

PROGRAM PROPOSAL

Building Leaders at Every Level

A learning program aligned to capability, retention, and business results

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The case for a connected leadership curriculum

Today, manager development is episodic and disconnected from what the business is trying to achieve. The result is uneven capability, slower promotion readiness, and avoidable regretted attrition.

Uneven capability

First-time managers learn by trial and error, with no shared standard for what good leadership looks like.

Retention pressure

Team engagement and turnover track directly to manager quality — yet manager skill is rarely developed deliberately.

Weak line of sight

Learning is measured by attendance, not by capability gained or business outcomes moved.

A single curriculum, three audiences, one measurement model.

The cost of the status quo

Doing nothing is not a neutral choice. Illustrative annual cost for a 1,000-person organization with 120 managers.

\$2.4M

Regretted attrition

18 avoidable exits at ~1.5x salary to replace

\$780K

External hiring premium

Senior roles filled outside instead of from the bench

\$1.1M

Lost productivity

Ramp time and rework on teams with untrained managers

\$310K

Fragmented spend

Ad hoc vendors and duplicated one-off workshops

~\$4.6M a year absorbed quietly. The program's ask is a fraction of it, and it is measurable.

Three tiers, one leadership standard

01 Emerging Leaders

Stepping into their first team

- Coaching and feedback basics
- Setting goals and priorities
- Leading through change

02 Experienced Managers

Taking on broader scope

- Managing managers
- Talent and succession planning
- Decision-making at scale

03 Senior Leaders

Driving strategy across partners

- Enterprise strategy execution
- Influence across organizations
- Building leadership bench

Shared language and competencies carry across all three tiers.

Curriculum tied to business priorities

Business priority	Leadership capability built	Program element
Grow internal promotion rate	Coaching, talent planning, succession	Tier 2 talent lab + manager cohorts
Reduce regretted attrition	Feedback, recognition, inclusive team climate	Tier 1 core skills + peer practice groups
Execute cross-org strategy	Influence, prioritization, partner alignment	Tier 3 strategy forum + executive coaching
Raise delivery consistency	Goal setting, decision rights, accountability	Manager toolkit + on-the-job application

Every module traces back to a metric the business already tracks.

Leadership summits, in person and virtual

Flagship moments that set the standard, build the network, and land the strategy — designed end to end and produced live.

In person

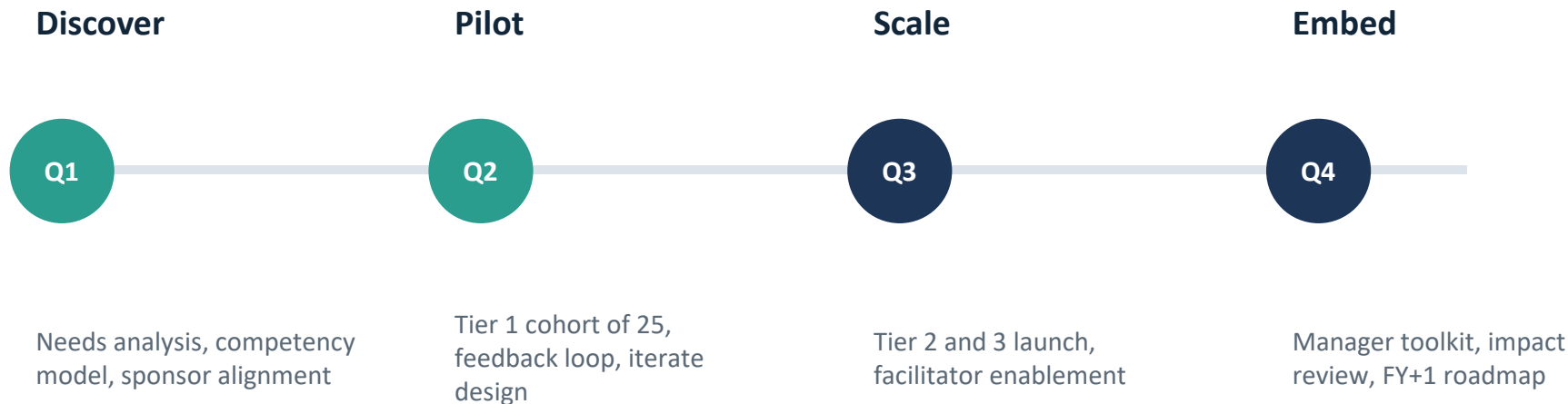
- Annual two-day summit for 50 to 120 leaders
- Executive keynotes tied to operating priorities
- Facilitated cohort labs and case simulations
- Run-of-show, staging, and vendor management

Virtual

- Monthly and Quarterly half-day sessions across time zones
- Producer-led broadcast with breakout rooms
- Interactive polling, boards, and live Q&A
- On-demand library for teams who miss live

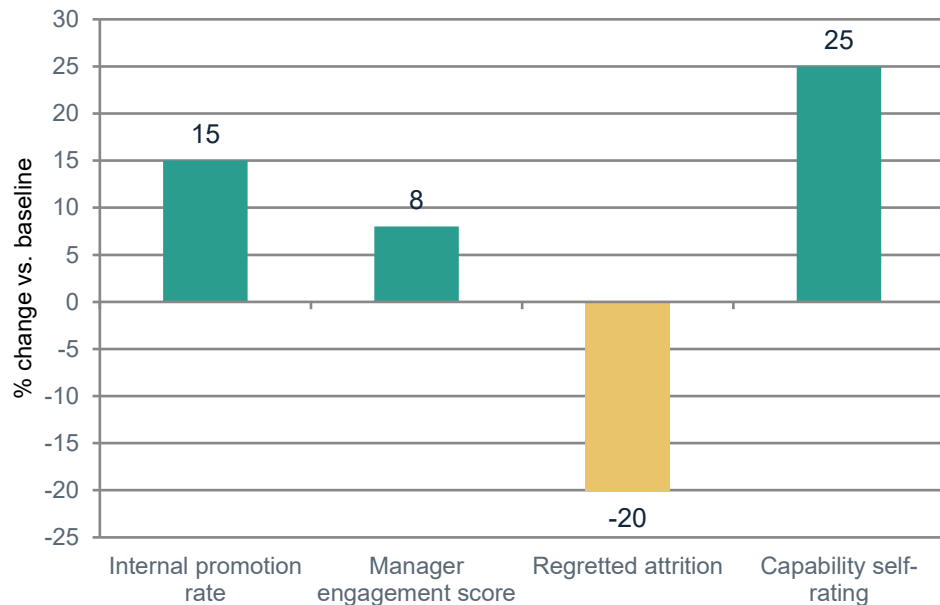
Both formats share one curriculum and one measurement model, so learning continues between events.

Twelve-month rollout



Pilot-first design means evidence of impact before full investment.

How we will measure success



Capability

Pre/post competency assessment and 150 feedback at 90 days

Retention

Regretted attrition on participant teams vs. matched control

Business

Promotion readiness, bench depth, and delivery consistency

Reviewed quarterly with sponsors; the program adapts to what the data shows.

Design and Deliver

5+ years in learning program management

Instructional design and learning experience design delivered end to end, from needs analysis to measurement.

Built for matrixed organizations

Comfortable aligning sponsors, HR partners, and business leaders who share no reporting line.

Executive translation

Turns operating priorities, workforce plans, and performance gaps into a learning strategy leaders fund.

Event production depth

Designs and produces in-person and virtual summits, including logistics, facilitation, and vendors.

Ready to start with a needs analysis in the first 30 days.

Develop-Facilitate-Manage

Communication and facilitation

Strong written, verbal, and presentation skills; facilitates cohorts, workshops, and executive sessions live and virtual.

Program and project management

Runs multi-workstream programs with Agile ways of working, using Jira for delivery and Confluence for shared documentation.

Developing expert-team leaders

Builds leaders of professional and domain-specialist teams, where influence and credibility matter more than authority.

Extending to partners

Scales programs beyond internal teams to partner and outsourced organizations with one standard and one measurement model.

One curriculum, delivered consistently across internal teams and partners.