

# THE TRUSTED ADVISOR PROGRAMME

## Small-group leadership development for research and insight leaders

Grow into a leader people listen to and want to follow - by building trust in three places: in yourself, in your team, and with clients and stakeholders. Over three months you move from busy to indispensable, from pleaser to partner, and from responsible to accountable.

### Who's It For?

This programme is for leaders who recognise patterns such as:

- Over-servicing and taking on too much.
- Over-preparing and over-explaining to feel safe in senior rooms.
- Over-rescuing team members instead of coaching and delegating.
- Saying yes by default, even when it undermines quality and sustainability.

### Outcomes:

For the leader:

- Clearer recommendations and stronger executive presence.
- More effective delegation and coaching - without becoming the bottleneck.
- Confidence built through practice: new scripts, new habits, real work experiments.
- Boundaries that protect quality and reduce burnout. For the sponsor / organisation:

For the team / business:

- Faster decision-making: less 'here are the findings', more 'here is what we should do next'.
- Reduced rework and firefighting through earlier scope and trade-off conversations.
- Higher team accountability through consistent standards and feedback.
- More sustainable performance (less reliance on overwork to deliver).

## How it Works

### 6 x 90 minute online Modules | Real-Work Experiments | Max 6 Per Cohort

Every module follows a 'learn and test' format

- Coach on one leadership shift.
- Test it in your real work via one small experiment between sessions.
- Reflect with the group: what you learned and what to do next.

Support that keeps momentum:

- Tracking progress via benchmarking questions (pre, midpoint, post) to measure sentiment and
- behaviours.
- Accountability buddy with a short check-in every two weeks.
- High support, high challenge environment.

## Modules

1. TRUST YOURSELF: From heads down to visible value.
2. COMMUNICATE WITH AUTHORITY: Be the person people listen to when decisions are made.
3. LEAD THROUGH OTHERS: Trust your team, set standards & delegate without micromanaging.
4. HIGH ACCOUNTABILITY: Coaching through challenge, effective feedback.,
5. BOUNDARIES THAT BUILD TRUST: From pleasing to partnering.
6. IMPLEMENTATION & MOMENTUM: Lock in the habits that make trusted leadership sustainable.

## Dates, Timings and Investment

Modules run online, on 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

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

## 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

## Next Steps

To join or discuss sponsorship: [zoe@youburnbright.com](mailto:zoe@youburnbright.com).

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