

THE SURE BETTS
NEW 10 WEEK

LEADERSHIP TRANSFORMATION PROGRAMME



www.surebettshr.com

ABOUT

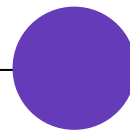
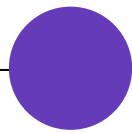


I'm Doug and I work alongside HR professionals to coach line managers into becoming great people leaders meaning that employees are more likely to be engaged and productive and less likely to leave for the competition.

As HR professionals, we all know that every problem in an organisation is ultimately a leadership problem, and having people managers who are uncertain about how to lead their teams and get the best out of them can lead to costly employee attraction, engagement, and retention issues. I've been there and felt the pain having worked as an HR professional up to Director level for over 20 years.



DOES THIS SOUND FAMILIAR?



Culture

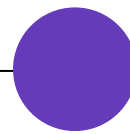
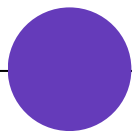
You know that high sickness, employee turnover, and lots of disciplinary, capability and grievance cases can cost management/HR time and money – and as the HR/People team, this adds to your workload and stress meaning...

Fire Fighting

You're constantly trying to fight fires rather than contributing to the organisational strategy.

Correction

You're spending too much of your time trying to rectify mistakes managers have made.



Pseudo Manager

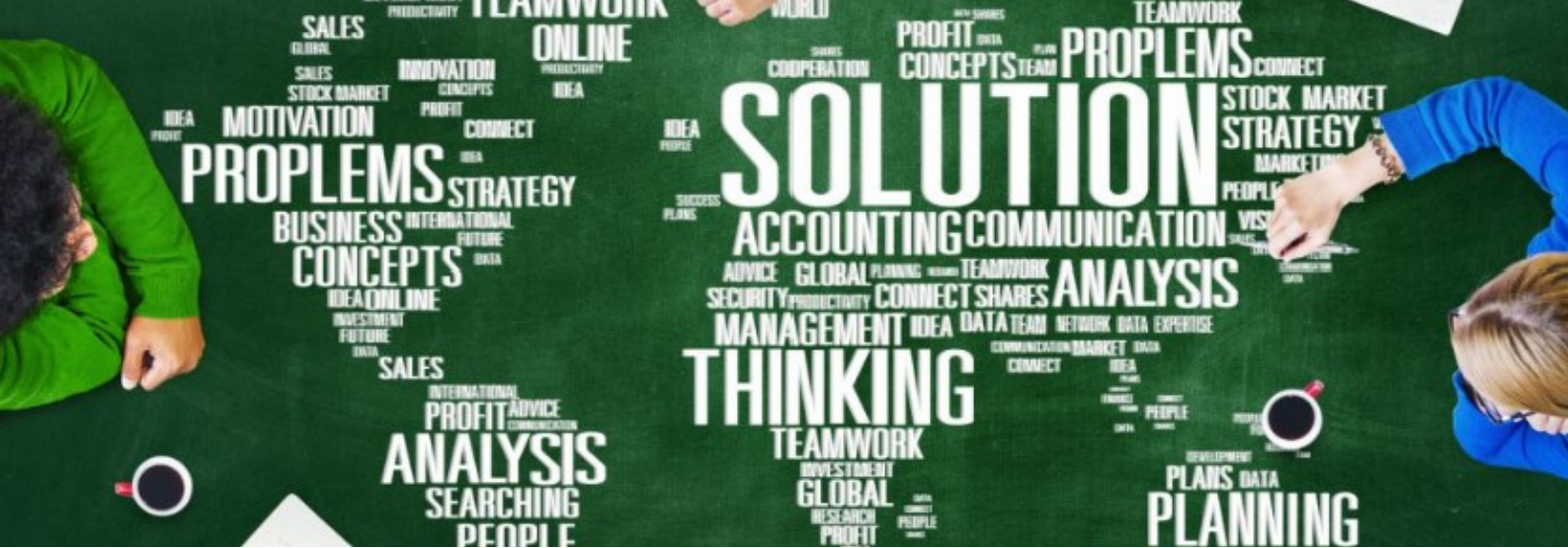
You're sometimes expected to manage on behalf of a weak manager.

Time Issues

You just don't have the time to coach managers through every people issue – and they don't always learn from their past mistakes.

Identity

Your organisation doesn't always get who you are, the value you can add and think you're there to organise the Christmas Party (don't get me started!)



WHAT'S THE ANSWER?

I get that there are lots of leadership/management training options out there.

I want to offer something different which is bespoke to each Company I work with. Working closely with the in-house People/HR expert(s) I can quickly get you the results you're looking for.

Here's what I provide:-

01

Partnership with the In House People Function

A partnership with in-house HR professionals whereby I learn about your culture, your specific issues you're facing and where you choose topics which are most relevant to your organisation right now. I'm a fast, independent learner so this won't mean you spending hours with me before any programme begins.

02

Ongoing Support during the programme

A continuous learning environment over the 10-week period with the emphasis on practical tips, group discussions with their peers and learning rather than theories. For this reason I limit the total number of delegates to 10.



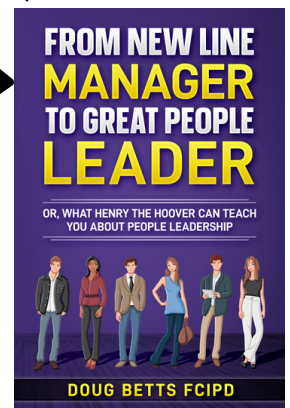
WHAT'S INCLUDED?

- 2 x 60 minute calls with in house People & Culture Director or equivalent before programme starts and after programme ends
- 10 x weekly half day training sessions delivered at your premises.
- WhatsApp support group with myself and other delegates from your organisation.
- Up to 2 x 1:1 hourly coaching sessions with me per delegate during the programme (voluntary) where delegates can ask me anything.
- Final Session includes Action Planning where an agreed list of actions is given back to you to work with senior leaders to implement.
- Free copy of my book "From New Line Manager to Great People Leader" (worth £7.99) for each delegate.



Choose 10 out of these 12 sessions:-

Attracting and Retaining New People	Nurturing and Developing Talent in your Team	How to Lead on Change
Equity, Diversity and Inclusion	Vision, Mission & Values	Giving Feedback including difficult conversations
How to engage with your team	Dealing with Absence & Wellness	Disciplinary, Capability and Grievances - formal & informal
Family Friendly & Flexible/Hybrid Working	Future Proofing your Team	Employment Law for UK Managers





WHO'S IT FOR?

- Managers in your organisation who have had a bad experience and want to improve
- Managers who have been newly promoted, whether that's as a first-time manager or to a more senior manager level role.
- Managers who recognise that they may be technical experts in their field but need to learn more about how to get the best out of their team if they're under performing.
- Managers who've previously been too scared to admit they don't know how to lead their team but want to ask questions in a safe environment with no judgement.

WHO'S IT NOT FOR?

- Want to attend a one day "management" training course done offsite with an external training company where people learn "management theory" and then promptly put the notes in their bottom desk drawer never to be looked at again.
- Enjoy academia and want to attend an ILM style course where the content is generic and the outcome is based on the delegates submitting written theoretical assignments.
- Are skilled people leaders who never have any people issues and have motivated teams and a high level of engagement.



WHY WORK WITH ME?

- I've been that line manager who many years ago, got thrown in at the deep end and needed support that I just didn't get. I've turned that experience into a 20+ years HR career where I've coached line managers through a variety of issues helping them to avoid key mistakes that many managers make.
- I bring new ways of thinking to how to lead people which are fit for a 21st Century Organisation and go beyond the traditional stereotypical view of HR as the "compliance police" I work with leaders to ensure they understand the value an in-house people function can bring.
- Previous delegates rate my training methods positively as I don't believe in lengthy PowerPoint lectures or lots of theory but instead encourage group learning and discussions and engagement that deliver lots of practical tips that delegates can use straight away.





HERE'S WHAT PAST LEARNERS HAVE SAID

"Doug created a calm environment that encouraged comfortable discussions. I liked that it was quite casual conversation rather than just talking through a slideshow"

"Doug made it engaging and easy to learn. He used real life examples from his own knowledge"

"Very friendly and approachable and delivered training in a way that's easy to follow. The active engagement helped me learn more"

...AND ABOUT MY BOOK

"I wish you had written this years ago as this is a real gap for new managers that does not get covered in the multitude of leadership training/books. Some real areas resonated for me what HR Directors actually do and the overall areas for new managers/leaders. I've been a people leader for 20years and I see lots of people struggling."

Account Management Director, Software Company

"Doug's book came at a great time as I recently started to take on being a manager of a few people in my own business. His knowledge is second to none when it comes the do's don'ts of becoming a leader, not just ticking the box of being a manager. Highly recommended for all managers new or experienced, thanks for sharing your insights Doug!"

Business Owner, Digital Marketing Company.



HERE'S THE INVESTMENT DETAILS

- Normal Cost = £9995 for up to 10 delegates if paid in full, up front
- Alternatively pay in 3 equal installments of £3499 with first payment due before the programme begins.

SPECIAL ONE OFF OFFER

- I am offering 3 Organisations the opportunity to take part in the inaugural run of the course - running from September - December 2023.
- I'm offering this at a 25% discount e.g.
- £7496 (paid in full) or £2624 x 3 monthly installments.
- That's just £749 per delegate, normally £999 per delegate for the ten week course.
- Should you require the hire of an external venue this will require an additional cost payable by you to the venue directly.
- Travel is charged at £0.45 per mile for any locations outside of the Ipswich area.

... in exchange for some honest feedback from HR and the delegates and permission to use the feedback in any promotional material as well as to make any changes to the course in the future.

Offer closes 31 July 2023 at 12 noon and will not be repeated again at these prices.



Contact me for an informal chat or if
you have any queries



Scan the QR Code to Connect with me
on Social Media



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Thank you!
