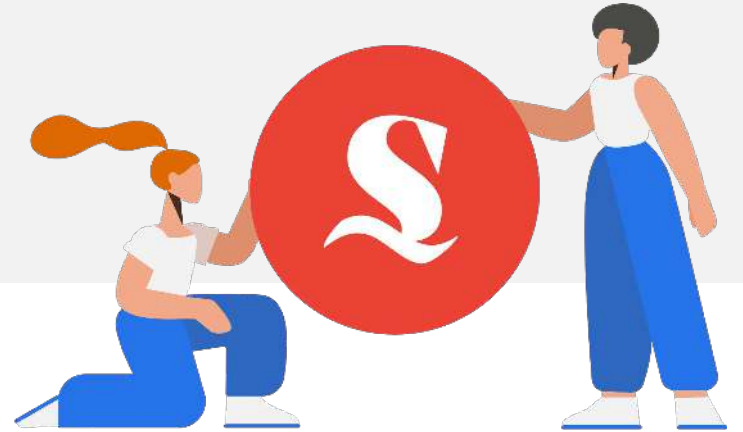




# Supercharge your teams with client leadership skills

Transforming how your agency works with clients forever



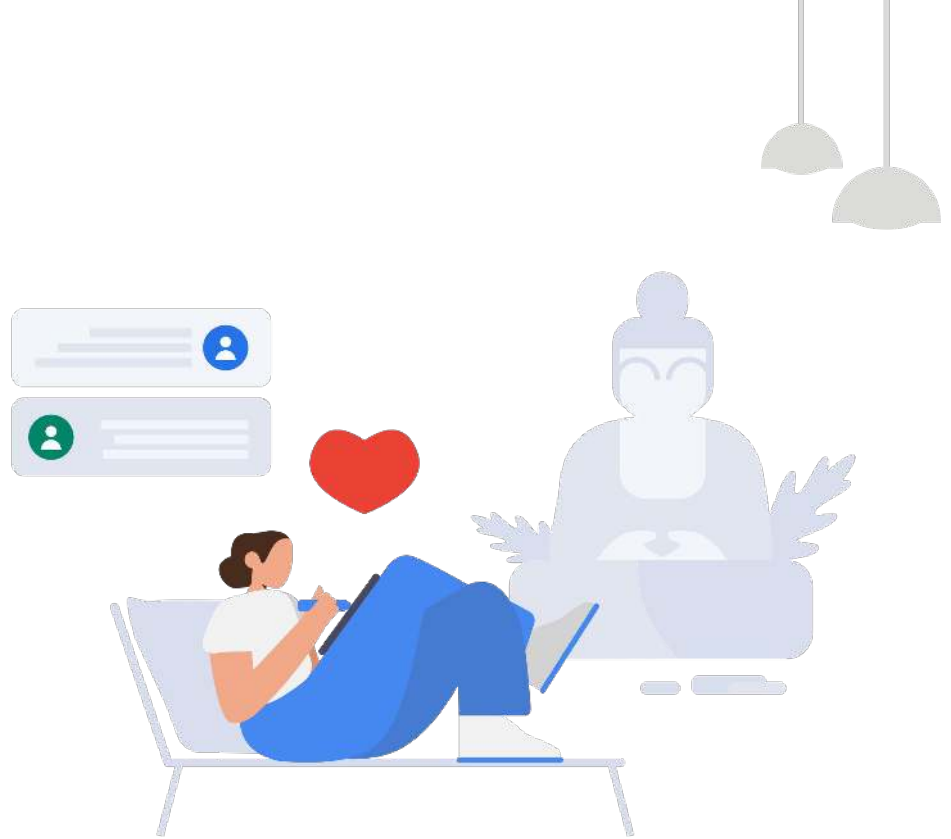
**Do you rely on your senior team to inspire client teams, manage client-side senior stakeholders and sort out delivery problems?**

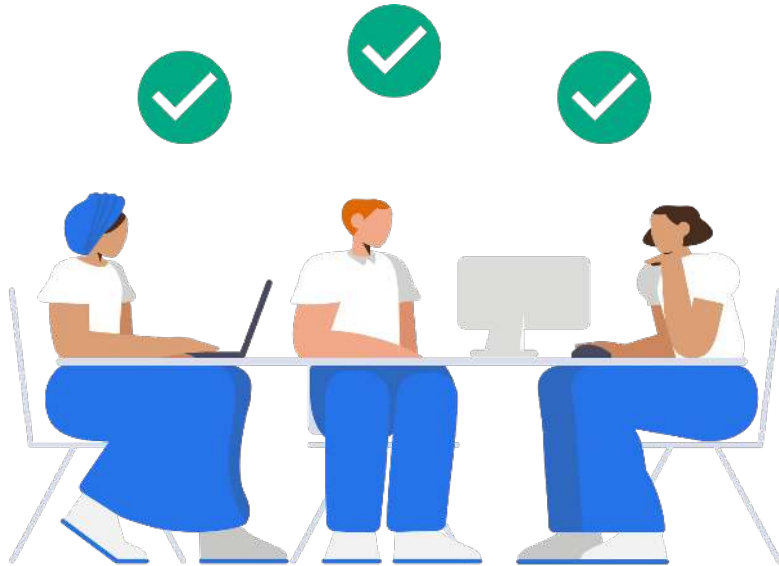
**Put your team through our programme to get a whole agency of superstars and transform how you work with clients.**



# Increase client happiness and delivery success

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





## Free up the time of your business leaders

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



# Bring your teams together around a shared experience

You all go on a journey of personal development together, creating bonds and connections that might otherwise have not happened

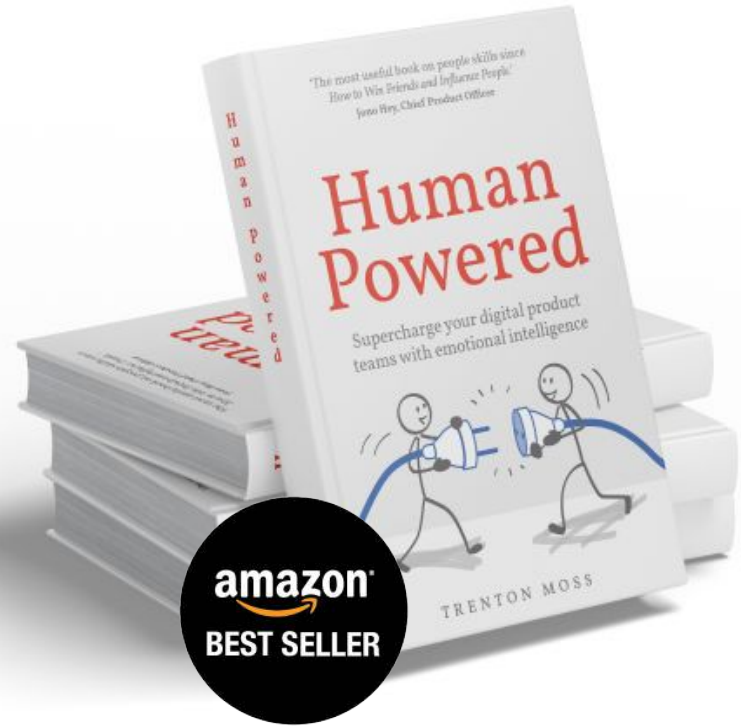


# We've written the book on it

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.



# Your Leadership Coach

## Introducing Jo White...



I'm a business leader, trainer and coach with a proven track record of developing really high-performing teams.

I have over 20 years of client-facing experience, most recently as Managing Director of two specialist marketing agencies. I consistently grew revenues up to 20% YoY, increased client retention rates and delivered 20% profit margins.

I did all this by focusing on people and bringing out the best in everyone. My teams understood exactly what we were trying to accomplish and I achieved up to 100% team satisfaction scores.



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

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





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



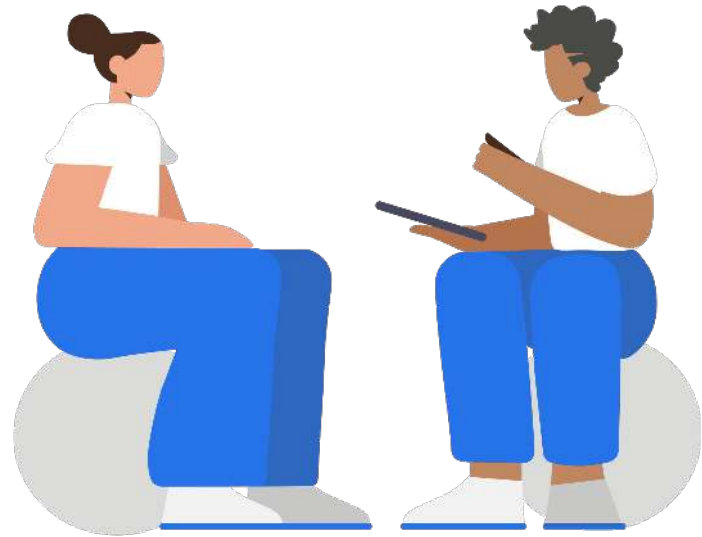
## 2. Leadership coaching

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 provides 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.



# More than just a training programme...



Team Sterka programme	Traditional training
Bite-sized training that you can easily fit in	Longer sessions that take you out of client work
Regular training that builds on itself	One-off session so learnings are soon forgotten
High-energy and super-interactive training	Often one-way and unengaging sessions
Engagement between training sessions embeds learnings	No engagement outside of training (so learnings are forgotten)
Whole team involved so learn together	A few people get training and try to teach others
Development for leaders who do 1-to-1 coaching	No additional learning for leaders
Programme leaders are ex-agency leaders	Trainers often don't understand agency life



# Trusted by agency leaders in the UK & globally



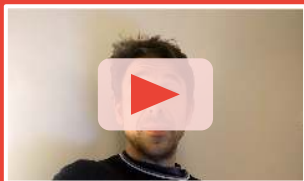
“We've learnt all about ourselves and each other, and established life skills to achieve great outcomes for the business.”

- 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. 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.

## 2. 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.

## 3. 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.

## 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. 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.

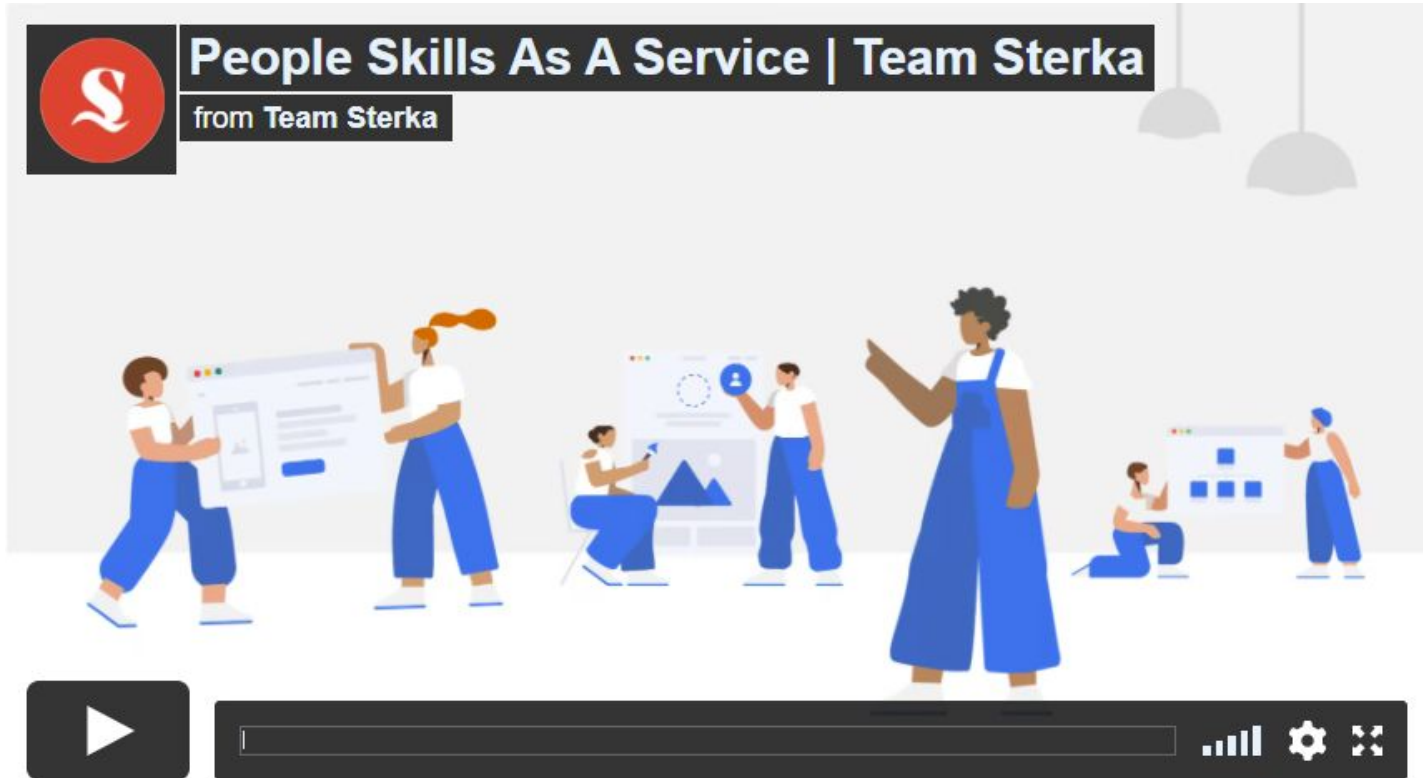
## 6. Storytelling

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.





# Watch Alex's journey through our programme



## Practical details

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



### Who should enrol on the programme?

Anyone in your agency that interacts with clients - agency 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 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 private programme. If you have 10-39 people then you can join the 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 start date. For public programmes, we allocate the programme dates.



## Practical details

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

### **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
<b>Bite-sized training</b>	6 training modules	6 training modules	1 training module	3-hour workshop
<b>Leadership coaching</b>	3 sessions per person	3 sessions per person	3-4 sessions per person	x
<b>Embedding skills</b>	✓	✓	x	x
<b>Pricing</b>	Full price	Full price	75% discount	75% discount



## Practical details

# Pricing



### Public programme

(start date:  
November 2023)

10-19 people

£149

per person per month

20-29 people

£134

per person per month

30-39 people

£124

per person per month

### Private programme

(flexible start)

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.



## 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



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

**Simply 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 agency leaders



# Request your invite to our free workshop



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

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

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

- Thu 29th June 1:00-2:30pm
- Fri 30th June 9:00-10:30am

**How to request your invite:**

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

- or -

Email [jo@sterka.team](mailto:jo@sterka.team) or [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.





**Supercharge your  
agency with client  
leadership skills**

**Supercharge  
your agency with**

**Team  
Sterka**

