



CORE LEADERS
INTERNATIONAL

PERSONAL MASTERY . TRANSFORMED LIVES . BETTER WORLD

www.coreleaders.co.uk

LAWA Leadership Training Programme

Training Proposal for



We are delighted to submit this high-level proposal to co-design and deliver a practical leadership programme for LAWA, strengthening personal leadership and management capability across the organisation so people show up centred and purpose-driven, create transformative impact, and thrive in a complex environment.

In this proposal you'll find our understanding of your context, our approach and design principles, a programme outline, discovery activities, indicative investment, and immediate next steps.

We really look forward to partnering with you.

Peju Abuchi,

Director, CORE Leaders International



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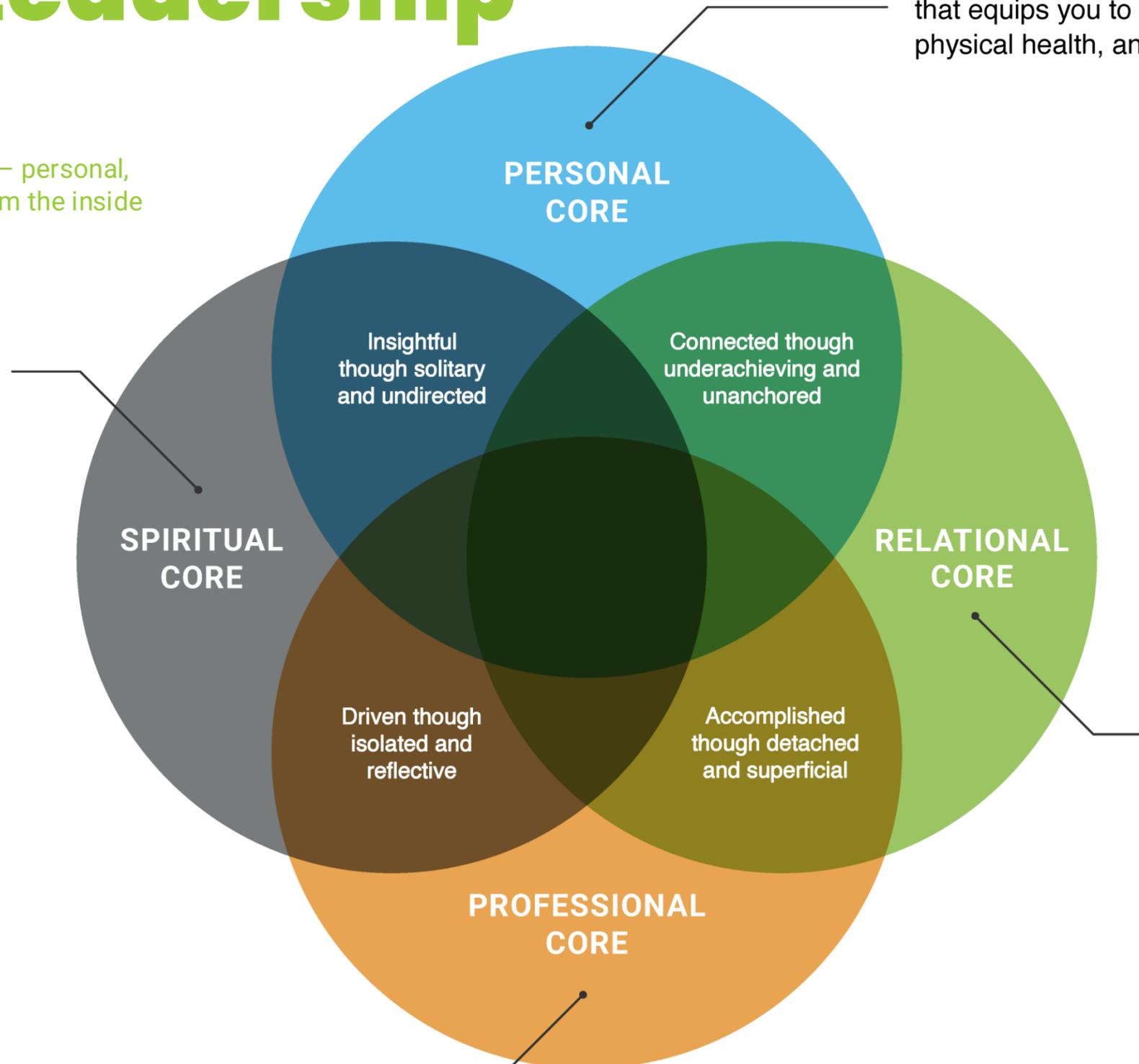
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The CORE Leadership Model®

Our work helps leaders align four core areas – personal, relational, professional, spiritual – to lead from the inside out with clarity, resilience and purpose.

Deep clarity of purpose that guides you to live a life aligned with your most authentic and truest self



Strong mental, physical, and emotional health that equips you to manage stress, sustain physical health, and nurture emotional resilience

Enhanced relationships across every spectrum—peers, teams, family, and friends—fostering environments of trust, respect, and mutual growth

Aligned ambitions with your unique strengths and abilities, fostering a growth mindset that drives impact, contribution, and success



Equipping leaders to thrive in the core areas of life

LAWA

LATIN AMERICAN WOMEN'S AID

Your Need



LAWA supports Latin American, Black, and other minoritised women and children who are survivors of gender-based violence, operating the only refuge in the UK and Europe by and for Latin American women.

The team has grown rapidly to c.30 staff plus volunteers and needs an internal programme grounded in LAWAs principles and values with an intersectional and feminist perspective.

Format required includes training materials that can be reused beyond this project and training 2–3 staff as trainer-facilitators.

Budget up to £12,000 and completion by May 2026 as required by the funder.

LAWA

What We Heard

LATIN AMERICAN WOMEN'S AID



Here are key themes from your brief and our follow up conversation:

- This is the first organisation-wide leadership and personal leadership offer
- LAWA is in a step-up phase and needs greater ownership across roles
- Work is emotionally demanding and requires strong boundaries and resilience
- All leaders are emerging leaders and many have only worked at LAWA
- Managers must balance operational delivery with leading effectively
- You want support to assess impact for the funder

Our Approach



Our approach is an ongoing process that supports your needs from discovery to delivery.

Our Approach

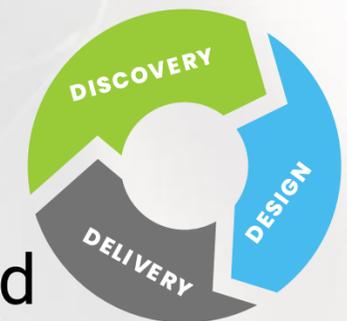
We take a 3-part approach to creating solutions for our clients.

Discovery - This is about understanding the needs and getting to know the potential participants so that we can tailor the learning solutions to your context, challenges and opportunities. This is also where we validate the suggested programme design.

Design - This is where we start working on the magic to create an interactive and experiential programme that integrates social learning, cognitive insights, discussion, and practice.

Delivery - You can have amazing content but without strong facilitation skills to bring it to life, it can fall flat. Our facilitators are passionate about what they do and committed to bringing learning to life for people.

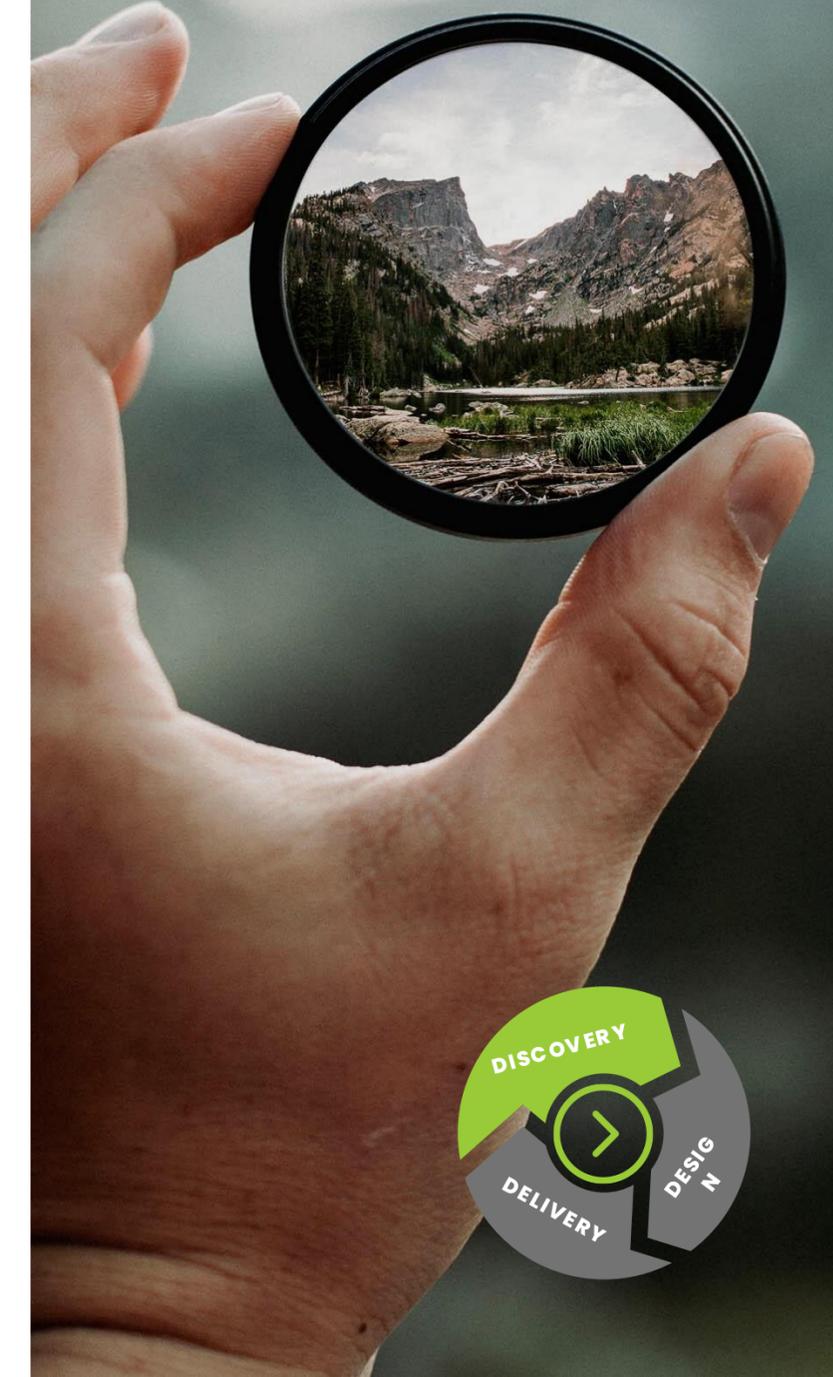
Over the next pages, you will get a bit more insight into what's involved in the 3 phases outlined above.



Discovery matters because it helps:

- **Recognise** what gets the LAWA team out of bed in the morning and what keeps them awake at night
- **Explore** what is currently motivating and challenging them
- **Access** stories and data to inform the solution design
- **Create** a narrative that resonates with everyone
- **Define** what success looks like in terms of behaviours, competencies, and any key organisational metrics

DISCOVERY



Here's what we would do as part of our Discovery

- **Listening sessions with Director, OLT and sample staff**
- **Short pulse survey for baseline confidence, skills and wellbeing**
- **Rapid policy and procedure review so our content aligns with LAWA frameworks**
- **Define success behaviours, competencies and simple metrics**



DESIGN

After collating our findings from our period of discovery we are now ready to put our heads together and ensure you get the right bespoke solution for the entire programme.

Here, we co-design the 7 modules with an intersectional and feminist lens. We will create any videos and guidelines so content is reusable.

We will also build a facilitator toolkit for use by future facilitators.



DELIVERY

Our facilitator will ensure your team are well and truly looked after on their journey with us.

We know that there is sometimes the temptation to walk away without implementing what was learnt but we deliver in a way that will not just bring motivation on the day but also **TRANSFORMATION** within the participants which leads to ongoing positive changes in the workplace and beyond!



Here's what we are working to deliver for you:

- First and last sessions in person for 6 hours
- All other sessions virtual for 2.5 - 3 hours
- 3 all-staff sessions and 4 OLT sessions
- Train-the-Trainer for 2–3 internal facilitators with assessment
- Facilitation that is emotionally safe and trauma-aware

Programme Overview and Schedule

- Assuming sign-off early – September 2025
- Discovery – September 2025
- Design & Sign off – September/October 2025
- Module 1 delivery – November 2025
- Module 2 delivery – December 2025
- Module 3 delivery – January 2026
- Module 4 delivery – February 2026
- Module 5 delivery – March 2026
- Module 6 delivery – April 2026
- Module 7 delivery – May 2026
- Train-the-Trainer – May 2026



Proposed Programme Theme and Module Focus

We are proposing the following theme and arc across all the modules:

- **Theme:** From shared purpose to shared strength
- **Arc across the year**

Module 1 – Ground the CORE: shared values, ownership, boundaries for everyone

Module 2 – Own the Role: clear standards, empathy with accountability for managers

Module 3 – Power with Care: use role power ethically and consistently with policy

Module 4 – Grow Others: delegate clearly while building capability and confidence

Module 5 – Brave Conversations: resolve issues early and fairly

Module 6 – Influence with Integrity: communicate clearly and adapt to context

Module 7 – Sustain the Change: organise workload, protect wellbeing, and celebrate progress

(NB. We would validate this as part of our Discovery activities)

See sample workshops on the following pages



Sample Module 1 – Ground the CORE

Module 1: Ground the CORE – shared values, ownership, boundaries for everyone

Audience: all staff

Format: in person, 6 hours

Purpose: Create a shared language for leadership aligned to LAWA's values and embed ownership and healthy boundaries across every role

Outcomes:

- Translate values into 5–7 observable behaviours per team
- Apply at least one policy step correctly in a scenario
- Co-create 3 accountability agreements and 2 help signals to trial for 30 days
- Make one personal ownership commitment with a peer check-in

1000 Arrival pulse and safety contract

Fast two-word check-in, agree ground rules for an emotionally demanding context

1015 Values gallery walk

Teams rotate through value stations, add lived examples and red flags they've seen

1050 Micro-theatre 1: enact, debrief, improve

Trios enact a LAWA role-play, then replay with improved boundary and ownership moves

1125 Healthy Boundary lines

Continuum exercise on what is ok vs not ok with service users and colleagues, capture language that helps maintain healthy boundary lines

(BREAK: 1145-1200)

1200 Accountability snapshot

Mini-presentations on a simple expectation loop, group creates 3 model phrases that fit LAWA tone

1225 Policy escape room – Stage 1

Groups unlock case "stages" by picking the right policy step under time pressure

(LUNCH: 1245-1330)

1330 Policy escape room – Stage 2

Groups unlock case "stages" by picking the right policy step under time pressure

1355 People, performance, reputation sort

Card sort of possible actions, choose and justify the strongest option for each scenario

1425 Micro-theatre 2: improved replay

Trios enact a LAWA role-play, then replay with improved boundary and ownership moves

(BREAK: 1455-1505)

1505 Micro-charter build

Teams write 3 accountability agreements and 2 help signals they will trial for 30 days

1535 Commitment circle

One action and one support request shared with a buddy

1600 Close

Sample Module 2 – Own the Role

Module 2: Own the role – clear standards, empathy with accountability for managers

Audience: OLT

Format: virtual, 3 hours

Purpose: Equip managers to set clear standards and hold people accountable with empathy and consistency

Outcomes:

- Rewrite one vague objective into a clear standard with success evidence and check-ins
- Run one standards conversation within 7 days and log agreed next steps
- Use the people, performance, reputation lens to choose an action in a live case
- Identify one support you will offer while keeping the boundary clear

0930 Settle and pulse check-in

Arrivals, tech check, two-word wellbeing pulse

0940 Win map

Small wins since Module 1 and current pinch points

0950 Accountability fishbowl

One manager sets expectations live; observers tag phrases that worked and why

1015 Clarity lab

Rewrite one vague objective into a clear standard with success evidence and check-ins

(BREAK: 1045-1100)

1100 Case clinic

Run an underperformance scenario using empathy, boundary and next-step prompts

1130 Objection rehearsal

Pairs practise two likely pushbacks with values-aligned responses

1155 Lock it in

Choose one conversation, book it, post your first line in chat

1220 Close

Capture actions and supports you'll use this week

1230 End

Sample Module 3 – Power with Care

Module 3: Power with care – use role power ethically and consistently with policy

Audience: OLT

Format: virtual, 3 hours

Purpose: Build confidence to use positional power ethically and consistently with policy and procedure

Outcomes:

- Map formal and informal power in a real LAWA situation and name two risks
- Choose the correct safeguarding or escalation pathway in a branching case
- Use three boundary phrases that keep interactions professional under pressure
- Record a short rationale for a decision to support transparency and learning

0930 Settle and pulse check-in

Arrivals, tech check, two-word wellbeing pulse

0940 Power sculpt

“Shape” a tricky power dynamic with objects and share what it felt like

0955 Red-flag bingo

Spot early warning signs of power misuse in rapid-fire examples

1010 Policy pathways & debrief

Branching poll adventure surfacing safeguarding, confidentiality and escalation steps

(BREAK: 1045-1100)

1100 Boundary scripts

Write three short boundary phrases and rehearse in triads

1130 Heat protocol

Design a 3-step micro-protocol for when emotions spike pause, name, route to policy

1150 Shadow check

Reflect on informal power and bias; note one ally action to rebalance

1210 Commit

One boundary you will reinforce this week

1225 Close

Key takeaways and next step

Sample Module 4 – Growth Others

Module 4: Grow others – delegate clearly and build capability and confidence

Audience: OLT

Format: virtual, 3 hours

Purpose: Enable managers to delegate clearly and develop capability while avoiding overload and micromanagement

Outcomes:

- Produce a written delegation brief what, why, by when, support with a first check-in booked
- Define a definition of done and a cadence that grows autonomy, not dependency
- Complete an equity check on who gets stretch work and adjust one assignment
- Run a 10-minute coaching sprint to remove one blocker to progress

0930 Settle and pulse check-in

Arrivals, tech check, two-word wellbeing pulse

0940 Hotspots poll

Where you're overloaded or holding on unnecessarily

0950 Delegation draft

Choose a live task and write a crisp brief what, why, by when, support

1015 Role-play switch round 1

Deliver the brief; partner uses clarity prompts to surface gaps; swap

(BREAK: 1045-1100)

1100 Role-play switch round 2

Deliver the brief; partner uses clarity prompts to surface gaps; swap

1115 Autonomy cadence builder

Pick a check-in rhythm and definition of done that grows confidence not dependency

1135 Opportunity audit

Equity check on who gets stretch work and why; adjust one assignment

1155 Coaching sprints

Two short GROW rounds to remove blockers to letting go

1215 Next step & Close

Book the first check-in for your delegated task. Share one support you'll ask for.

Sample Module 5 – Brave Conversations

Module 5: Brave conversations – resolve issues early and fairly

Audience: OLT

Format: virtual, 3 hours

Purpose: Strengthen skill and courage to resolve issues early and fairly through values-aligned dialogue

Outcomes:

- Structure a difficult conversation using facts, impact, expectation, support
- Regulate emotion using one grounding move before and during the conversation
- Decide when to document and escalate using the escalation tree
- Write a three-line neutral note that would stand up to review

0930 Settle and pulse check-in

Arrivals, tech check, two-word wellbeing pulse

0940 Emotion dial

Name your default under pressure and one grounding move

0950 Conversation tiles

Assemble a script with tiles facts, impact, expectation, support

1010 Conflict theatre round 1

Triads run two LAWA scenarios; observer codes for clarity, empathy, firmness; rotate

(BREAK: 1045-1100)

1100 Conflict theatre round 2

Triads run two LAWA scenarios; observer codes for clarity, empathy, firmness; rotate

1120 Ladder reset

Interrupt assumptions using a quick ladder of inference reset

10:56 Escalation tree

Decide when to document, when to escalate, and to whom

1135 Doc lab

Write a three-line neutral note that would stand up to review

1205 Calendar locks

Schedule one conversation and write the opening line you'll use

1220 Close

Name your accountability buddy

Sample Module 6 – Influence with Integrity

Module 6: Influence with integrity – communicate clearly and adapt to context

Audience: all staff

Format: virtual, 3 hours

Purpose: Improve everyday communication and influence so messages land clearly and relationships strengthen

Outcomes:

- Tailor a one-minute message to a named audience with clear intent and ask
- Handle one common pushback using redirect and close techniques
- Deliver a two-minute pitch you will use this week and define the next touchpoint
- Identify one presence habit voice, pace or posture to practise

0930 Settle and pulse check-in

Arrivals, tech check, two-word wellbeing pulse

0940 Outcomes first

Name the outcome you want and for whom

0950 Audience snapshot

Sketch stakeholders, what they care about, likely concerns

1010 Message hackathon

Teams craft a one-minute message intent, key points, ask; speed critique

(BREAK: 1030-1045)

1045 Objection dojo

Rapid drills on three pushbacks; practise redirect and close

1145 Presence tune-up

Voice, pace, posture camera-on reps with quick peer feedback

1135 Two-minute take

Record or deliver a live two-minute pitch you'll use this week

1155 Follow-up plan

Define the next touch and a success signal for your message

1215 Close

One commitment you'll act on in 48 hours

Sample Module 7 – Sustain the Change

Module 7: Sustain the change – organise workload, protect wellbeing, and celebrate progress

Audience: all staff

Format: in person, 6 hours

Purpose: Embed sustainable habits for organisation, wellbeing and collaboration so gains from the programme stick

Outcomes:

- Build a simple weekly process improvement structure
- Identify two stress triggers and two supports you will use in real time
- Agree team rituals for handovers, stand-ups and help-seeking and pilot for 30 days
- Commit to two micro-habits with a buddy check-in schedule

1000 Energy line and micro-centre

Movement check-in, one breath pattern to settle

1015 Time audit relay

Teams map where time goes vs priorities, identify two leaks

1045 Process improvement structure build

Create a simple To do, Doing, Done wall for your week with one WIP limit

1125 Micro-reset

90-second reset you can use on shift or between calls

(BREAK: 1145-1200)

1200 Stress circuit

Rotate through four stations triggers, supports, boundaries with peers coaching peers

(LUNCH: 1230-1315)

1315 Collaboration rituals lab

Design handovers, stand-ups and help-seeking signals you will adopt as a team

1400 Problem jam

Rapid swarm on a real bottleneck; test a change you can try tomorrow

(BREAK: 1445-1500)

1500 Harvest

What changed across Modules 1–7; what you'll keep and drop

1525 Habit handshake

Pair up, choose two micro-habits; agree check-in cadence and consequences

1550 Celebration and close

Your Investment



DESIGN PRINCIPLES, SUCCESS MEASURES & BUDGET

How do you create actionable and memorable training?

How do you design work that works?

For us, all great training is empowering and experiential. This means we would design and run the workshops in such a way that creates an empowering, experiential environment and optimises the learning, including creating opportunities for practice and feedback.

We have made assumptions for each of the activities and would be happy to revisit these assumptions, as necessary.

SUCCESS MEASURES

As part of the Discovery, we will work with you to define the specific success measures. We recommend the following evaluation approaches in the meantime:

- Baseline employee pulse-survey pre-programme
- Micro-evaluations after each session
- Post-programme survey and short interviews
- 3- and 6-month follow-ups and simple dashboard for the funder

Key Activities	Notes
Discovery Activities (interviews, surveys, policy reviews, refinement of success criteria)	£1,500 + VAT
Design of Programme Content and Workshop Materials	£4,750 + VAT
Administration of The CORE Leaders Self-Assessment (for the OLT)	FREE
Delivery of 7 Workshops	£4,950 + VAT
Train-the-Trainer for 2-3 staff members (1-day)	£750 + VAT
Total Investment	£11,950 + VAT

Meet some of the Team

We have a team that is ready to support and deliver the LAWA Leadership Programme



Chinonso Ihenacho

Executive Assistant



Peju Abuchi

Director / Lead Facilitator
& Coach



Obi Abuchi

CEO / Project Sponsor

Next Steps





Next Steps

- Confirm scope and dates
- Schedule Discovery activities for September 2025
- Approve module drafts and evaluation instruments
- Proceed to delivery and monthly cadence to May 2026



Our Fans

The teams at these organisations love us!



Liberatrade AI

What We Did:

- Strategic consulting to align the leadership team around a clear set of values
- Executive Coaching with the CEO
- Developed some of the management team through the Personal Mastery Academy

What They Said:

"In 2022, we successfully engaged CORE Leaders International to craft clear and unique values and purpose statements and support us in embedding that in our leadership structure.

This gave a great deal of shareholder value and we look to expand on that in 2023 to increase employee engagement and help us grow with a new purpose.



The leadership coaching I experienced is unique and I don't hesitate to recommend CLI to other fast-growing businesses!"

– Max Ward, CEO, Libera

Moorfields Private Eye Hospital

What We Did for Them:

- Designed and rolled out face-to-face and virtual training workshops for their population of 800+ middle managers
- Topics included Leading from your CORE, Compassionate Leadership, Winning F.A.S.T.E.R., Boosting Your Resilience, Overcoming Impostor Syndrome



Moorfields
Private
Eye Hospital

What They Said (multiple managers):

"The small group online teaching worked very well. Very inclusive and very informative session on the subject."

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"Educational and managed to keep everyone interacting without it feeling too forced, which is difficult to achieve in these things!"

--

"Really enjoyed the training and gained a lot from there that will equip me for my new role. Really glad I attended."

--

"I believe all staff should go through this workshop as a mandatory thing to empower managers and non-management staff."

--

"I was impressed with the style of delivery and understanding of the learners' needs. The session was both informative and engaging and just the right length."

– Elisa Horne, Learning & Development Trainer

HPMA London Academy

What We Did for Them:

- Design and deliver 'Presence and Influencing without Authority' workshops for 70 OD and HR Practitioners
- Design and deliver 'Storytelling in Change Management' workshops for 70 OD and HR Practitioners

What They Said:

"They have delivered some very impactful, engaging sessions on presence and influence without authority, and the use of storytelling in change management. The facilitators themselves role model presence and influence! Both sessions received great feedback from our participants and we'd love to continue working with the CORE Leaders International team."

– Diana Cliff, Academy Programme Development Manager

Highways England

What We Did for Them:

- Executive Coaching for members of the IT Leadership Team

What They Said:

"Words can't describe what a positive impact the coaching has had on my career, my performance and my outlook on life. Your ability to listen, challenge and to create the space where you want to share and have a real conversation about the difficult changes that need to happen is exceptional."

You gave me the space and lasting tools to help redefine my own leadership story and improve my self-mastery of ownership, mindset and energy. Where am I now? I feel energised, in control, with a strong inner core and performing in a way that creates a culture where others can be successful."

– Davin Crowley-Sweet, Chief Data Officer

