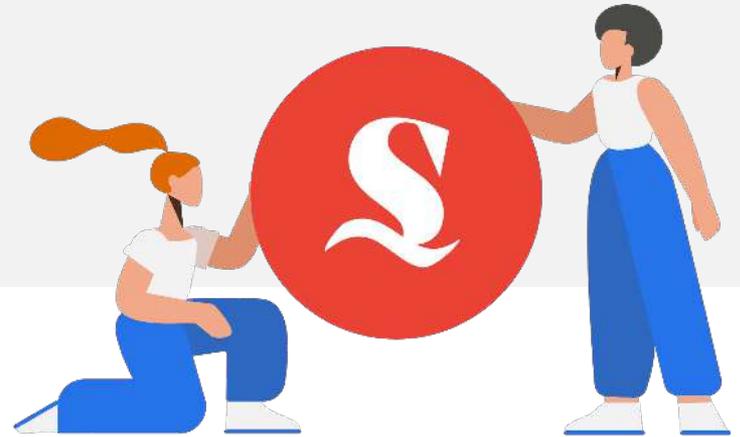


Supercharge digital product teams with people skills

Transforming behaviour to create high-performing teams



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.

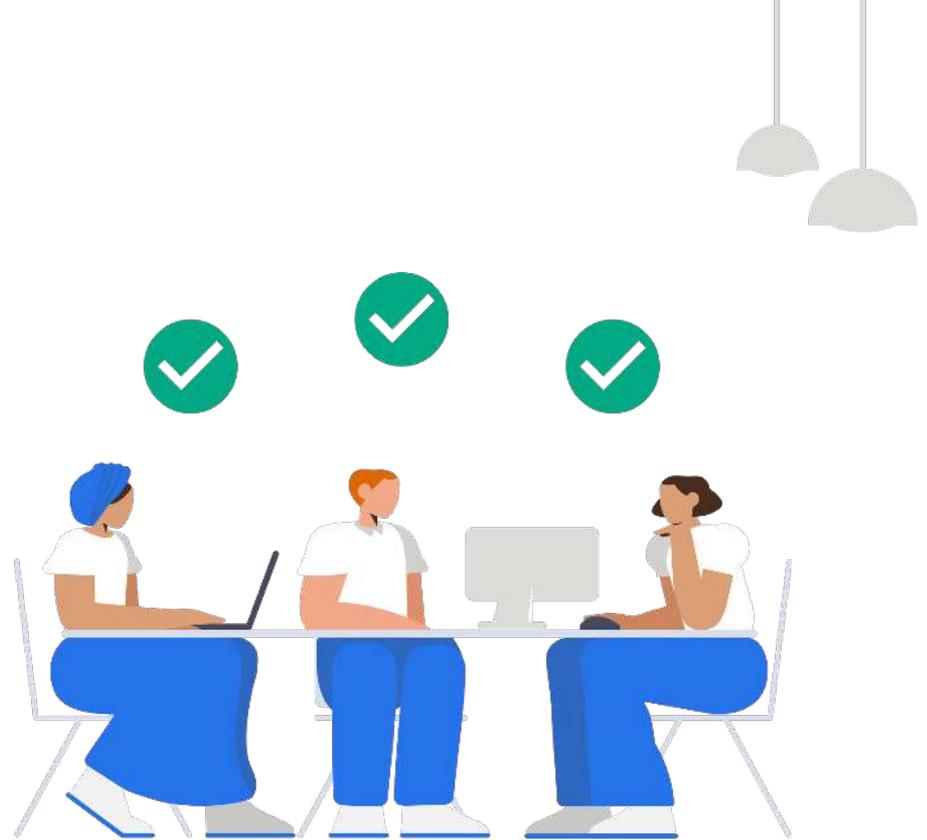
3

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





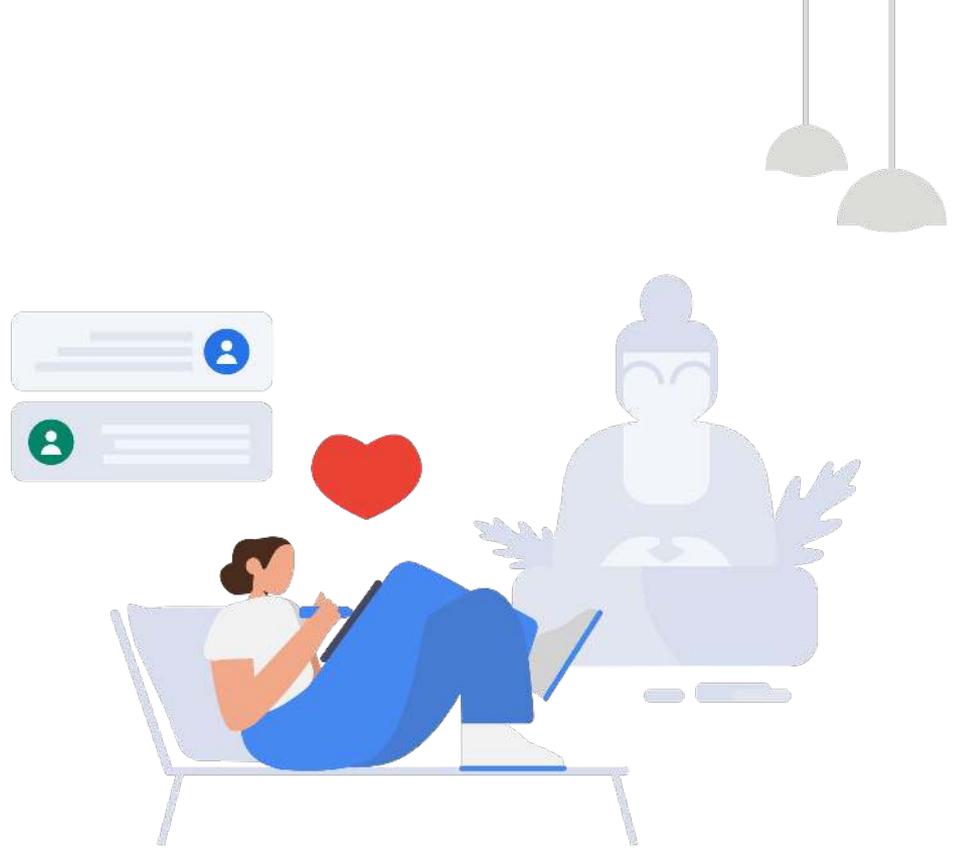
Get your senior team focusing on the right things

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



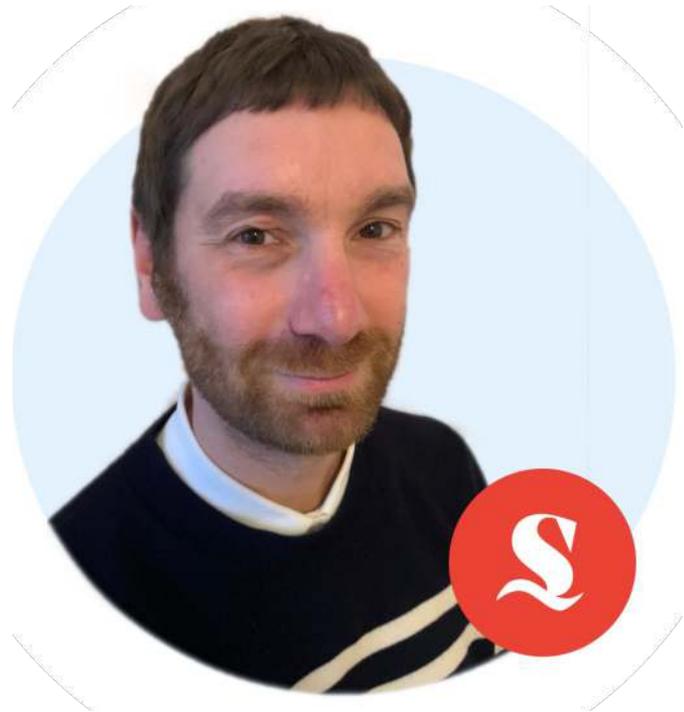
Boost morale and loyalty across your teams

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



Your Leadership Coach

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.

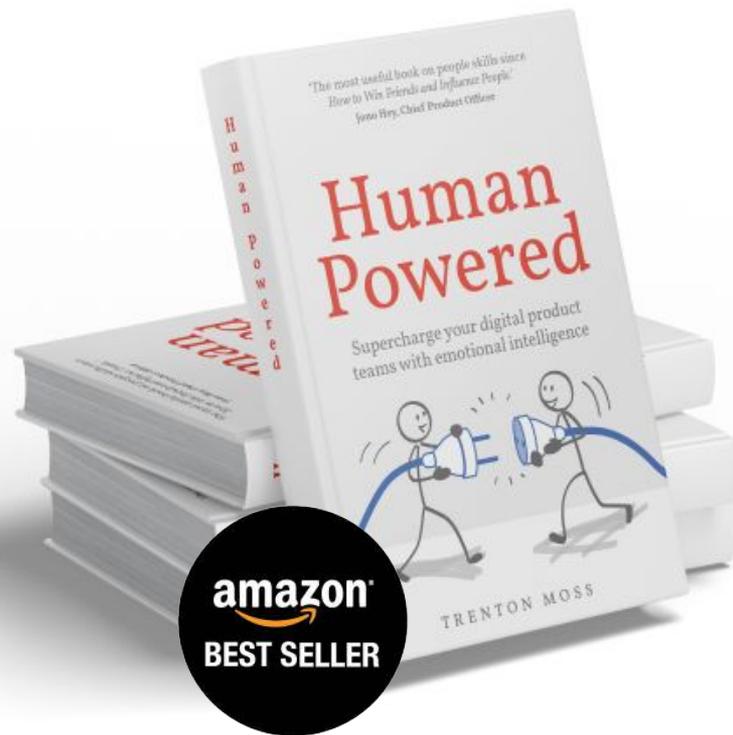


We've written the book on it

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 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 group work.



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.



I. 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 for remote or hybrid teams) so everyone gets to interact and innovate with each other.

Sessions are high-energy and super-interactive. Lots of practice, group work, 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

Our unique Get Coaching™ process unlocks potential to maximise performance for your senior team.

We use advanced coaching techniques to provide support, reframe challenges and create breakthroughs.

Sessions are one-to-one and we champion people to come up with actions and solutions themselves.

Coaching drives through long-lasting impact and returns an RoI of 5.7 times the initial investment outlay.



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 a working group for the programme duration. Group members support and hold each other to account over agreed actions and homework.



Trusted by business leaders in the UK & globally



“The sessions were really engaging and rewarding. Our teams have reduced friction and improved productivity.”

- Caspar Below, Head of Digital at Shelter UK



“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”**

**“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 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. Presentations

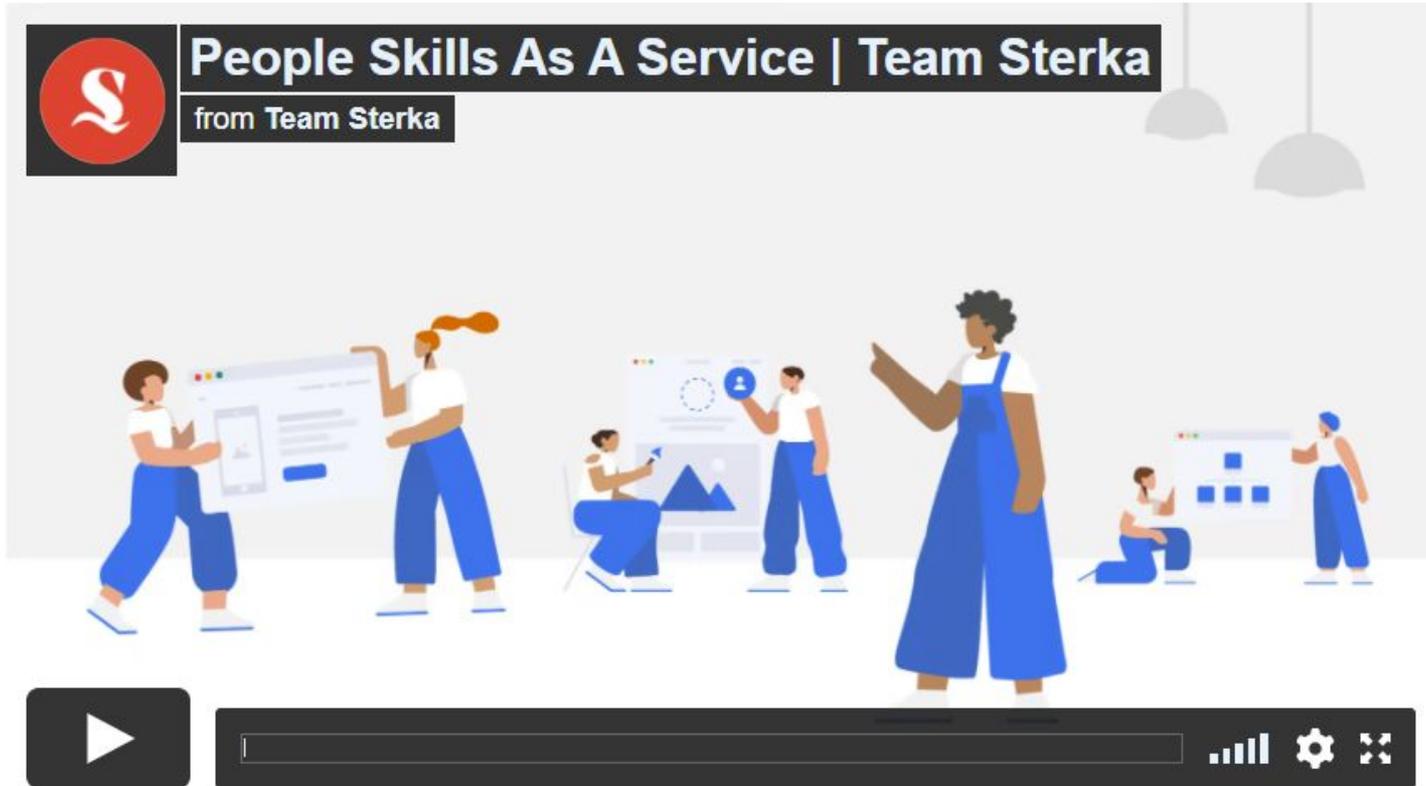
Get the full lowdown on our RRR-SSS framework to land your message and fully achieve the outcome you want. Influence and persuade stakeholders at all levels with ease.

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



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.

What are we committing to?

The programme runs in 3-month chunks and you pay every 3 months upfront. There's no contract so you're free to leave any time. The core programme is 6 months and you can extend to 9 or 12 months.

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 usually 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 the 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.

How do you deliver the programme?

We've designed everything from the ground-up to be delivered remotely for either remote or hybrid teams. We can make minor adjustments to also deliver sessions in-person.

Do you do online courses or e-learning?

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

Can the curriculum be customised?

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.



Practical details

How our programme runs



	Months 1-3	Months 4-6	Months 7-9	Months 10-12
Bite-sized training	6 training modules	6 training modules	1 training module	3-hour workshop
Leadership coaching	3 sessions per person	3 sessions per person	3-4 sessions per person	N/A
Embedding skills	✓	✓	N/A	N/A
Pricing	Full price	Full price	75% discount	75% discount



Practical details

Pricing



40-59 people

£149

per person per month

60-79 people

£134

per person per month

80-99 people

£124

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.

Have fewer than 40 people? Let's have a chat!



Practical details

Notes about pricing



- The core programme is 6 months and you can extend to 9 or 12 months
- You get a 75% discount on months 7-9 and 10-12, if you choose to extend
- For example, if you enrol 80 people then it's:
 - £29,760 for each of months 1-3 and months 4-6
(i.e. £124 x 80 people x 3 months)
 - £7,440 for each of months 7-9 and months 10-12
(i.e. £124 x 80 people x 3 months x 75% 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



Are you ever on the receiving end of people's negative behaviour?

Join us for a free Zoom workshop, 'Dealing with negative behaviour'.

Attend our super-interactive workshop and learn to:

- Recognise the different types of negative behaviour
- Respond in a positive manner when on the receiving end
- Identify the negative behaviour you exhibit (and stop it)



Request your invite to our free workshop



Topic: Dealing with negative behaviour

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

When: Choose from one of (UK time):

- Thu 3rd Nov 9:00-10:30am
- Fri 4th Nov 1:00-2:30pm

How to request your invite:

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

- or -

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



**Supercharge
your teams with
people skills**

**Supercharge
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**Team
Sterka**

