

# THE TRUSTED ADVISOR PROGRAMME

**Small-group leadership development for brilliant researchers who want to grow into leaders people listen to and want to follow.**

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

This programme supports research and insight leaders 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.**

- Re-define delivery in your new leadership context
- Spot over-delivery patterns
- Build your own Trusted Advisor Proposition - what stays true even when the market/ client noise gets loud

Experiment: Use your proposition in 3 real work moments to make your value visible.

## **Module 2: Communicate with Authority**

**Be the person people listen to when decisions are made.**

- Replace over-prep with effective prep (still excellent, less anxious).
- Spot language patterns that quietly reduce your authority.
- Create new scripts that accurately reflect your value and contribution.

Experiment: Practice saying it like a leader - use your new script in 3 real team/client/senior meeting situations.

## **Module 3: Lead Through Others (Trust Your Team)**

**Not stepping away, but becoming a delivery leader.**

- Set team / account standards, without being controlling.
- Delegate with intention vs. reactively (what to hand off and what to hold)
- Delegation that protects quality: (simple delegation brief)

Experiment: Use Delegation Brief in real work.

## **Module 4: High Accountability (Tough on task, Soft on people)**

**Consistency builds trust.**

- Coaching through challenge: (support vs. solve)
- Give feedback that strengthens relationships and performance.
- Create a 5 question coaching intervention

Experiment: Have 1 coaching conversation and delivery 1 piece of feedback with within 48 hours ending with a specific “what next?” agreement.

## **Module 5: Boundaries that Build Trust**

### **Shift from pleasing to partnering**

- Set scope, expectations, and trade-offs that improve delivery outcomes.
- Say “no / not now / not like that” while strengthening trust.
- Design a sustainable operating system (so performance doesn’t depend on overwork)

Experiment: Practice using your boundary script in 3 real work situations.

## **Module 6: Integration & Momentum**

### **Lock in the habits that make trusted leadership sustainable**

- Review progress across the programme
- Identify highest-impact leadership habits to keep
- Build a simple Trusted Advisor Operating System for week-to-week leadership

Experiment: Run your 30-day leadership operating system. Track weekly with a 5-minute Friday review: What did I do? What changed? What needs adjusting? Share one commitment with your accountability buddy,

## **Tracking Progress**

Progress is incremental. We’ll use benchmarking questions (pre, midpoint & post check in) to track:

- sentiment (e.g. comfort speaking in senior meetings / delegating)
- behaviours (e.g. % of time doing vs. coaching / giving feedback within 48hrs)

Building confidence and motivation through evidence, not hype.

## **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 did you let go of this week?
- What grew for you?

## Who's It For?

This is for leaders who 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 leading delivery more effectively — with stronger judgement, cleaner ownership, better stakeholder and client management, and boundaries that protect quality.

Over 3 months, you can expect to see:

- Clearer recommendations and faster decision-making (less “here are the findings”, more “here's what we should do next”).
- 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).

## Dates, Timings, Investment

**£1750 per person. Max 6 per cohort.**

Online, Wednesdays, 12.30-2.00pm

### Spring Cohort Dates

Module 1: 15<sup>th</sup> April  
Module 2: 29<sup>th</sup> April  
Module 3: 13<sup>th</sup> May  
Module 4: 3<sup>rd</sup> June  
Module 5: 17<sup>th</sup> June  
Module 6: 1<sup>st</sup> July

### Autumn Cohort Dates

Module 1: 30<sup>th</sup> September  
Module 2: 14<sup>th</sup> October  
Module 3: 28<sup>th</sup> October  
Module 4: 11<sup>th</sup> November  
Module 5: 25<sup>th</sup> November  
Module 6: 9<sup>th</sup> December

## Ready? Curious?

If you're ready to join or curious to learn more, get in touch at [zoe@youburnbright.com](mailto:zoe@youburnbright.com).

I also run this programme internally for cohorts of leaders (minimum 3)

## 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