SENIOR RESEARCHERS WHO GROW THE BUSINESS, AS WELL AS RUNNING THE RESEARCH

YOU BURN BRIGHT

A three-month leadership programme for senior researchers stepping up to lead

Why now

Because being good at research is not enough. Emerging leaders are the most important level for driving agency growth, but this group is still too focused on delivery and on doing what's comfortable (great research).

Everyone agrees emerging leaders need to operate differently but making it happen is harder. Old habits feel safe, leading feels exposing, and under pressure people go back to what they know.

The emerging leaders programmes I design and deliver turn expectations into shared, consistent leadership behaviours.

> We were really busy and when you're really busy, you become very conscious of how much your top team - the Insight Directors - are down in the doing. We felt we needed to support the next level of management and raise the level of stretch in that tier.
>
> **Alita Benson, HR Director, Kokoro**

In three months, emerging leaders will:

- Own client relationships and go after opportunities.
- Reduce overwork, rework and firefighting through stronger delegation and earlier conversations with clients about scope and trade-offs.
- Consistently hold their teams accountable to a high standard through coaching and clear, direct feedback.
- Communicate like a strategic partner, making the call, even without all the information.
- Escalate less and self-solve more.

How it works

This isn't your typical training programme, where people discuss leadership styles and clever frameworks in a room, go back to work with good intentions and nothing changes. Instead:

- We work on real moments from their week - the client who keeps adding to the scope, the team member delivering below standard, next Thursday's pitch.
- Each person designs a small experiment to try in their own work before the next session.
- We come back, share what happened, take the learning and adjust.

Typically included: an AI-guided onboarding reflection | six 90-minute in-person group sessions, 2 weeks apart | a real-work experiment between each one | accountability pairs | a 45-minute 1:1 for each person | an integration session three weeks after the end.

Also run for **Kokoro** **On Device** **Radicle** **See Research** **Watch Me Think** **C Space**

Investment

£7,500 - £9,000 for a cohort of six, depending on format. Minimum cohort of 4.

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