



Supercharge your teams with client leadership skills

Transforming how your agency works with clients forever



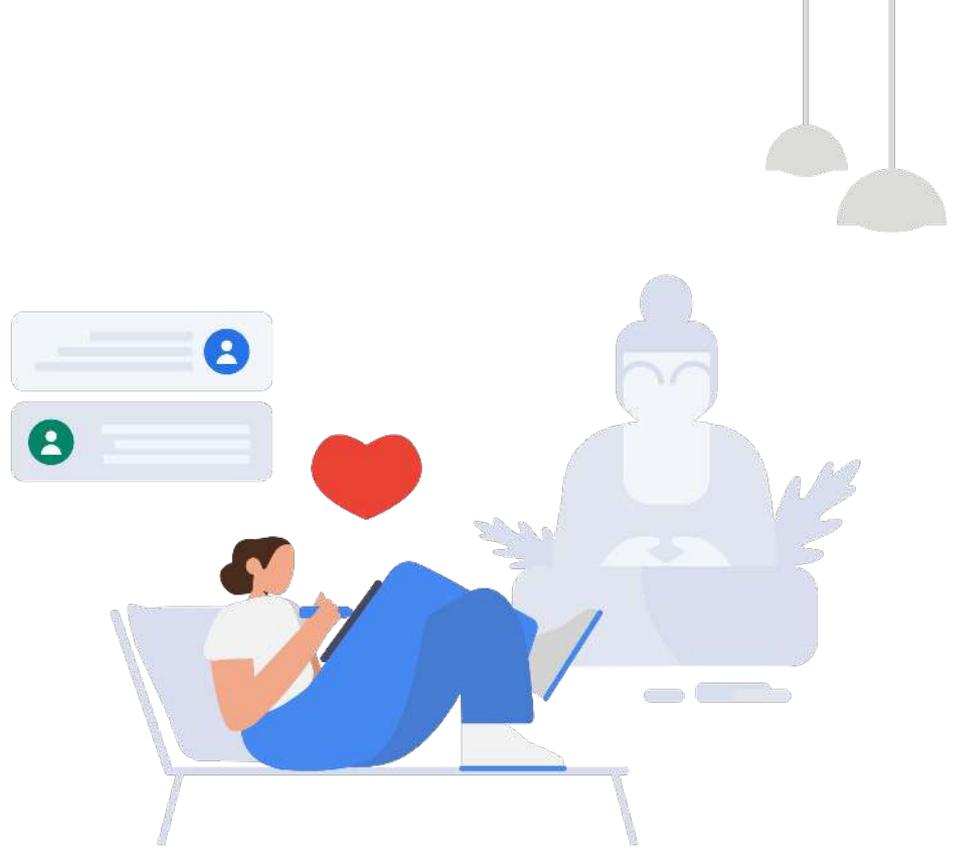
Do you rely on your senior team to inspire client teams, manage client-side senior stakeholders and sort out delivery problems?

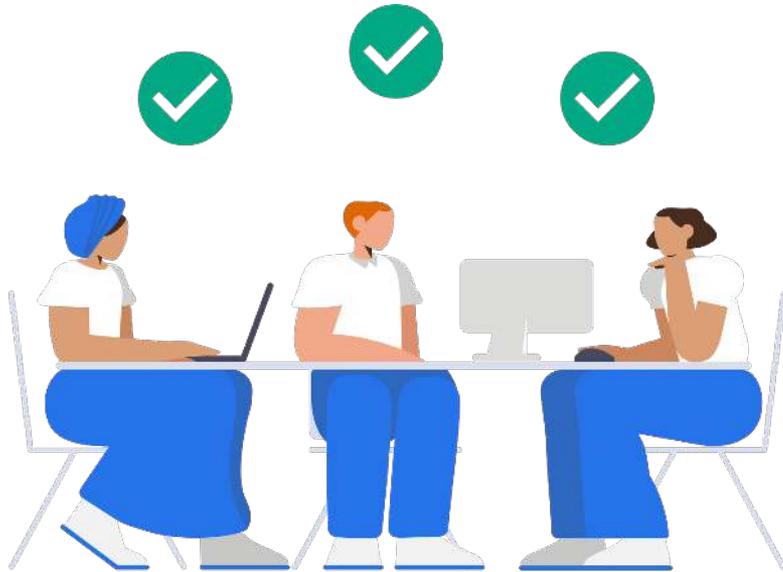
Put your team through our programme to get a whole agency of client superstars and transform how you work with clients.



Increase client happiness and delivery success

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





Free up the time of agency leaders

We show your client-facing teams how to handle tricky stakeholders and challenging situations without having to call in the big guns to help out



Boost morale and loyalty across your teams

We teach lifelong skills in leadership, emotional intelligence, resilience and more, on an ongoing basis - giving your team a great reason to stay with you



Team Sterka's Leadership Coach & Partner

Introducing Andy Ingle...

Andy inspires everyone around him to be the best versions of themselves.

Over the past 20 years, he's sat on multiple leadership teams. He's run training and coaching programmes to help drive through cultural and behaviour change. And he's worked with some of the UK's most well-known brands, leading teams to drive through transformational change.

Andy helped grow the agency, Webcredible, and was a key member of the leadership team that enabled its sale to Inviqa.

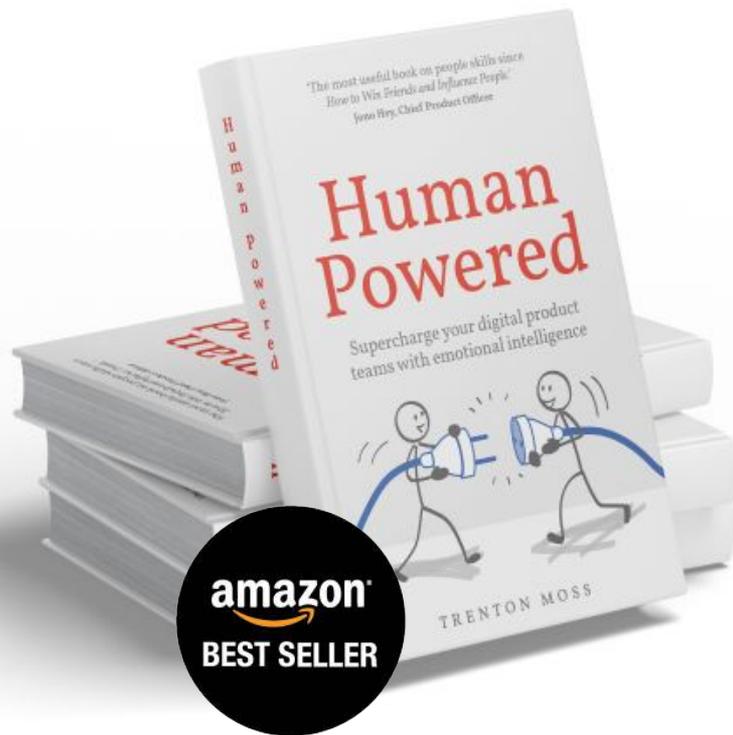


We've written the book on it

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 agency teams lead
and inspire clients,
helping client
relationships succeed
in a way they haven't
done before.**

**Imagine... no more
unhappy clients, no
more projects going
over-budget, no more
internal strife. There's
a better way of being
with your clients.**



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



“Team Sterka has empowered the team with new skills they are using every day. We've seen great results.”

- Zsuzsanna Recsey, CEO at Standing on Giants



“It's been really beneficial. I'd recommend Team Sterka to any company looking to transform the way its teams communicate.”

- James Leavesley, Managing Director at Torchbox



“Team Sterka has created a way of learning I've never seen before. It's engaging and our team enjoy it and are improving.”

- Dan Gent, Director & Founder at Lighthouse



**“A way of learning
I've never seen
before”**

**“Goes beyond
training to get
behaviour change”**

**“Our team is
enjoying it and
improving”**

**“Fast paced and
engaging, great
content”**

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



A curriculum created for agency 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 clients love solving problems with you.

2. Strong 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.

3. Making an impact

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. Facilitation

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. Storytelling

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

6. Outbound comms

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



Watch Alex's journey through our programme



Practical details

People Skills as a Service[®] programme



Who should enrol on the programme?

Anyone in your agency that interacts with clients - agency leaders, practitioners, account managers, project managers, sales people etc. Basically everyone except marketing, finance and operations.

How long does the programme last?

Behaviour transformation takes time so our full programme lasts for 12 months. We can reduce this to 9 or even 6 months by removing some of the topics from the curriculum.

How many people should we enrol?

You'll need 35+ people to get going with a private programme. If you have 10-34 people then you can join the 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. For public programmes, we allocate the programme dates.



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, client happiness, 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

Pricing



**Public
programme**
(27th Apr start)

10-19 people

£115

per person per month

20-34 people

£105

per person per month

**Private
programme**
(flexible start)

35-49 people

£115

per person per month

50-69 people

£105

per person per month

70-99 people

£95

per person per month

Payment is due every 3 months, upfront. You're free to leave the programme at any time and you won't need to pay any more. Prices are subject to VAT.



**Do your client comms
not always go as well
as you'd like?**

**Join us for a free
workshop over Zoom,
'Identifying different
communication styles'.**

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: Identifying different communication styles

Attending: 100+ agency/consultancy leaders (so you'll be in good company)

When: Choose from one of (UK time):

- Wed 9th Mar 1:00-2:30pm
- Thu 10th Mar 9:00-10:30am

How to request your invite:

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

- or -

Email andy@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



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Sterka**

