

Leadership Development

Built around your people, delivered by a highly experienced leadership facilitator.

I've spent over fifteen years facilitating leadership, strategy, and change with more than 200 senior teams, including global brands, listed institutions, government departments, scale-ups and charities.

I bring that experience to a room built for practice: well structured, grounded in the work your leaders actually do, and honest about what gets in the way. You can expect sessions people enjoy, with thinking and practical tools they use the next morning.

Your managers and leaders learn from someone who has sat with the problems they are facing, many times over.



Six themes, taken whole or *chosen to fit*.

Programmes are built from six core themes, each grounded in your competencies and worked through on real situations your people bring. A flavour of what happens in the room:



Leading Yourself

Presence and personal impact, self-awareness, and emotional intelligence. The habits that make a leader someone people choose to follow.

In the room: a structured 360 debrief and a personal-impact round, where each leader hears plainly how they land with others.



Thinking Strategically

Lifting your gaze from the day to day, and turning strategic thinking into something practical and usable.

In the room: a live strategy session using Roger Martin's five connected choices, applied to a real challenge each manager brings.



Building High-Performing Teams

Trust and psychological safety, clarity of purpose, and the conditions that let a group do its best work together.

In the room: a team effectiveness diagnostic, then a pre-mortem on a live initiative, which surfaces the risks people usually hold back.



Coaching and Conversations

Coaching skills, active listening, feedback, and the courageous conversations most managers put off having.

In the room: live coaching practice in trios, and a rehearsal of a real, difficult conversation with structured feedback.



Leading Change

Communicating the why, bringing people with you, and holding momentum through the change that never really stops.

In the room: mapping a change each manager is living through, and building the message that carries their people with them.



Collaboration and Influence

Relational leadership across functions, influencing without authority, and getting things done through people you do not manage.

In the room: an influence exercise across functions, and a fishbowl on a cross-team tension the cohort recognises.

Designed from scratch, built to *fit what you run.*

Every programme is shaped around your cohort, your calendar, and your budget. Most share this rhythm, and all of it is delivered by me.

Discovery

Conversations with sponsors and a sample of participants, a read of your competency framework and values, and use of your 360 where you have one. Two to three weeks.

Face-to-face core

Two to three in-person sessions, full or half day, roughly a month apart. The cohort does the real work in the room, on their own live situations.

Peer learning circles

Action learning sets between sessions. The cohort works live problems together and builds a network across functions that outlasts the programme.

Measurement and close

A self-assessment against your competencies at the start and the end, a read on engagement, and a short sponsor review. A virtual close captures commitments.

Your framework, your tools

Built on your competency model and your 360, so the programme reinforces the language your people already know.

One point of contact

I design the programme, deliver every session, and stay reachable between them. The same person from the first conversation to the final review.

A SAMPLE SIX-MONTH COHORT

<i>Weeks 1 to 3</i>	Discovery. Sponsor and participant interviews, the 360 launched, and the programme designed around what surfaces.
<i>Week 4</i>	Virtual launch, 90 minutes. The cohort meets, the aims are set, and pre-work begins.
<i>Month 2</i>	Session 1, in person. Leading Yourself and Thinking Strategically, a full day, followed by a peer learning circle.
<i>Month 3</i>	Session 2, in person. Building teams and Coaching and Conversations, a full day.
<i>Month 4</i>	Session 3, in person, plus individual check-ins. Leading Change and Collaboration and Influence.
<i>Months 5 to 6</i>	Embed and close. A final peer circle, then a virtual close and measurement: what has shifted, and how it holds.

What good looks like, *a few months on.*

A cohort arrives curious and a little sceptical, the way capable people do. By the close, the change shows in how they lead. This is what clients tell me they see.

Clearer conversations

The courageous conversation happens, and it goes somewhere useful.

Steadier decisions

Managers hold their nerve and think straight in the moments that count.

A network that lasts

A cross-functional group that keeps supporting each other after the close.

Sharper strategic thinking

Managers lift their gaze and connect the day to day to where the organisation is heading.

Teams that trust each other

Psychological safety becomes the norm, and problems surface while they are still small.

Calm through change

Leaders carry people with them when the ground keeps shifting.

THE PRACTICAL DETAILS

Cohort size

Ten to eighteen managers per cohort, drawn from across functions so the peer learning has range.

Format and cadence

A virtual launch, two to three in-person sessions about a month apart, peer circles between, and a virtual close. Four to six months per cohort.

Reach

Delivered across the UK and Europe, with locations able to rotate across your markets, and social elements built in.

Pricing

Priced per cohort on the design and the number of sessions, with a clear figure before you commit.

The same person, *every session.*

I'm James Allen, founder of Creative Huddle. For fifteen years I have facilitated leadership, strategy, and change with more than 200 senior teams, from global brands to century-old charities. I work as a facilitator, coach, and author, and I am writing a book on how teams get on the same page.

I design your programme and deliver every session myself. The cohort works with one person from the first conversation to the final review, which is a large part of why clients ask me back for the next cohort.



IN DELIVERY MODE



WITH A LEADERSHIP CLIENT IN CAMBRIDGE

Programmes I have *designed and delivered.*

Climate technology scale-up

A six-month, three-phase high-performance programme for a fast-growing leadership group.

Information management business

A two-day leadership residential for the senior team, tailored to their strategy and culture.

Professional membership body

A year-long team coaching programme, sustaining leadership development across the year.

"An engaging and inspiring creative leadership workshop with James. So much learnt, and a great way to team bond."

Kim Edwards, Senior Talent & Leadership Development Manager, Getty Images

READY TO TALK IT THROUGH

The first step is a *short conversation.*

We'll look at your cohort, the outcomes you are after, and the shape of programme that would serve them. I follow up with a written overview and pricing, and we take it from there.

Let's get your managers leading.

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