

# HELPING BUSINESS ACHIEVE THEIR GOALS THROUGH THEIR PEOPLE

TRANSFORM YOUR MANAGERS INTO EFFECTIVE LEADERS  
WHO DRIVE SUCCESS AND BUILD A THRIVING CULTURE

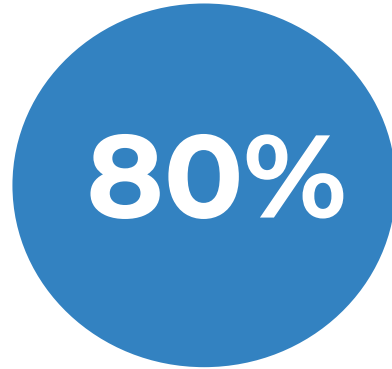
MANAGEMENT TRAINING PROGRAMME  
DELIVERED BY NICKI CROWHURST  
HR CONSULTANT & LEADERSHIP PRACTITIONER



Unlock your Leadership potential

# THE LEADERSHIP CRISIS: DID YOU KNOW?

Bad Management Is Costing UK Businesses Billions.  
Is Your Company At Risk?



80% Of line managers including senior leaders have never been trained to manage effectively



£84 BILLION Is spent annually in the UK on poor management

With recent budget announcements and significant changes to employment law expected in 2026, it's crucial now more than ever to ensure effective management of your workforce

# TYPICAL MANAGEMENT CHALLENGES IN BUSINESS



Unclear on what makes a good manager?



Training programs that don't deliver results?



Promotions based on technical skills, not leadership potential?



Team members who aren't being challenged or supported?



A company culture that lacks clarity and consistency?



Difficulty attracting and retaining top talent?



Training that doesn't stick?



Lack of ownership and accountability?

## THE COST OF POOR LEADERSHIP

High employee turnover and risk  
Low engagement and morale  
Missed growth opportunities

# HOW2HR MANAGEMENT TRAINING PROGRAM



Unlock Your Leadership Potential with **HOW2HR**  
Management Training Program

A 12-hour course designed to equip Managers with the essential skills to lead and inspire their teams effectively.

This program will:



Help managers grasp core leadership and management principles, driving team performance



Encourage reflection on their current management approach, with growth opportunities



Provide valuable insights into team dynamics and offer practical techniques for effective management



Enable self-assessment of their leadership style, fostering continuous improvement



Teach strategies for gaining buy-in and creating a positive, values-driven culture



Raise awareness of the risks poor management poses to the business



Establish a consistent management approach with shared language and practices










Promote collaboration across teams, enhancing teamwork and productivity

# UNLOCK THE BENEFITS:

## WHAT THIS TRAINING WILL DELIVER



This program will empower your managers and leadership team with the critical skills needed to boost team performance, foster effective communication, and deliver impactful results. Key topics include:

-  **MINDSET & EMOTIONAL INTELLIGENCE:** Understanding yourself and others
-  **CHALLENGE & SUPPORT MODEL:** Balancing beliefs and management styles
-  **COMMUNICATION & FEEDBACK:** Strategies for effective interaction and improvement
-  **PERFORMANCE MANAGEMENT:** Diagnosing issues and measuring progress
-  **MANAGING CONFLICT:** Providing better outcomes for those difficult conversations
-  **MOTIVATION & LEADERSHIP STYLES:** Understanding team dynamics and adapting your approach
-  **ACTION PLANNING:** Applying learnings and defining next steps

# CLIENT PORTFOLIO

*Nicki has equipped me with a framework to apply to management that not only sets the team up for success but recognises the individual dynamics and strengths of each person — using a human and empathetic approach. Now when confronted with a challenge or change, I feel confident, empowered, and equipped with the tools I need to work through it.*



*Nicki has been an exceptional trainer, and I always feel like the session is too short and there is so much more to discuss. I really can't thank Nicki enough for this training and I hope others find it as (I hope this doesn't sound too OTT, but...) life changing. Yes, for me but more importantly for those who work in my team and other departments.*



*Existing managers within the team who had previously been unhappy and at times uncooperative have shown a change in pace and the ability and confidence to take initiative and make decisions effectively. This has resulted in my department delivering better solutions, quicker, and contributing much more to the business than ever before.*



# TAKE ACTION TODAY



## IN HOUSE MANAGEMENT TRAINING COURSE

- Tailor-made delivery options depending on the needs of the business
- 12-hour program delivered in 4 flexible, 3-hour workshops (virtual or in-person)
- **£2,795 per course** (up to 8 delegates)
- Includes Liberator book and Clarity 4D profile
- Additional travel costs may apply
- Discounts for multiple bookings or without Liberator book and profile



## PUBLIC MANAGEMENT TRAINING COURSE


- Virtual course (4 workshops, 3 hours per week via Zoom)
- **£495 per person** (includes Liberator book)
- Additional cost for Clarity 4D profile
- Discounts for multiple delegates
- 2025 course dates on website


## ADDITIONAL OPTIONS

- Put into practice everything that has been learnt with the **LEAP into Leadership** follow-on programme. Ask me for more details
- Clarity 4D profiles: **£96 per profile** plus a 30-minute consultation
- In-house 3-hour Colour Workshop: **£495 per session**
- Alternative Clarity 4D profiles or virtual team workshops available on request.



For a booking or to chat about a personalised, pick-and-mix style quote, tailored to your business needs, feel free to get in touch:

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The **HOW2HR** training programme is a blend of Ali Stewart & Co Ltd 'The Liberator', Clarity 4d, and a wealth of experience managing teams.

