

Strengths-Driven Leadership for Fast- Growing QSR Brands



**Equipping Field Leaders to Drive
Growth, Resilience, and Team
Cohesion**



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The Challenge:

Rapid growth is exciting, but it stretches leadership structures, risks burnout, and can fragment your culture if not proactively managed.

As your brand scales, newly promoted field leaders often face overwhelming expectations without the necessary experience and support, increasing the risk of misalignment, attrition, and missed growth targets.

Typical Growing Pains:

- New Area/Operations Managers stepping into leadership for the first time
- High operational demands, leading to burnout risks
- Fragmentation across regions or units without a cohesive leadership culture
- Gaps between day-to-day execution and strategic business goals

Without strong leadership foundations, rapid growth can falter.

But with the right approach, you can build a resilient, aligned leadership team that accelerates your success.

Our Solution: Strengths-Driven Leadership Coaching

Built around the world-renowned CliftonStrengths 34 assessment, this program unlocks leadership capability at every level.

Designed specifically for fast-growing QSR brands, this coaching program helps:

- Equip each field leader to lead with confidence, authenticity, and impact
- Create a unified, high-performing leadership culture
- Strengthen strategic alignment between operations and business objectives
- Enhance well-being and reduce burnout risks



Program Objectives:

1. DEVELOP INDIVIDUAL LEADERSHIP EFFECTIVENESS

- Deep strengths discovery sessions with each leader
- Tailored coaching to apply natural talents in high-pressure roles

2. CREATE A UNIFIED, HIGH-PERFORMING TEAM

- Team session to define collective purpose, vision, and working norms
- Strengths-based team grid analysis to enhance collaboration and spot opportunities

3. STRENGTHEN STRATEGIC ALIGNMENT

- Ongoing alignment sessions with senior leadership to ensure coaching supports business growth goals

4. BUILD LEADERSHIP CAPABILITY AND DRIVE PERFORMANCE

- Coaching designed to develop resilient, capable leaders who drive operational excellence, business results, and team engagement

Coaching Structure Options:

FOUNDATIONS FOR GROWTH

Essential Support to Get New Leaders Set for Success

Perfect for brands establishing a new layer of leadership or formalizing early-stage growth.

- Strengths discovery sessions for all field leaders
- Team purpose and vision workshop
- Single alignment session with senior leadership

SUSTAIN & SCALE PACKAGE

Build Stronger Leaders for Sustainable Growth

Designed for brands experiencing rapid growth who need strong, aligned leadership to sustain momentum.

- Full strengths discovery and team alignment work
- 6 months of individual coaching sessions per leader
- Monthly sponsor debriefs to adapt focus as the business evolves

FUTURE LEADERS ACCELERATOR

Shape the Next Generation of High-Impact Leaders

Ideal for brands committed to developing a leadership pipeline that can fuel long-term success and innovation.

- Full Sustain & Scale package
- Additional team development workshops at key milestones
- Quarterly strategic leadership sessions with senior team
- Personalised development plans and growth pathways for each leader

All packages include:

- A full CliftonStrengths 34 assessment for each participating leader
- An individual strengths discovery session for each participant
- A team strengths grid and collective dynamic analysis
- An initial alignment session with senior leadership to define goals, success measures, and integration points



Why Strengths-Based Leadership Works:

- Employees who use their strengths daily are **6x** more engaged and experience **23% higher** workplace satisfaction (Gallup).
- Strengths-based leadership drives **21%** greater profitability, **12.5%** higher productivity, and **72%** lower attrition.
- **70%** of the variance in employee experience is down to the manager-strengthening leadership capability is **the single most effective way** to boost engagement, retention, and performance.
- Strengths-based teams foster trust, collaboration, resilience, and innovation- critical ingredients for thriving in a fast-paced, growth-driven environment.

Investing in leadership isn't a cost, it's a growth strategy.

When your managers thrive, your people thrive, and your business grows stronger.

RETURN ON INVESTMENT (ROI) OF COACHING

Investing in coaching is not just a cost- it's an asset.

According to the International Coaching Federation (ICF), organizations see an average return of 7x their investment in coaching.

This program will not only enhance leadership effectiveness but also drive engagement, retention, and operational success for years to come.



Why Work with Me?

With 30 years of real-world leadership experience across retail, B2B and hospitality, in the SME, Franchise and corporate sectors, I know the pressures and opportunities that come with rapid growth.

As a Gallup-Certified Strengths Coach and an ICF-accredited professional, I blend proven coaching methodologies with practical leadership strategies to deliver measurable business impact.

My coaching isn't about theory, it's about helping leaders tap into their unique strengths, build resilience, and drive real, sustainable results for their teams and their business.

If you're serious about building a resilient, high-performing leadership team, I'd love to support your journey.

Curious to see how this could work for your team?

I'd love to hear about your goals and challenges; no pressure, just a conversation.

Scan the QR code or drop me a message to book a time that works for you.



Scan me to arrange a call

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