



DISCOVER, ALIGN, TRANSFORM™

for scale-up executive teams

Work with a team of coaches for 9 months to transform your leadership performance, and achieve business results.



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EXAMPLE CHALLENGES

- About to enter a phase of growth or change
- Ambitious goals, difficult team targets and/or intense pressure to perform
- Senior team newly formed or changed
- Exec/Board not unified, or incoherent
- Desire to maintain positives whilst building on a founding culture

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OUR APPROACH

- Deliver a 9-month programme for the executive team, including diagnostics, team workshops, individual coaching, progress tracking, and accountability
- Clarify the state and needs of the leadership to achieve business results
- Coach the team to choose priorities and take actions to improve performance
- Leverage support and input from the board

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YOUR RESULTS

- Capable leaders, optimally deployed, all pulling in the same (and the right) direction
- Engaged, motivated senior team, trusted by the board
- Effective problem-solving and decision-making
- Collaboration, frankness, and camaraderie
- Alignment on clear priorities for the business growth
- Readiness to adapt to achieve scale-up goals



DISCOVER, ALIGN, TRANSFORM™ PROGRAMME FLOW

Phase 1 - Discover, Align

AMBITION SETTING

The CEO describes the challenges for the business and its leadership, and lays out ambitions and expectations for the programme. At the Direction Workshop, the Programme Steering Team (PST) aligns on the purpose, approach, and timelines - building momentum and setting the course for a valuable and high impact programme.

ANALYSE (4 weeks)

Participants establish learning needs and preferences using our "Leadership Launchpad™" diagnostic tool, and in a 30-minute 1:1 discovery coaching session. Further insight is gathered via a bespoke staff survey, board member interviews, and team observation.

MAKING SENSE OF INSIGHT

A comprehensive, structured and actionable report is delivered at the Insight Workshop. The team is coached to explore how they want to lead and what they need to change. Participants can expect to choose immediate high-impact actions, and commit together to the specific leadership changes required.

REFLECT & TEST (2-4 weeks)

The team tests new ways of working and behaving, and implements quick wins. Through action and reflection, they are able to appreciate the relative importance and effectiveness of new leadership mindsets, techniques, behaviours and habits.

TRANSFORMATION PLANNING

By this stage, the team is in action and supporting each other's leadership performance improvements. The phase completes with an Action Workshop and 1:1 coaching sessions. The team aligns and commits to a detailed approach and scope of leadership transformation. They build on breakthroughs already made.

Phase 2 - Transform

GATHER 360 FEEDBACK

Participants use our proprietary tool, Hey360™, to give and receive feedback on their perceived performance against a bespoke leadership framework. Our coaches guide them to interpret feedback and select actions to improve performance. The team establishes good practice for feedback conversations.

TEAM COACHING

In monthly half day coaching workshops, the team works together on the priority topics identified during phase 1. They go on a leadership transformation journey together.

We curate and tailor a set of modules that are curriculum led and responsive to the team dynamic. We allow space to work on issues arising and delve into different opportunities that emerge, to best achieve the programme goals and business results.

INDIVIDUAL COACHING

All participants can access 1:1 coaching in one hour focussed sessions to unstick or boost a specific leadership issue or opportunity.

Additionally, immersive, transformational 1:1 coaching is delivered to selected team members. A coaching questionnaire, strengths survey and ambition interview help with objective setting. The coach will curate tools and content, provide accountability, troubleshoot, and celebrate wins with the coachee.

REVIEW & SUSTAIN

The programme completes with the PST creating structures and processes to ensure sustainability through support and accountability. An impact review helps to identify the most important leadership performance enablers to focus on as the business move forwards.



TESTIMONIALS

Scale-up Leaders

Game-changing. High quality content that challenges my thinking. Solid coaches.

Matthew Carr, CEO
Luffy AI

The management team as a whole is more focussed and efficient.

Jan Jezek, Founder
Arecor

The most valuable outcome is being equipped to lead all our people to drive our scale-up.

Tom Mason, CEO,
Bramble Energy

The change has been truly profound.

Richard Baker, CEO,
GeoSpock

Methods are direct and keenly challenging.

Inger Anson, Partner,
Harrison Clarke Rickerbys

A clear path to empower, develop, challenge.

Nick Hounsfeld, CEO
The Wave

Has made a remarkable difference.

Inge Cuypers, CEO,
Lola Tech

Took away a great deal to make real concrete improvements and hopefully save myself some sleep at the same time!

Roger Goldsbrough, CEO,
Quantum Detectors



Investors & Institutions

Highly effective.

Tim Parsonson, Director,
Rockspring Nominees

Skilfully balancing insight and guidance with exploratory conversations.

Ana Avaliani, Associate Director Enterprise,
Royal Academy of Engineering

We received phenomenal participant feedback.

Dr Ghina Haladi, Programme Leader
Cambridge Judge Business School

No nonsense, forthright style.

Victor Christou, CEO,
Cambridge Innovation Capital

A productive and constructive group dynamic.

Andy Phillips,
Entrepreneur and Investor

"We critically challenged our objectives and vision, generated fresh ideas and reprioritised our key goals"

Simon Thorpe
Chair, Cambridge Angels

Valuable reflections amongst the portfolio CEOs, pragmatic and thought provoking takeaways.

Tom Hall, Senior Investment Manager,
Martlet Capital

Changing the game for leadership. H37 have brought much needed support and coaching to several of my portfolio companies, and to the wider ecosystem.

Peter Cowley, President Emeritus,
European Business Angels Network

