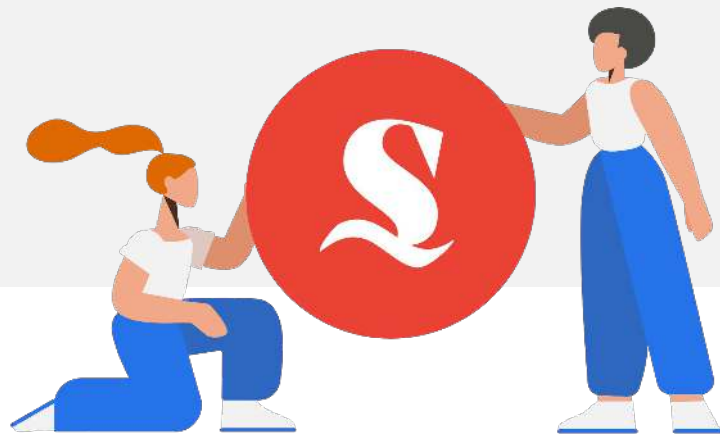# Supercharge digital product teams with people skills

Transforming behaviour to create high-performing teams

Team
Sterka

Team Sterka does training and coaching for cross-functional teams, mostly with brands doing digital at scale.

We transform people's behaviour, teaching lifelong skills in leadership, emotional intelligence, resilience and a lot more.

We solve your persistent challenges

1

Practitioners are still expected to do their craft... and now also need to collaboratively problem solve, resolve conflict and inspire others. These skills can be difficult to develop.

2

Business stakeholders often don't engage with digital product teams in the right way. This can cause frustration and make it harder for everyone to do their job well.
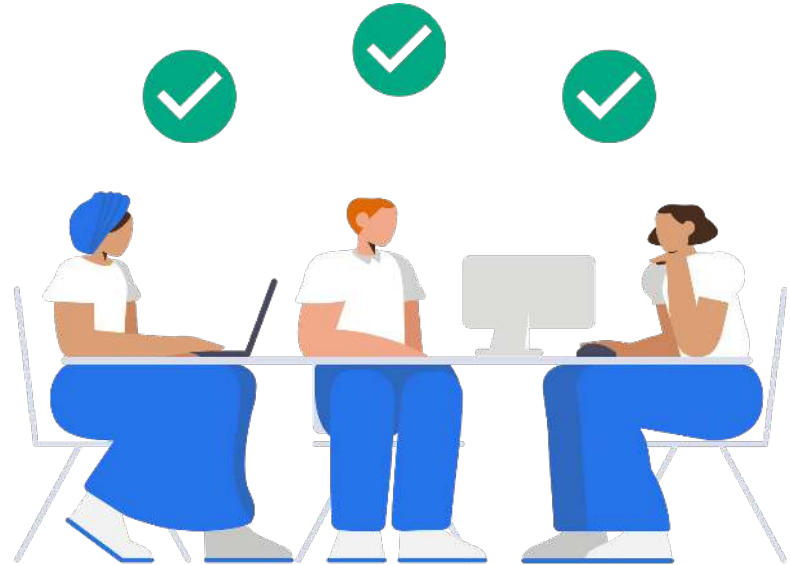
3

Keeping remote teams motivated and loyal can be a challenge. It's hard to get everyone together and all-too-easy to lose your culture, shared language and sense of belonging.

Increase quality and velocity of team output

We transform behaviour, giving people the skills to lead and inspire each other and stakeholders across the business
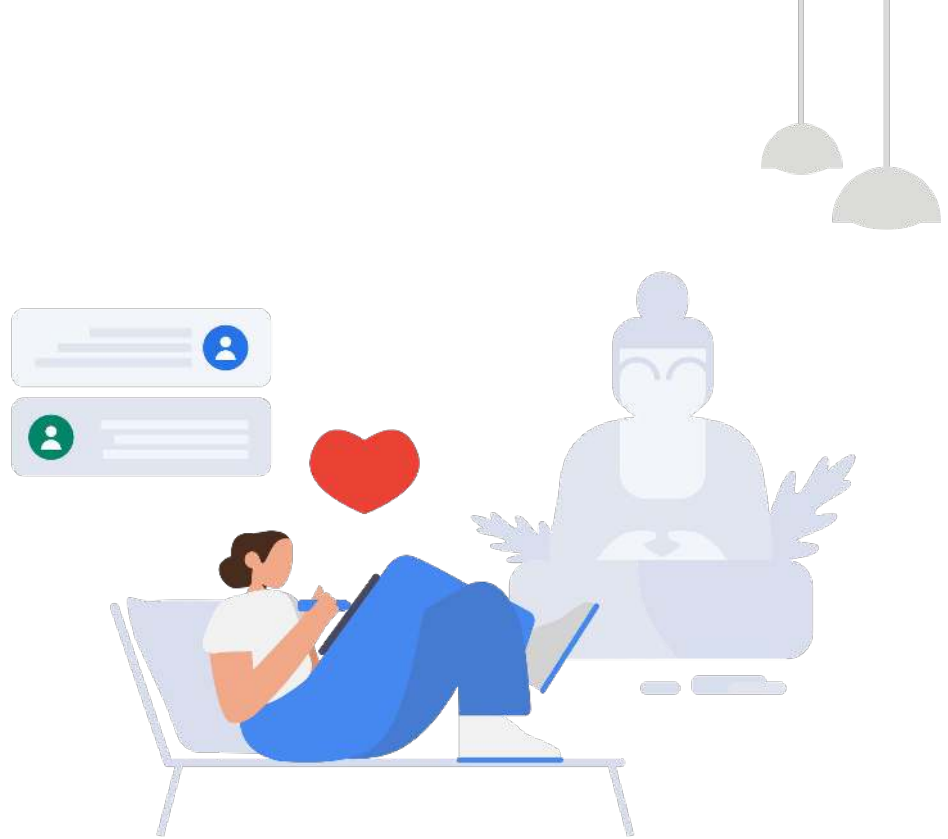
Get your senior team focusing on the right things

We get people to seek help less often, so your senior team has more time to do strategy and influence stakeholders

Boost morale and loyalty across your teams

We bring people together around a common purpose, increasing long-term staff retention, happiness and wellbeing

Our founder and Head Coach
Introducing Trenton Moss...

I'm a business leader, trainer and coach that inspires those around me to achieve more than they thought they could. I'm a qualified executive coach, a former Samaritan (where I provided face-to-face and telephone counselling), and I've been coaching and training teams for 20 years.

Previously, I set up, scaled and then exited (after a successful acquisition) one of the UK's leading product design and research agencies. During my 15-year tenure as CEO, I trained, coached and worked with digital teams within some of the UK's leading brands.
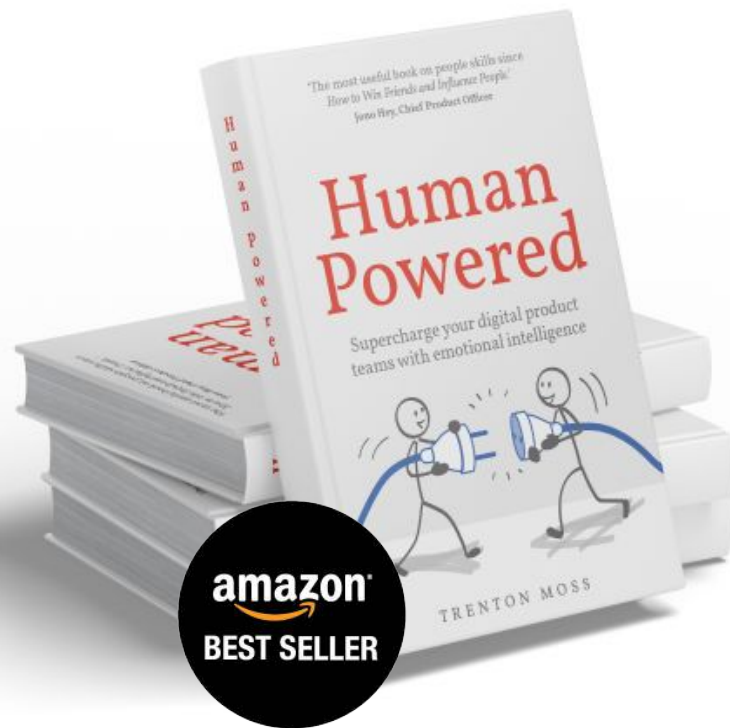
We've written the book on it

Our book, 'Human-Powered' was published in Oct 2021. Within one week, it was an Amazon bestseller.

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.

We're transforming how people work in teams forever, helping businesses succeed in a way they haven't done before.

Imagine… no more stakeholder politics, no more petty disputes, no more grievances. There's a better way of us all working together.

People Skills as a Service® programme

1. Bite-sized training

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

2. Leadership coaching

One-to-one support for senior team and rising stars. Non-judgemental sessions with a coach help you solve challenges and lead by example.

3. Embedding skills

Building momentum with accountability, access to learning resources, and regular conversations about what everyone's learning.
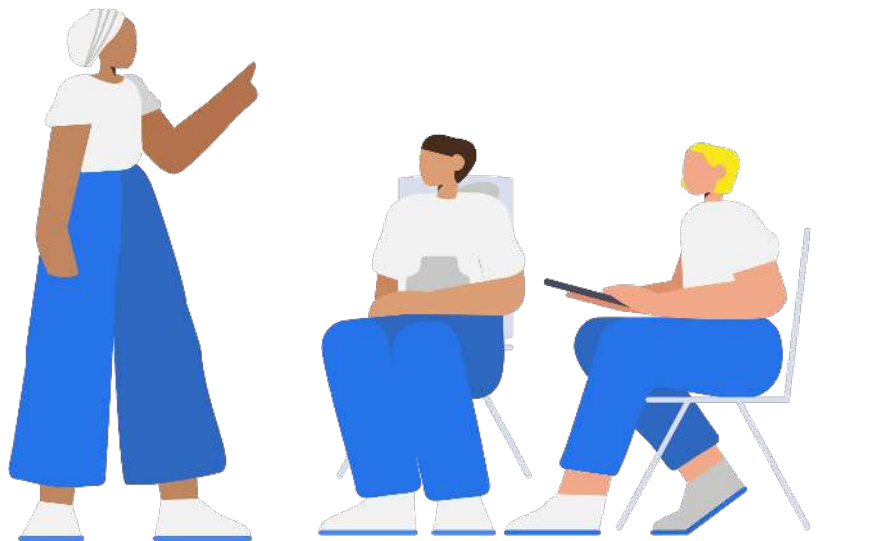
1. Bite-sized training

Our short learning sessions result in a 22% improvement in information retention and make the transfer of learning 17% more efficient.

We do team-training to large groups (delivered over Zoom) so everyone gets to interact and innovate with each other.

Sessions are high-energy and super-interactive. Lots of group work, roleplays, live demos, interactive polls and group chat - all based on the challenges you face day-to-day. Strictly no lectures and no slides.

2. Leadership coaching

We use advanced coaching techniques to reframe challenges, transform thinking and create major breakthroughs.

Our unique Get Coaching™ process drives through long-lasting change. It unlocks people's potential to maximise performance.

Coaching returns an ROI of 5.7 times the initial investment outlay.

It's different to mentoring (giving advice based on experience) and counselling (recognising and analysing problems).

3. Embedding skills

We build momentum throughout our programme, working closely with you to embed everyone's new skills into their day-to-day jobs.

We continually engage with your teams with videos, learning workbooks, copies of our frameworks, challenges, quizzes and follow-up messages.

Everyone goes into an accountability group for the programme duration. Group members support and hold each other to account over agreed actions and homework.

"We've learnt all about ourselves and each other, and established life skills to achieve great outcomes for the business."
- Andy Burton, CEO at Tryzens

"A way of learning I've never seen before"

"Our team is enjoying it and improving"

"Goes beyond training to get behaviour change"

"Fast paced and engaging, great content"

See more participant testimonials at: https://www.feefo.com/en-GB/reviews/team-sterka

A curriculum for digital product teams

1. Conflict resolution

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

2. Making an impact

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

3. Strong relationships

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

4. Facilitation

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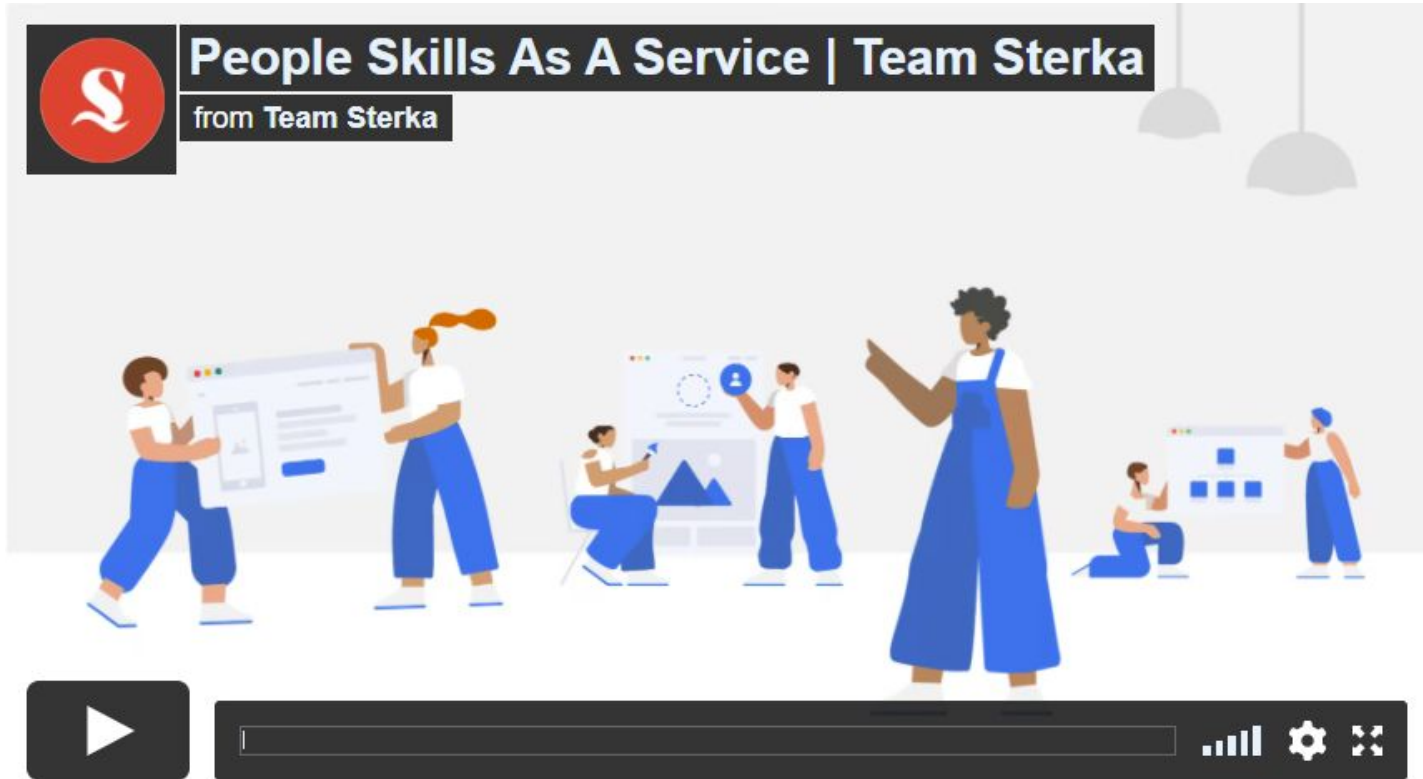
5. Outbound comms

Get the lowdown on our RRR-SSS presentation and ABCD writing frameworks. Use your comms skills to influence and persuade stakeholders at all levels with ease.

6. Storytelling

Our DRAMA framework shows you how to create stories for every occasion. You'll tell stories in an engaging way, getting stakeholders to buy-in to your deliverables and suggestions.

Watch Alex's journey through our programme

People Skills As A Service | Team Sterka
from Team Sterka

Practical details
People Skills as a Service® programme

Who should enrol on the programme?

Anyone in your business that leads, works with, or works in digital product teams. Our programme creates long-lasting behaviour change, so it's important your teams and their leaders go on the journey together.

How long does the programme last?

Behaviour transformation takes time so our full programme lasts for 9 months. There's an option to keep going for an additional 3 months - you can decide at the time if you'd like to do this.

How many people should we enrol?

You'll need 40+ people to get going with a programme. If you have 10-39 people then you may be able to join a public programme (i.e. with teams from other businesses). We don't take bookings for <10 people.

What are the programme dates?

Training and coaching run on the same day and time every other week. You can choose your preferred day of the week and start date.

Practical details

People Skills as a Service® programme

How do you track programme success?

We track confidence against key learning outcomes with regular surveys. We can also help you with indirect measures around staff retention, team output, capacity increases and wellbeing.

Do we get access to your frameworks?

We have a number of industry-leading frameworks. During the programme, you get on-demand access to these (plus updates free-of-charge) to help you implement your new skills day-to-day.

Is the curriculum fixed or can we customise it?

We adjust all examples and exercises so they're relevant to your teams' day-to-day activities. Each module builds on the last one, so large-scale customisation is difficult.

Do you do online courses or e-learning?

We don't, sorry. We're strong believers in the power of classroom training (delivered over Zoom) so you can interact and innovate with each other. Peer learning should account for half of what you learn.

Practical details

What you get

	Months 1-3	Months 4-6	Months 7-9	Months 10-12
Bite-sized training	5-6 training modules	5-6 training modules	5-6 training modules	5 training modules
Leadership coaching	3 sessions per person	3 sessions per person	3-4 sessions per person	N/A
Embedding skills	✔	✔	✔	N/A
Pricing	Full price	Full price	Full price	50% discount

Practical details

Pricing

40-59 people

£129

per person per month

60-79 people

£119

per person per month

80-99 people

£109

per person per month

Pricing applies to the core programme (months 1-9).
Get a 50% discount on months 10-12, if you extend.

Practical details

Notes about pricing

- The core programme is 9 months and you can extend to 12 months

- You get a 50% discount on months 10-12, if you choose to extend

- For example, if you enrol 80 people then it's £78,480 for the first 9 months (£109 x 80 people x 9 months); assuming 60 people wish to extend, it's £9,810 for the final 3 months (£109 x 60 x 3 x 50% discount)

- Payment is due every 3 months, upfront

- You're free to leave at any time and you won't need to pay any more

- Prices are subject to VAT

Do your communications not always go as well as you'd like?

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 people with different styles

Request your invite to our free workshop

Topic: Adjust your communication style to build great relationships

Attending: 100+ digital, product & technology leaders & practitioners (so you'll be in good company)

When: Choose from one of (UK time):
- Tue 1st Mar 1:00-2:30pm
- Wed 2nd Mar 9:00-10:30am

How to request your invite:

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

- or -

Email trenton@sterka.team (or anyone else at Team Sterka) and tell us: (a) which session you'd like to attend; and (b) which colleagues are joining you

Supercharge your teams with people skills

Supercharge your teams with

Team Sterka