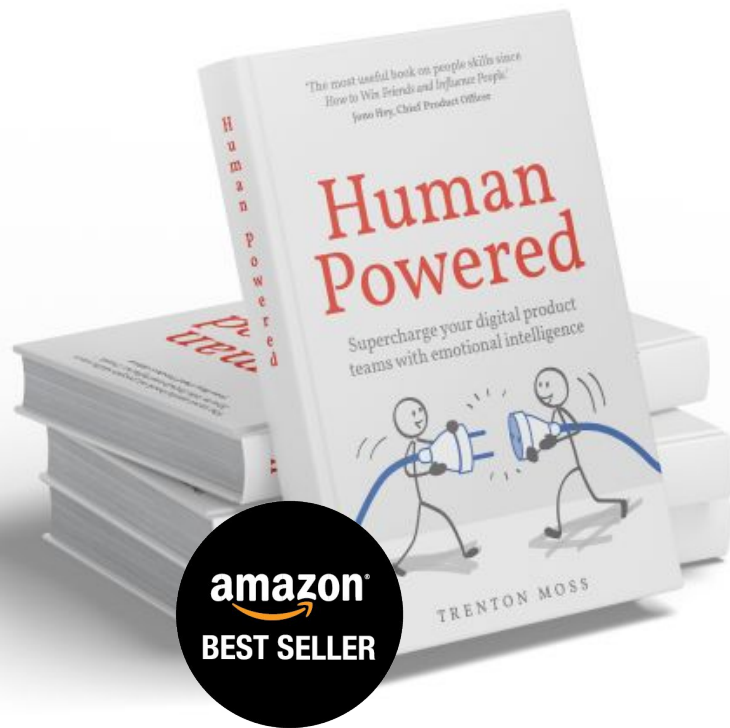


We've written the book on it

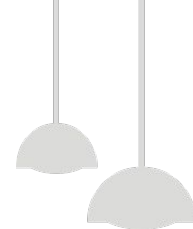
Our book, 'Human-Powered', was an Amazon bestseller within one week of being published.

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:
14 Jan 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 core programme (months 1-3 and 4-6).
Get a 75% discount on months 7-9 and 10-12, if you extend.



Could your team's client communications be more effective?

Join us for a free Zoom workshop, 'Adjust your communication style to build great relationships'.

During our super-interactive workshop you'll learn:

- About the 4 different comms styles
- Which are your primary and secondary styles
- Why other people frustrate, annoy and/or upset you when they communicate
- How to communicate to clients with different styles



Request your invite to our free workshop



Topic: Adjust your communication style to build great relationships

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

When: Choose from one of (UK time):

- Thu 21st Nov 1:00-2:15pm
- Fri 22nd Nov 9:00-10:15am

How to request your invite:

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

- or -

Email trenton@sterka.team to tell us:

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



**Supercharge your
business with client
leadership skills**

**Supercharge
your business with**

**Team
Sterka**

