

Leadership:

MASTERED

Why do this:

Accelerator overview:

How it works:

About Mastered:

Diverse companies are 21% more likely to achieve above-average profits

Source: McKinsey & Co. Delivering Through Diversity report 2018

Learn from great women leaders.

Leadership training for women and men.

We live in a fast-paced, uncertain world. To thrive today, companies and society need a new type of leadership. One that is based around coaching not command-and-control. Collaboration not competition. Trust not fear.

Great women leaders all over the world have been pushing forward this style of transformational leadership. This course has been designed for women and men to get the insight and coaching they need to adopt this style.

A new style of leadership deserves a new style of leadership training too. Traditional formats are no longer fit for purpose. In-person workshops are great but quickly forgotten. E-learning platforms and content are rarely engaged in. Coaching is powerful but doesn't scale. The new workforce want social, mobile, and personalised learning experiences.

This 20-week accelerator is built around an unique methodology that blends digital tools, with one-to-one human support and video content, to drive lasting behaviour change - with an absolute commitment to transformational results that last.

Why invest in this?

Offer this 20-week experience to leaders in your company, and expect to see improvements in performance, engagement and retention.

Higher performing teams - inclusive and diverse teams have been proven time and again to get better commercial results. This accelerator will give your company a concrete way to make that happen.

Increased engagement and retention - learning and development is often cited by millennial managers as the number one reason to keep them with their company.

More diverse leadership styles - an appreciation and ability to master a transformational style of leadership that will inspire and empower teams all over the company.

A learning culture - the accelerator has been designed to instil a culture of enquiry and resourcefulness in your managers to drive their own learning in the future.

Be seen as a progressive employer brand - investing in this course demonstrates a forward-thinking and female-friendly culture that can attract talent to your company.

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COURSE TOPICS

Great women leaders

This course has been designed to help everyone in your company develop a new style of leadership that will inspire results. Here are just some of the topics it will cover:

Defining your management philosophy: Understand transformational vs transactional leadership and then reflect on your own style and beliefs and how this affects the success of your team and the company.

Coaching your team: the most effective, high-performing team members are the ones who bring solutions not problems, and who make good decisions on their own. Learn vital coaching skills that set your team on the path to do this.

Building diverse teams: upgrading the way your team works together is the key to unlocking productivity for your business. How do you enable safe conflict? How do you ensure you're hearing from different voices? We will share the collaborative practices that underpin great teams.

The power of vulnerability: one of the greatest skills a manager can harness is learning to be vulnerable with their team, whilst maintaining credibility. Understand how authentic leadership is the key to getting team buy-in to you and their goals.

Managing energy: a burnt out manager is a bad manager. Review how you manage your own energy, so you can start to perform better, over a longer period of time.

Great women leaders

More topics and resources this accelerator will cover:

Growing resilience and agility: as a manager you need to be able to respond at speed to shifting priorities and competing demands. How can you manage the immediate challenges whilst still being strategic? How can you create a culture where it's okay to fail?

Instilling a growth mindset: for yourself as well as the people you manage, developing a growth mindset will change the way your team gives and receives feedback, how they take on new tasks and deal with setbacks.

Tackling the root cause of your stress: from procrastination to imposter syndrome – discover the common challenges that every manager faces and find tools on how to overcome them.

Emotional intelligence: recognising, controlling and communicating your feelings are the key to building effective relationships. High EQ is crucial to building an environment of trust and psychological safety that underpins strong teams.

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Behaviour change model

Inspirational insight

World-class knowledge, on-demand, on real challenges you face, from industry experts

Purposeful practice

Put your knowledge to work in real-life situations to learn-by-doing

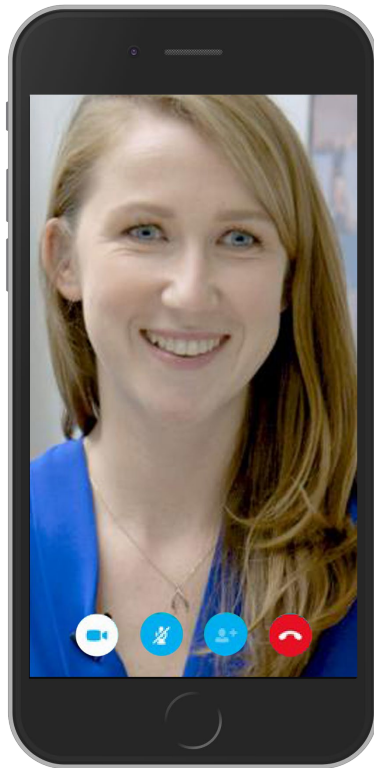
Reflect and remind

Personal reflections and 1-2-1 follow ups to ensure that habits are reinforced, and behaviours are changed.

Coaching

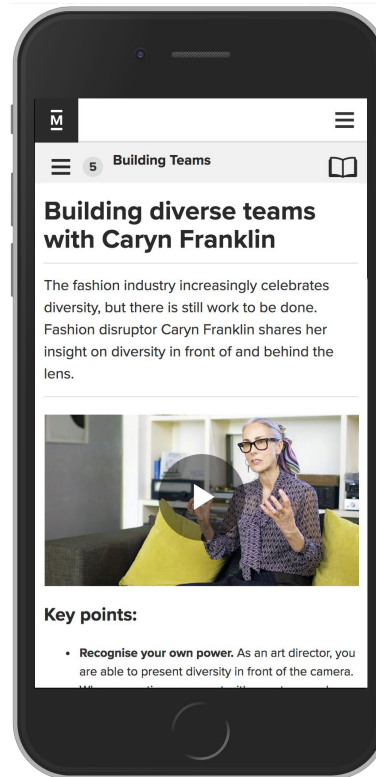
1-to-1 feedback on where you are at and mindset support in helping you get to where you want to be

The accelerator combines content, coaching and digital tools



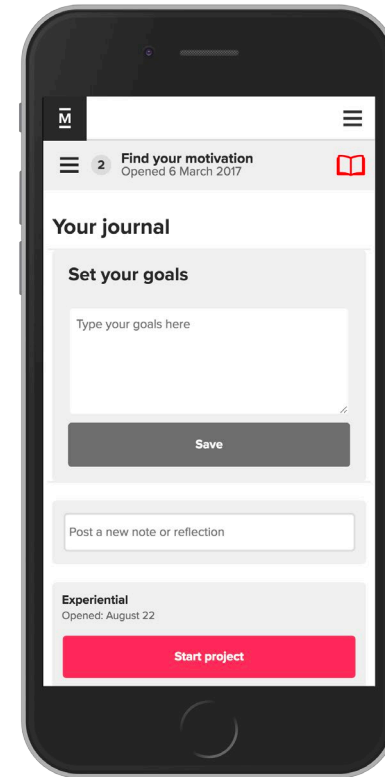
Personal coaching

1-to-1 coaching and human support to drive behaviour change.



Video resources

High quality, curated videos and resources from world-class industry experts.



Digital coaching tools

Intuitive platform that supports personal development.

In-person events. Custom topics.

We know the importance of face-to-face as part of delivering a transformational experience - and customising journeys to your company.

Interactive workshops: bespoke learning opportunities to discover new knowledge and take home new behaviours.

Group coaching: the chance to listen to your colleagues and root the solutions in your company context.

Bespoke content: creating resources that reflect your brand, your competencies, your people and your key challenges.

What you will get

Leadership: Mastered is a full-service solution.

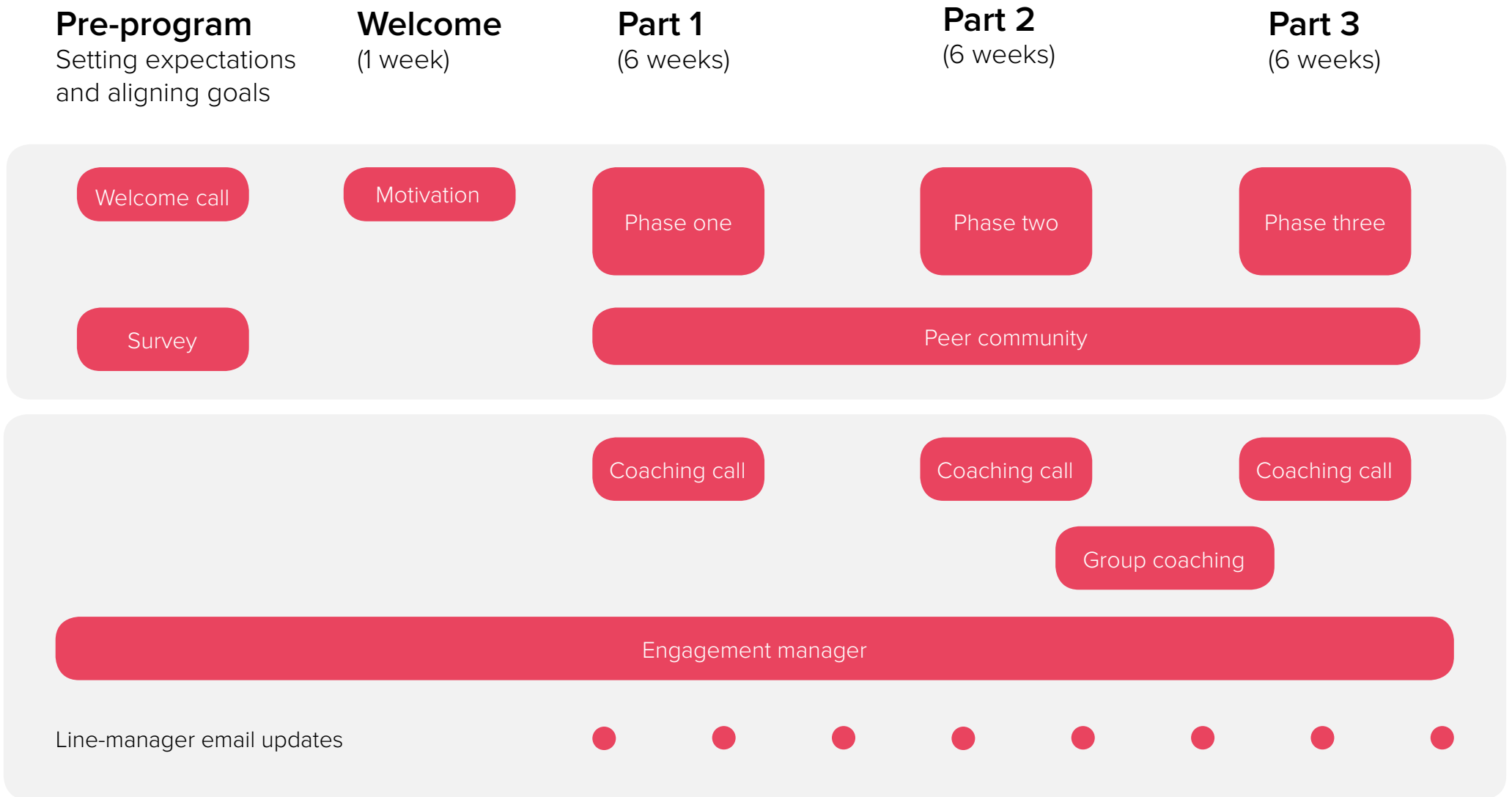
Open to ten to hundreds of your managers, wherever they are in the world:

- 20-week core experience with one year access to materials
- 4 phases with relevant tasks and high-quality resources
- Personal digital development journal
- 3 x one-to-one coaching calls for every manager
- 1 x bonus facilitated group coaching session for every manager
- Consultation with HR and onboarding for key stakeholders
- Pre-program survey and onboarding calls for each manager
- Regular check-ins from a dedicated engagement manager
- Bulk deals available for corporate clients

Pricing available on request.

In-person events and bespoke content available.

How the experience unfolds



Time: we estimate a delegate requires about 1 day per month to be looking through the content, preparing and taking the coaching calls, and reflecting on their progress.

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What we do

We deliver high-quality online and one-to-one learning experiences for professionals working in luxury, fashion and beauty.

Who we are

We are a team of 60 people based in East London, made up of producers, writers, editors, learning experience designers, engagement managers, software engineers, product managers and executive coaches.

Our history

Since 2015, more than 4400 creatives from 95 different countries have enrolled in a Mastered accelerator, investing up to £6K to claim their place.

Experts and brands we work with:

NICHOLAS KIRKWOOD

MAC

Mulberry

NARS

i-D

LV

Christian
Louboutin

VOGUE

BALLY

FARFETCH

OPENING
CEREMONY

KENZO PARIS

MASTERED

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