

THE LEADERSHIP
PACK
LEADERSHIP COACHING

The Leadership Accelerator



**How Well Are You Preparing
Your Leaders?**

Bob Atherden ACC

www.theleadershippack.com

Introduction

29 %



New Leaders quit after a month!

40 %



Increased productivity in organisations doing leadership development

The business case is clear - as an organisation, if you aren't investing in leadership development then you aren't just failing your people - you are failing your business!

Let's take a step back for a second and consider this. When I joined the Army as an officer, I was trained for 12 months to be a leader and manager - and then I was given 3 months of technical training to do my job... before I was set into my leadership role. Then at the three year point, I received another 4 weeks of development, and at Senior Manager - another six months! How much did you get?

The thing is, we promote people because they are a high-performer, but we often neglect the fact that leadership in itself is a skill. It has to be learned, practiced and developed.

Leadership goes beyond just management - it's how people are inspired to do work because they actually want to - not just because they have to.... and below are the results.

4X

Retention of all staff in companies developing leaders

415%!

Annualised ROI from putting new leaders through development programmes

The Pitfalls of Leadership Development

Many organisations have different approaches to preparing those transitioning from high-performer to leader. But very few are doing it effectively. Let's examine the pitfalls:



HR are given the task of providing Leadership Training, but have to base that training on theory



High Performers are promoted and just expected to lead well



Leadership Development is focussed purely on management



People are sent on a one-off course leading to skill fade



Leadership Development is based purely on Leadership Theory



No Ongoing Development and Support in-role

A better way of developing leaders

I've found that by adapting what the military do in helping to develop leaders, we can generate far better results over time:



Leadership development happens over a long enough time to make and implement real changes in behaviour (eg 3 months)



Development is tailored to the individual so that what they apply is realistic, meaningful and authentic



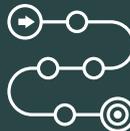
Teaching and support to implement applied leadership knowledge (ie what works in the real world)



Development builds self-awareness and understanding for every individual



Ongoing support in role such as coaching and mentoring outside of the individual's line management



Development that leads to a roadmap for success that supports both the individual and the business

The Leadership Pack Framework

I've developed a Leadership Development Framework that compresses 12 months of the World's best leadership development into 3:

Using a coaching approach to drive results

Teach Practical Leadership Skills

Build confidence by utilising strengths

Five Steps over three months

One: The mindset Shift

- Build Self Awareness using DISC profiling
- Define Challenges and Opportunities
- Strengths Assessment

Two: Practical Skills Accelerator

Develop and apply practical leadership skills

1. Teach - the skill
2. Coach - the individual about how they could apply it
3. Apply - individual applies and iterates the skill

Three: Leadership Brand Builder

- Values Assessment
- Building the Leadership Narrative
- Writing the Leadership Intent

Four: The Action Plan

- Develop a personal Action Plan for 12-18 months focussing on what they want to achieve in their leadership and personal / professional development

Five: Ongoing Support in role

Remote Coaching support from ICF accredited coaches

What do clients say?



Dr Christopher Percival QVRM FCMI CertPFS CMS CeGRI · 1st

International Executive Director, NED, Brand Ambassador, 25+ years regulated experience, SMCR/MLRO, Regional Sales Director, EB, Partnerships, Relationship Manager, Prolific Networker, Expatriate Life/IPMI, MENA/APAC/UK
January 26, 2024, Dr Christopher was Bob's client

I have just completed six executive 1-1 coaching sessions with Bob which I found most beneficial and effective. He helped me recognize my transferable skills and real value as an experienced C-Suite executive. The exercises and direct discussions really helped me focus on my personal priorities and professional deadlines. Thank you Bob for a great program which has already benefited me enormously - I shall be recommending you highly to others.



Andrew Fiddy · 1st

People | Transformation | Strategy | ESG

December 27, 2023, Andrew was Bob's client

I cannot recommend Bob enough as a leadership & executive coach.

Bob has coached me over the last year. Together we have worked through paradoxes and problems, personal and professional challenges and resulted in, amongst other things, much greater self-awareness, enhanced leadership skills and the courage to transition to a new role.

I was first attracted to Bob given his background. It was similar to mine but also different. In equal parts informative, hard work and (dare I say) fun, I am in a much better personal and more impactful professional place.

I've already recommended Bob to several colleagues with whom he has started to work but I'd also be happy to speak with anyone considering working with Bob if a client's perspective might be helpful.

Thank you Bob!



James Qadir · 1st

Operations Manager

December 12, 2023, James was Bob's client

 All LinkedIn members

On 

I have had the privilege of mentorship and support from Bob, who has provided countless hours to support my development and growth. One of Bob's key strengths is his personalized approach to mentoring. He takes the time to understand individual strengths, challenges, and goals, tailoring his guidance to ensure maximum impact. Bob went above and beyond to tailor each session to provide the best possible approach and benefit to me.

Bob's coaching style is not only insightful but also empowering. He has a unique ability to instill confidence and foster a positive mindset. Through his encouragement, support & question-based approach, I have gained the self-assurance needed to tackle challenges head-on and navigate complex situations with ease.

Beyond his professional expertise, Bob is a person of integrity and authenticity. His genuine interest in the well-being of those he mentors creates a trusting and open environment. Bob's mentorship extends beyond the workplace; he invests in the holistic development of individuals, recognising both opportunities for personal and professional development.

I cannot thank Bob enough for his time supporting me. His impact on my journey has been immeasurable, and I am confident that anyone fortunate enough to work with Bob will make huge strides in self-improvement. Bob is a true asset and I am grateful for the guidance and wisdom he has shared with me.

Book a Free 30 minute Leadership Audit:

- Identify which your biggest issue from above is
- Agree your first action point to address it



BOOK NOW



www.theleadershippack.com



Who Am I?

I created The Leadership Pack because I believe that our society deserves great leadership. And leadership is a skill - it can be learned.... and coached!

I've been in leadership positions for the last 18 years. I was very lucky; I grew up professionally in an organisation which took leadership very seriously.

It selected people based on leadership potential, trained them to be leaders for 12 months and ONLY then gave them technical expertise to do their role. Our main focus was on leading people. What was this incredible organisation I hear you ask? The British Army.

In the six years since I left, I've been a consultant and I've been into and around multiple organisations - I see the same thing everywhere. Predominantly, people are promoted into leadership positions based on how good they are at their CURRENT job and THEN they are expected to lead with no preparation or training to do so.

What is the result? People who feel out of their depth, leaders with imposter syndrome - and worse, unhappy employees, low productivity and engagement. Does that sound familiar?

I'm creating a movement of senior, visionary leaders who want to collaborate, learn and deliver amazing results.

Free 30 minute Leadership Audit:

BOOK NOW



www.theleadershippack.com



BONUS: How Well Are You Preparing Your People for Leadership?

You can use the quiz at the link below
and get a personalised report for
FREE:

