



The Fresh Air Leadership Company

BUILDING BETTER TEAMS

3 Programme Formats to Help Leaders,
Teams, and Businesses Do Better!

ILM Approved (pending)



www.freshairleadership.com



EVERY BUSINESS RELIES ON GREAT TEAMWORK...

Within teams. Between teams. Across the business. Teamwork is the only way that value gets created, delivered, and turned into revenue.

Yet development and performance management remains largely focussed on individuals. Not on teams and team effectiveness.

There is accidental success here and there for sure, yet this is overshadowed by widespread and avoidable dysfunction.

Some of this dysfunction is wasteful. Some of it is disastrous. All of it is costing goodwill, reputation, and money.

Psychometric profiling, offsite fun, and even coaching aren't shifting the needle on collective team performance.



AS CHIEF EXECUTIVE...

You know all of this. So much more is possible. And you want things to change. ASAP!

Starting with the executive team. Then spreading across the business.

A common, workable approach that will motivate and lift the performance of your teams and business.





HOW WE CAN HELP...

This is a challenging and messy space that needs specialist support.

A team is a hugely complex web of relationships in which colleagues are very likely to have different capabilities, capacities, and levels of commitment. Some will be recent joiners, others more established. Clients, partners, and other stakeholders will have different expectations and priorities. And the operating environment will be challenging and ever-changing.

We are a network of experienced team coach-facilitators who have also built, developed, and led high performing teams in tough settings. We invest heavily in continuous professional development and have been working in the space a long time. You will be in good hands.





WHAT THIS LOOKS LIKE...

Drawing on our considerable experience, a range of evidence-based team effectiveness models, and your own experience and context, we will guide you through 5 interrelated modules.

Think of this as a journey from concern and untapped potential to improved confidence and effectiveness.

Each module comprises a blend of content, discussion, and exercises. We will also help you scope workplace actions and hold you to account for delivering on these. The modules cover each of the elements in our **5-Element Team Effectiveness Framework**.

See below.





- **Situations.** Teams do not exist in a vacuum. Having a common understanding of context, within the business and beyond, and how this may change over time is essential. We will explore a number of models and tools to help you make sense of this and identify the opportunities and threats.
- **Foundations.** Teams exist to deliver on the needs of their principal stakeholder(s), the essence of which is distilled as the team's Purpose. We will help you get clear on this and what is needed to create a team environment that enables positive challenge and mutual accountability.
- **Aspirations.** If you aim at nothing, you will hit it! What kind of team do you need to become in order to deliver on your purpose in an ever-changing environment? We will explore different team formats, goal-setting, sources of support, and how to plot and commit to your collective improvement journey.
- **Operations.** Your team delivers true value when colleagues work together and deliver on collective goals. They are interdependent and hold one another accountable. We will look at how to build an operating environment that promotes and sustains an effective blend of challenge and support and drives collective performance.
- **Integrations.** Your team is only as effective as its value-adding relationships with other teams in the business! These can be sub-optimal at best and dysfunctional or non-existent at worst. In this final module, we will explore ways of working across boundaries that build powerful value chains, and ultimately justify your continued existence as a team!



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“Fresh Air Leadership tailored an inspirational programme that totally delivered. It was about our context, our people, and how we could challenge and support one another to become a much more effective leadership team.”

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“Inquiring into the overarching psychological safety theme gave us all agency and ultimately ownership of the actions we need to implement back in the workplace.”

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WHY DO THIS?

Your programme will deliver an operating environment that will facilitate strong, effective team work. Moreover it will create a common language and approach that will enable improved team working across your business.

HOW IS "BUILDING BETTER TEAMS" DELIVERED?



Building Better Teams: Team Essentials Programme

This open one-day programme, delivered at city venues around the UK, serves as a highly practical introduction to building and developing better teams.

We will explain and explore our 5-Element Team Effectiveness Framework together and help you scope priority actions to experiment with back in your business. We will also provide some light touch accountability to help you follow through on your workshop commitments.

Ideal for team leaders short on time and looking to enjoy peer support from other business leaders.

Price: £1,250 + VAT



Building Better Teams: Team Leader Support

A bespoke 10-hour coaching & mentoring programme, one-to-one, online and/or in-person.

Maybe you are a new team leader and need some orientation and skills training.

Maybe you are an established team leader that wants a way of auditing team effectiveness. And with this insight build and implement a team development plan.

Whatever your background and needs, you will enjoy the support of a highly experienced team development partner on a highly flexible and focussed basis.

Price: From £4,000 + VAT



Building Better Teams: Team Elevate Programme

An 8-week in-person programme delivered at a cadence and location that suits your business.

We will explore each of the 5-Elements of our Team Effectiveness Framework as half-day modules.

We can run these as a 2.5 day programme, or spread the modules over a number of weeks. The latter allows for reflection and interim workplace development actions.

Ideal for formed teams ready for some powerful collective learning, implementation, and holding-to-account!

Price: From £12,000 + VAT

For more information: www.freshairleadership.com/what-we-do/building-better-teams



WHO IS LEADING THESE PROGRAMMES?

We are a network of experienced leaders, coach-facilitators and business psychologists. Known for our “no bullshit” approach, we bring an unrelenting focus on challenging and supporting our clients to build better teams and ultimately organisations.



Dave Stewart

30+ years' experience leading at exec and non-exec levels, many in high risk environments. Now focussed on the experiential development of executive teams and their wider senior management groups.



Charlotte Dixon

With a background of therapeutic care in the NHS, Edinburgh-based Charlotte is now a business psychologist and leadership coach with a particular interest in neuroscience and leadership in an age of Artificial Intelligence.



Yvonne Anderson

Fellow of the Chartered Institute for Personnel & Development, and a highly experienced director of an award-winning professional services firm, Glasgow-based Yvonne now consults and coaches ambitious boards, senior execs, and their teams.



Hayley Gillard

An experienced non-exec, business psychologist, speaker, and leadership coach, Midlands-based Hayley specialises in psychological safety, self-confidence, and resilience, with a focus on women in leadership and the wider workplace.



Chris Grimes

A broadcaster, actor, and comedy improvisation performer, Bristol-based Chris helps senior leaders and their teams get really clear about their purpose and communicate this compellingly through the power of great storytelling.



“Superbly creative, original, and professionally executed with good humour. It did exactly what was needed for this leadership team at its current early stage of maturity. Colleagues now have a language and a set of principles to build on.”



“This was very different and far more impactful from the content-led training programmes we are used to.”



WHAT NOW?



Get in touch with Dave Stewart by emailing
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THE
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www.freshairleadership.com