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The Strategic Capability Shift™

A strategic capability development system for leaders and leadership teams

Delivered through the Strategic Capability Accelerator



Supercharging personal & organisational performance

- 25+ years advisory experience
- 250+ organisations
- 30+ industries
- 1000's leaders
- Global leadership contexts

TRUSTED BY:



L'ORÉAL

DIAGEO



easyJet

VISA



Built on the Strategic Mastery framework and the SHIFT™ methodology.



You have smart people, so why does everything still feel reactive?



You leave meetings thinking, "That wasn't as clear as it should have been."



You feel the tension between short-term targets and long-term direction.



You know your people are capable, but something isn't clicking.



You sense drift. But it's hard to name it.



You're all busy. Productive, even. But not always decisive or impactful.



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You don't have a strategy problem.

You have a strategic capability problem.

**Most leadership development trains behaviours.
It rarely builds the capability to think clearly under pressure.**



When strategic capability improves...



Meetings shorten. Debate sharpens.



Trade-offs become explicit – not political.



Leaders pause before escalating.



Judgement improves under pressure. Decisions hold.



Strategy starts shaping daily behaviour.

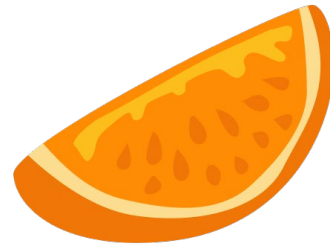


Introducing The Strategic Capability Accelerator™

A six-month flagship programme designed to build practised strategic capability in leaders and leadership teams. It changes *how your organisation thinks, aligns and follows through* - not just what it plans.



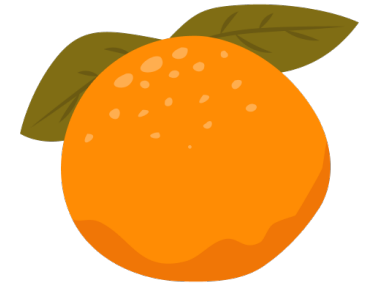
STAGE 1:
Diagnose current patterns.
Explore underlying assumptions.
You can't fix what you haven't named.



STAGE 2:
Build practiced capability.
Live masterclasses (fortnightly).
Cohort challenge and support.
Real case integration.



STAGE 3:
Embed & scale.
So it holds when it matters.
Decision standards. Cadence installation. Behaviour reinforcement.



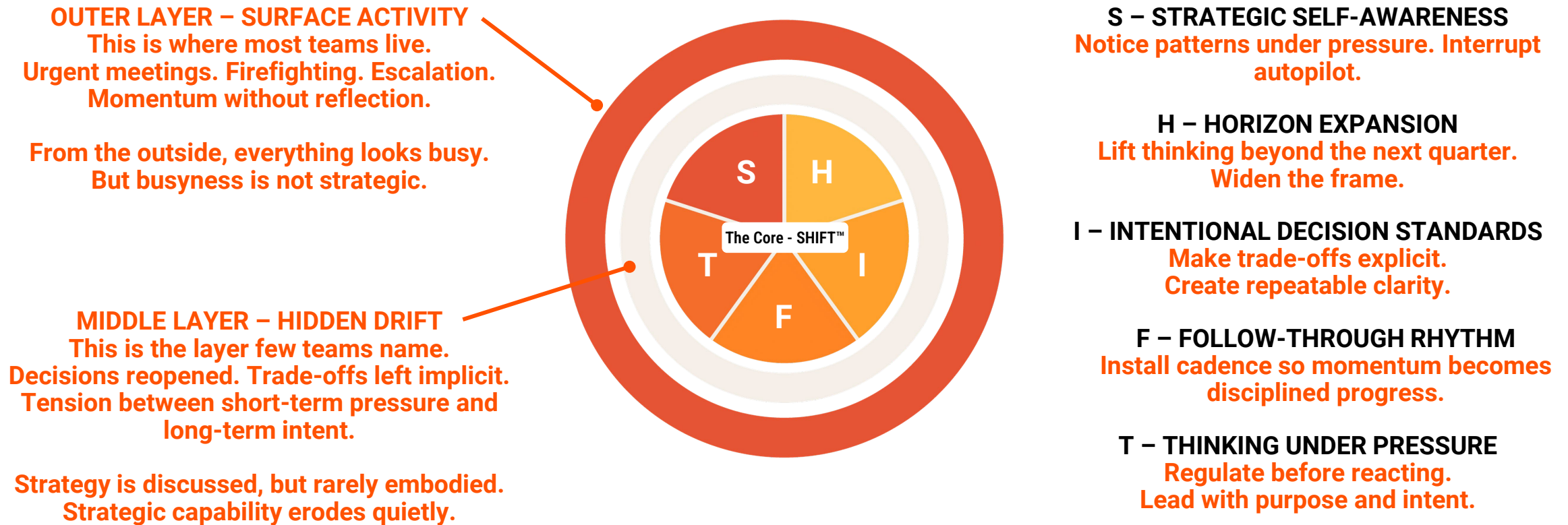
This is where most organisational development stops. SHIFT doesn't.
It turns strategic thinking into daily practice.

Built on the Strategic Mastery framework and the SHIFT™ methodology.



The SHIFT™ methodology behind the programme

Most teams and organisations operate at the surface. SHIFT™ builds capability at the core.



What the programme **includes**

- ✓ 12 Live Masterclasses, so concepts become lived practice
- ✓ Strategic Capability Diagnostic, so you see the real patterns (not the polite version)
- ✓ Implementation Workbooks, so insight becomes action
- ✓ Peer cohort, so challenge replaces comfort
- ✓ Live coaching & accountability sessions, so momentum holds
- ✓ Recorded Library & Resources, so capability compounds over time



L'ORÉAL

DIAGEO

BARCLAYS



easyJet

VISA

Castrol



Who this is for

This is designed for:

- CEOs / CXOs who feel the drift
- Leadership teams stuck in reactive loops
- Organisations serious about embedding capability, not theatre
- Leaders prepared to practise, not just attend.

Not for:

- Leaders seeking motivation only
- Teams unwilling to challenge patterns
- 'Tick-the-box' development buyers



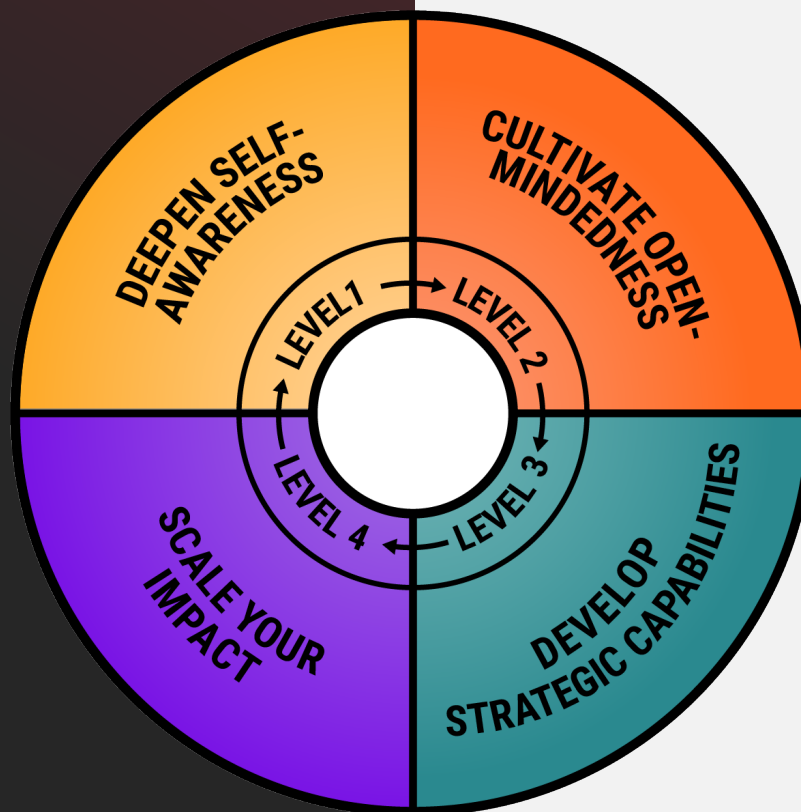
Why this is different

The **Strategic Capability Accelerator** is a transformational programme built around the Strategic Mastery framework and the SHIFT™ methodology.

Across four levels and twelve practices, leaders move from learning the foundations to applying them directly in their role, with peer challenge and expert support.



"This fundamentally changed how we think, not just what we do." - Ruth Polybank, Executive Director, Concirrus



Consultants advise but they leave. Internal L&D trains skills and behaviours. It rarely shifts decision architecture.

That is why many organisations keep calling the problem “execution” when the deeper issue is weak strategic capability in practice.

Through masterclasses and real-world application, leaders on this programme learn to diagnose challenges, improve judgement, manage uncertainty, act decisively, collaborate more effectively, and embed strategic behaviours over time.



REAL LEADERS, REAL RESULTS.



Andrew Yeoman
Founder & CEO, Concirrus

Charlie has been an amazing help over the years and has supported us through our 'storming and forming', through to defining and refining our strategy whilst also coaching the leadership team, individually and collectively.

He brings a humility, intelligence, and energy to the room that brings out the very best.



David O'Brien
Executive General Manager,
L'Oreal Ireland

Charlie helped us step back and think differently about our business and our strategy. His approach, combining challenge, structure and practical application, resulted in a clear vision and actionable framework that drove continuous record-breaking results for the Irish business.



Tom Daplyn
Founder, Active Matter

Charlie brings clarity to complex challenges and helps leaders focus on what really matters.



Nina Jones
Director of Customer &
Partner Experience, Microsoft

With Charlie's wide experience and varied techniques, he brings the appropriate structure and methodology to each strategic requirement which is always fruitful and engaging



Natalia Smoktunowicz
Global Head of Learning,
Fujitsu

Charlie isn't just a trainer. He helps build tomorrow's leaders – people with the critical thinking to implement bold strategies and lead with real influence.



THREE PATHWAYS TO STRATEGIC CAPABILITY

For leaders and leadership teams – choose the level of accountability and support that fits.



SELF-DIRECTED

INDEPENDENT

For leaders who want flexibility and autonomy.

What this gives you:

- ✓ Better structured thinking in complex situations
- ✓ Clearer decision standards in uncertain environments
- ✓ Stronger judgement when priorities conflict

Best if you want:

- ✓ To strengthen strategic judgement without joining a cohort
- ✓ Practical tools you can apply privately, at your own pace

You leave with repeatable decision standards you can apply immediately.



COHORT

ACCOUNTABLE

For leaders who want strategic capability embedded through action and peer challenge.

What this gives you:

- ✓ Applied practice in real strategic decisions
- ✓ Sharper decision-making under pressure and ambiguity
- ✓ Feedback that strengthens judgement and credibility

Best if you want:

- ✓ Structure and accountability
- ✓ A six-month commitment to better trade-offs under pressure
- ✓ Challenge from serious peers

You leave with practised strategic capability embedded through repeated application.

MOST POPULAR:

STRATEGIC CAPABILITY
ACCELERATOR



INNER CIRCLE

ADVISORY

For leaders operating at senior levels of responsibility who want personalised challenge and deeper support.

What this gives you:

- ✓ Sharpened judgement in complex, critical decisions
- ✓ Insight into blind spots and influence patterns
- ✓ Clarity when priorities conflict and decisions carry real consequence

Best if you want:

- ✓ Discretion and depth
- ✓ Direct access and tailored support
- ✓ Rigorous, high-quality challenge

You leave with stronger judgement – and blind-spot coverage.



COMPARE THE PATHWAYS

Features & Benefits	SELF DIRECTED Independent application	COHORT Structured accountability	INNER CIRCLE Private advisory
Programme Duration	6-month blended online programme	6-month blended online programme	6-month blended online programme
Structured Onboarding & Goal-Setting	Yes	Yes	Yes + 1-to-1 coaching with Charlie
Personalised Profiling & Assessment	Start, mid-point, and end	Start, mid-point, and end	Start, mid-point, and end + 1-to-1 debrief
Live Masterclasses x12 (2-3 hrs each)	Fortnightly	Fortnightly + bonus specialist sessions	Fortnightly + bonus specialist sessions
Workbooks, Templates & Toolkits	Included	Included	Included
E-learning Portal + Recordings	12-month access	Lifetime access	Lifetime access
Live Q&A / Group Coaching	-	Fortnightly Q&A with Charlie	Fortnightly live Q&A with Charlie
Accountability & Progress	Self-directed progress	Monthly peer accountability + cohort challenge	Monthly peer + personal accountability with Charlie
Book: <i>Be More Strategic</i>	Included	Included	Included
Certificate of Strategic Mastery	Included	Included	Included
Community Access	-	Cohort community + peer collaborations	Exclusive Inner Circle peer group (max 12)
Guest Expert sessions	-	Invitations to guest expert sessions	Invitations to guest expert sessions
Events & Retreats	-	Invitations to in-person events + retreats	Invitations to in-person events + retreats
Advanced Assessments	-	Access to advanced assessment suite	Access to advanced assessment suite
Direct Access to Charlie	-	-	Private 1-to-1 channel access

All three pathways build the same core strategic capability. The difference is the depth of accountability, intensity of challenge, and access to direct support. Payment plan available. Upfront payment preferred.



What changes in 90 days

Meetings shorten

Because decisions are made using clearer standards.

Debate sharpens

Because assumptions are challenged without damaging trust.

Trade-offs surface faster

Because leaders become explicit about priorities.

Escalations reduce

Because people take responsibility for decisions.

Confidence stabilises under pressure

Because leaders learn to think clearly when it matters most.

Decisions hold

Because choices are made deliberately, not reactively.



James Coe

Director, L'Oreal UK&I

What Charlie helped us achieve is something I am 100% behind. And more importantly, my team are 100% bought in.



Programme Roadmap – how the accelerator works

12 live masterclasses delivered across the Strategic Mastery framework, with real world application throughout

Onboarding & Programme Set-up

Register, prepare and meet the cohort. Set expectations, confirm goals and get ready for the work ahead.

Launch Session | Setting the Foundation

Introduce the framework, explore what being strategic really means, why pressure changes behaviour, and the work together as a cohort.

Level 2 | Expanding how you think

Develop curiosity, listening and critical thinking. Challenge assumptions, explore different perspectives, and learn how to think more clearly in complex situations.

Level 4 | Scaling Your Impact

Build the ability to influence, align and deliver. Develop the discipline, habits and routines that turn good ideas into consistent action.

May / June

June

July

September

October

November

Strategic Capability Diagnostic

Establish your current capability, strengths and priorities using the Strategic Capability Diagnostic.

Level 1 | Foundation: self awareness under pressure

Understand how values, beliefs and emotional patterns influence decisions. Learn to notice reactive behaviour, slow down thinking, and create the space needed for better judgement.

Level 3 | Strengthening strategic capability

Work on uncertainty, creativity, decision making and collaboration. Learn how to make better trade-offs, communicate clearly, and lead conversations that shape direction.

Final Session | Embedding the shift

Review progress, set goals and establish routines that will sustain the work. Explore how the cohort can continue to support each other, and how to deepen the work through further coaching, advisory and advanced programmes.

Real world application throughout, so learning becomes practised capability.

Supported by live coaching, accountability sessions, peer challenge, diagnostic tools and implementation resources.



FAQs

How much time will I need to commit?

Most participants spend an average of 2-3 hours per week engaging with the masterclasses and applying the tools. The programme is designed to fit alongside demanding leadership roles.

Who is the Strategic Capability Accelerator for?

The programme is designed for leaders, leadership teams and organisations who want to improve how decisions are made, how priorities are set, and how strategy is executed in practice.

Do I need to be a senior leader to join?

No. Participants range from emerging leaders to experienced executives across many sectors. What matters most is your willingness to practise, reflect and apply the work in real situations.

What is the difference between the three pathways?

All pathways - **Self-Directed**, **Cohort**, and **Inner Circle** - build the same core strategic capability. The difference is the level of accountability, challenge and access to direct support and coaching.

What if I miss a live session?

All masterclasses are recorded and available in the learning library, so you can revisit sessions at any time.

Is this training or coaching?

Neither in the traditional sense – and in some ways both. The Accelerator combines teaching, reflection, mentoring, peer challenge and real-world application to build practised strategic capability. Participants may also experience coaching, individually or as a group, depending on the pathway chosen.

How do I know if this is right for me?

If you are tired of firefighting and operating in the detail, and recognise the need to develop the judgement, habits and behaviours of a confident, deliberate strategic leader, the Accelerator was designed for you.

Can this be delivered for an organisation?

Yes. The Strategic Capability Accelerator can be delivered for leadership teams or internal cohorts. In many cases it is recommended that participants also join the wider Accelerator cohort, to benefit from different perspectives and a broader professional network. Typical cohorts range from 3 – 6 participants per organisation.

How do I get started?

Choose the pathway that best fits your needs and register for a call. Once enrolled, you will receive access to the portal, onboarding materials and the Strategic Capability Diagnostic so you can begin straight away.



READY TO BUILD STRATEGIC CAPABILITY?

The **Strategic Capability Accelerator** is open to both individual leaders and sponsored participants from organisations.

Most participants either join directly or are supported by their organisation as part of a wider development plan.

Choose the route that fits your situation.

All participants join the same Strategic Capability Accelerator cohort, ensuring a mix of perspectives, challenge and real-world experience.

INDIVIDUAL PARTICIPANTS

You may be joining independently, or with support from your organisation. Many participants speak with their manager or budget holder before enrolling, and we are happy to provide information to support that conversation.

[Book a conversation](#)



ORGANISATIONS & SPONSORED COHORTS

Many organisations sponsor small groups of leaders to join the Accelerator together. Participants join the wider cohort, while also receiving additional support where needed, such as dedicated coaching sessions or tailored follow-up work. We can discuss the best structure for your team.

[Book a conversation](#)



IS THIS THE RIGHT NEXT STEP?

The Strategic Capability Accelerator is designed for leaders who recognise that working harder is not the answer, and that stronger judgement, clearer thinking and better habits are needed to operate at the next level.

It may be right for you if:

- ✓ You feel stuck in reactive mode
- ✓ You want to think and act more strategically
- ✓ You want to develop confidence in complex decisions
- ✓ You want a structured way to change habits, not just learn ideas

If you are unsure, the best next step is simply to have a conversation.

[Book a conversation](#)





MEET YOUR COACH

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Charlie Curson

Charlie Curson is a strategic adviser, facilitator and leadership coach with over 25 years' experience working with leaders, teams and organisations across more than 30 industries.

He is the creator of the Strategic Mastery framework and the SHIFT™ methodology, and author of the international bestseller **Be More Strategic: 12 Essential Practices to Build the Life and Career You Want.**

Charlie works with CEOs, leadership teams and high-potential leaders to improve decision quality, strategic alignment and performance, helping organisations move from reactive activity to deliberate strategy.

His work combines strategy, leadership development and behavioural change, and has been used by global corporates, scale-ups and professional services firms.



You feel the difference.
So does your team.



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**Stop referencing strategy.
Start practising it.**

The Strategic Capability Shift™

