

THE TRUSTED ADVISOR PROGRAMME

Small-group leadership development for junior leaders working in research and insight who want to go from safe pair of hands to trusted advisor.

Impact and influence isn't granted, it's earned. Not through heads-down hard work, but through building trust in three places: in yourself, in your team, and with clients and stakeholders.

This programme supports junior leaders working agency-side and client-side to go from:

- **Busy to Indispensable**
- **Pleaser to Partner**
- **Responsible to Accountable**

How it Works

3 Months | 6 x 90 minute Online Learn & Test Modules | Real Work Practice | Tracking Progress | Ongoing Accountability

Every module follows the same rhythm:

1. Learn one leadership shift
2. Test it in your real work via one small experiment between sessions
3. Reflect with the group: what did you learn, what to do next

A high support, high challenge environment. Max 6 per cohort.

Module 1: Trust Yourself (From heads down to visible value)

Your value is not how much you carry, it's the clarity you create & the decisions you enable.

- Yes our industry is being disrupted, and your role is evolving, but this doesn't mean you need to change everything about yourself. This module is about getting clear on the value you bring, regardless of external forces, and making that value visible (to people beyond your immediate team) in a way that suits the leadership context you're in.

Module 2: Communicate with Authority

Be the person people listen to when decisions are made.

- Effective communication is not about sounding impressive, it is about reducing the work the listener has to do. But often our desire to prove our competence or not want to appear 'too much' has us accidentally diminishing the impact of what we have to say.

Module 3: Lead Through Others (Getting out of the weeds)

Balancing delivery with leadership is one of the hardest things for new leaders.

- Many new leaders spend too much time in the weeds. This is not about abdicating responsibility, but it is about consciously deciding to delegate more, and delegate more effectively, so you develop talent, and create time to think and build more strategic influence.

Module 4: Driving Accountability

Tough on Task, Soft on People

- For good reasons work culture has focused on providing safety. We want to keep this care, but we also want to hold people to high standards - because that's how people grow and the quality of the work stays high (without you doing it all yourself). In this module we look at how to coach people through coach (vs. correct), and give honest and kind feedback.

Module 5: Boundaries that Build Trust

Shift from pleasing to partnering

- This session is not about saying no, it's about better managing the load you and your team and the business has to absorb. Our instinct is to help, but the trick is spotting when helpfulness becomes over-absorbing or over-building.

Module 6: Sustainable High Performance

If we're trying and we care, pressure is inevitable

- The goal of this session is not to eliminate or avoid pressure, it's to spot when pressure shifts from energising to debilitating, get back to a place of steadiness sooner, and learn from mistake moments.

Real Work Practice

Workshop confidence is not the same as real work readiness.

- What I see is not people who lack talent, or ambition, or drive, but people who feel too busy to add another thing to their plate. That's why every session ends with participants designing an experiment - one small repeatable adjustment they can practice in real work.

Integration & Momentum

Turning small experiments into long term habits

- Experiments keep things manageable and build belief and confidence. In the final session, run 3 weeks later we capture the insight from all the modules and real work practice to identify the habits we want to protect, how exactly we will do this, and what support we need.

Tracking Progress

Progress is never transformational, it's incremental

- My programmes are about range, not change. We use pre and post tools to capture behaviour and sentiment (e.g. % of time spend doing vs. building trust with stakeholders. or comfort speaking in senior rooms).
- I also encourage a culture of feedback - both noticing (without judgement) how your experiments have gone, and actively seeking feedback from those you work with.

Accountability

Every session starts with "What did you learn from running your real work experiment?" You'll also get an accountability buddy. Every two weeks you'll do a 10-minute check-in with your buddy using two questions:

- What experiment did you try?
- What did you learn?

Who's It For?

This is for junior leaders working client-side or agency-side. who instinctively know what they need to do to have more influence and impact, but are stuck in a cycle of delivery and second guessing themselves. They recognise that they over-service, over-prepare, over-rescue, over-explain, and know this limits their authority, influence and impact.

A Note For Sponsors

This isn't about doing less, it's about being a proactive strategic partner.

Over 3 months, you can expect to see:

- An uptick in confidence with senior audiences.
- Clearer communication and faster decision-making (less “here's the deck”, and more “can we discuss the best route forward?”).
- Reduced rework and firefighting through earlier scope/trade-off conversations and clearer standards.
- Stronger team accountability (leaders who coach and delegate without becoming the bottleneck).
- More sustainable performance (less reliance on overwork to deliver, and quicker recovery from mistake moments).

Dates, Timings, Investment

£1250 per person. Max 6 per cohort.

Online, Wednesdays, 12.30-2.00pm

Autumn Cohort Dates

Module 1: 30th September
Module 2: 14th October
Module 3: 28th October
Module 4: 11th November
Module 5: 25th November
Module 6: 9th December
Integrate Session: 13th January

Winter Cohort Dates

Module 1: 27th January
Module 2: 3rd February
Module 3: 10th February
Module 4: 24th February
Module 5: 3rd March
Module 6: 10th March
Integrate Session: 21st April

Ready to go from safe pair of hands to strategic partner?

If you're ready to join or curious to learn more, get in touch at zoe@youburnbright.com.

I also run this programme internally for cohorts of leaders (minimum 4)

Testimonials

The biggest way the course has supported me is knowing I'm not alone, and meeting great people who have all kept in touch. I also have a voice in my head now telling me to 'just give it a go' and 'what's the worse that will happen' if there's something I'm trying to work out the best approach for.

Research Lead, Whitbread

I must admit to being a bit sceptical on how useful the programme would be for me, but it was an absolute revelation. Even now, a year later, I still remind myself of things I learnt - they've almost become a mantra to me.

The most important learning for me was the idea of being in your stretch zone, rather than just in or out of your comfort zone. it's changed the way I approach tricky tasks.

AD, Magenta

The programme really helped me to reframe what success looks like - it made me realise that I was setting myself unrealistic expectations. This meant I was constantly feeling like I was never good enough and I was extremely self critical.

It's really worth taking the time and investing in yourself as you make the transition to a leadership role, and is really wonderful to work through this with a group and build a positive network across the research community.

Head of Brand & Marketing, Centrica