

# Solving the people management puzzle:

The CAPE approach  
to developing  
brilliant managers.

A comprehensive experience enabling people  
managers, their teams and their organisations to  
deliver and thrive.

**CAPE**  
TRANSFORMING PERFORMANCE

## Why we exist and who we support:

We exist to help you to answer these questions:

### CAPE is for you if you...

- want to challenge yourself to be a better people manager.
- want to learn more about yourself and how the way you show up impacts others.
- want to have better conversations with your team.
- want the opportunity to develop your own (or support your team to develop their own) style of management.

**82 % are 'accidental managers' who were initially promoted because they were good at their delivery role.**

(CMI / YouGov, 2023)



## Why work with CAPE:

We are different to other management development programmes. We've coached hundreds of managers, and most importantly we were managers ourselves (and not the 'slip into the role like a comfortable pair of shoes' type, the 'who am I kidding, I'm not sure what I'm doing' type), so we understand your challenges. For us CAPE is the management development programme that we wished was available for us!



### 100% satisfaction

100% of participants strongly agree that the Flagship CAPE programme has helped them develop their confidence and leadership skills.



### 15 countries & counting

CAPE has already made an impact across the globe and the list is growing!



### 500+ individuals

CAPE has worked with more than 500 individuals to support them to be brilliant people managers.

#wearyourcape

## What we do and how we do it:

We work from the principle that to manage people to thrive, the support needed is much more than can be taught in a classroom.

We create communities where cohorts of individuals from across all sectors and industries can come together in a challenging but safe environment to learn about key leadership and management behaviours, develop self-awareness, work through challenges, share experiences and develop their own unique style of management. With a focus on it being experiential and action based.

There will be a limited number of participants (12-14) per cohort and each programme will include:

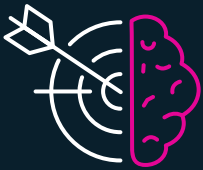
- 12 months membership to an online community, and access to a tailored and curated resource library.
- 12 fortnightly live learning sessions over the first 6-month period.
- The opportunity to learn and develop coaching skills to use on the programme to support learning but also in the workplace.
- Bespoke self-directed learning materials to complete between live sessions.
- 3x 1-1 coaching sessions with a highly trained and experienced professional coach.
- A DISC® personality profile assessment and report.
- The opportunity to take part in a social impact project to offer coaching / mentoring to individuals who wouldn't otherwise access it, and by doing so continue the movement of supporting others to develop their self-belief.
- Alumni certification following completion of programme.

## How your CAPE Journey will look:



The inclusive fee is  
£1,795 +VAT per participant

## Our values:



### We are intentional

We proactively prepare people for the real challenges they will face.



### We are brave

We recognise that the learning happens when we push ourselves into discomfort and we address the difficult areas head on.



### We are authentic

We say it like it is and we own our own vulnerability.



### We are practical

Above all else we embed our learning into real life.



## What our clients say:

**“ I totally recommend this program, it will change who you are as a leader!**

Elena Bratu – Head of Consumer Networks

**“ Naomi and Lynsey are incredibly knowledgeable, engaging and enthusiastic programme leaders. Their CAPE programme is a really effective mix of practical tips & theory, combined with opportunities to practice & grow.**

Josh Barazetti-Scott – Business Director

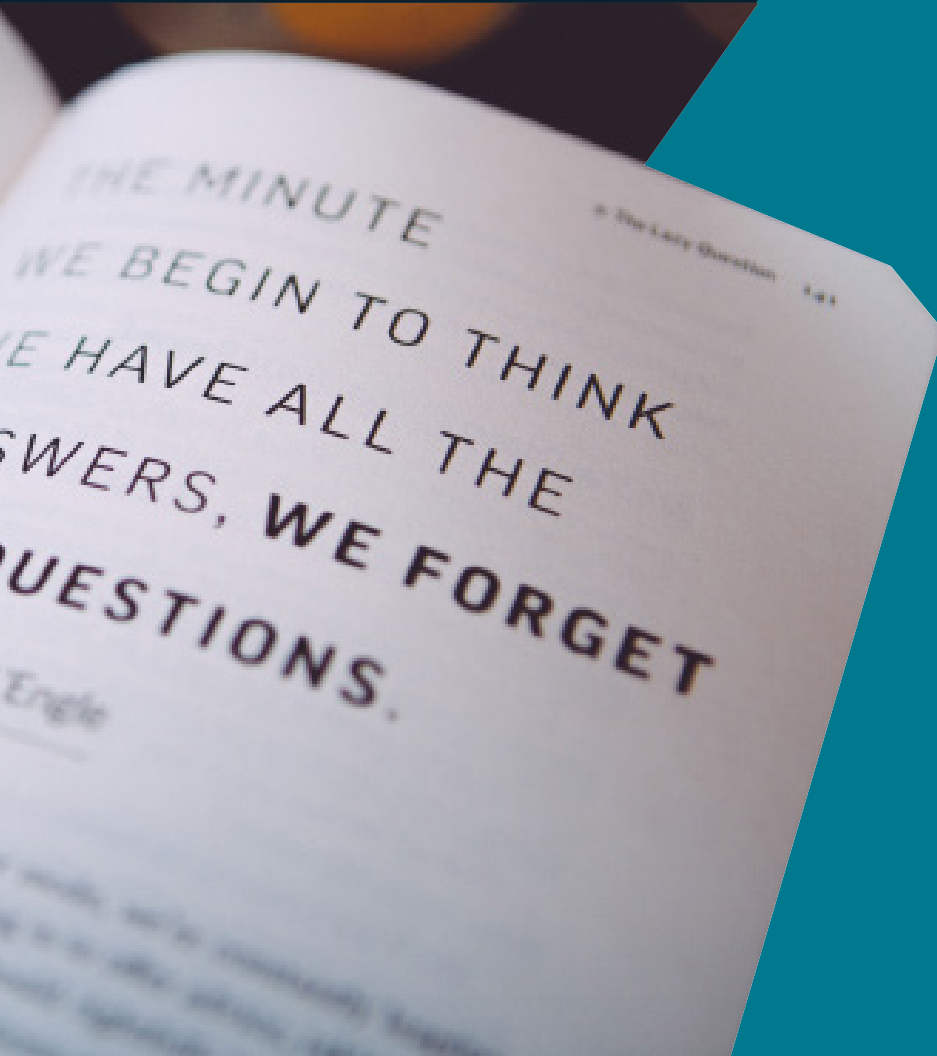
**“ Naomi and Lynsey are brilliant at what they do, they lead the course with passion and enthusiasm which brings energy to the sessions. There is a great mix of theory and practical training, plus the individual 1-2-1 sessions. I have learnt so much over the last 12 months, my confidence & skills as a people manager have really improved, all thanks to CAPE!**

Lucy Hampson – Associate Director

## Benefits / outcomes:

### Individuals on the programme will:

- k You'll be able to use a coaching style with your colleagues and teams confidently.
- k You'll have understood and developed your own authentic management style.
- k You'll feel enabled, empowered, and equipped to lead your teams and be a brilliant people manager.
- k You'll gain work fulfilment by recognising the value you add and the satisfaction that can be gained from being a brilliant people manager.
- k You'll have consciously and proactively considered the challenges that being a people manager brings, and have developed strategies to feel confident to address them.
- k You'll have self-belief in bucketloads!



### And their organisations will benefit by:

- By having individuals who can apply the learning immediately.
- By seeing the positive impact on productivity, engagement, wellbeing and retention for the participants and the teams they lead.
- By having effective, confident people managers equipped with the right skills to undertake their roles and challenges that arise.
- By seeing the skills learnt brought back into the business and in turn raising the bar for everyone else.

If you're interested in how CAPE can help your  
people managers, please contact  
[info@capepeopledevelopment.co.uk](mailto:info@capepeopledevelopment.co.uk).

For more information, please visit  
[www.capepeopledevelopment.co.uk](http://www.capepeopledevelopment.co.uk)

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