STARBUCK™ & Associates

STARBUCK ACADEMY · FOR ORGANISATIONS · PROGRAMME BROCHURE

Leadership at Every Level

Your ready made academy

Ten leadership programmes, set up and ready for your leaders to start straight away. One subscription gives your organisation a complete leadership academy from day one, with a route for every level from the board to emerging leaders.

- 10 programmes
- 7 levels, from board to emerging leaders
- 4 cross-cutting themes
- Your name on the academy
- Certificates of completion
- **CPD accreditation in progress**

From £499

per person, per year, VAT included, for 50 or more people. Priced by quote.

academy.starbuckassociates.com
/courses/organisational-leadership-academy/

WHY ORGANISATIONS CHOOSE IT

One academy for every stage of leadership

Most organisations develop leaders in pieces: a board review here, a management course there. Leadership at Every Level puts every level in one place, so people at each stage get what they need and the organisation builds one shared way of leading.

There is nothing to build and nothing to choose. We set it up with you and your people start learning straight away.

Every level, in one place
From board members to emerging leaders, each audience has its own route.

Learning people use
Short video programmes, toolkits, templates and reflection exercises.

A coaching culture built in
Coaching resources, the Coaching Hub and our free AI Coach between lessons.

Ready from day one
No building or choosing required.

Evidence of progress
The Leadership Diagnostic gives a baseline, and measurement templates show what changed.

Your brand, your language
Your name on the academy, with materials in 58 languages.

What each level gets

Level	Who it is for	Programme included
Board members	Governance, oversight, risk and stewardship	Board Development Hub
Senior executives	CEOs, C-suite and executive teams	Strategy and Vision
Senior leadership teams	Directors and heads of function	Leading Change
People managers	Performance, feedback, wellbeing and day-to-day leadership	Manager Skills (five programmes)
People leaders	Leading people with or without a management title	Influence and Communication
Emerging leaders	High-potential colleagues preparing to lead	3-Minute Leader Learning
HR, People and L&D	Launching, embedding and evaluating development	Learning Library and Leadership Diagnostic

Every level also has its own hub of guidance and a set of practical tools to use at work.

ACROSS EVERY LEVEL

Four themes that hold it together

Coaching culture
Coaching Hub and AI Coach, so leaders at every level hold better conversations.

Team effectiveness
Psychological Safety in Teams, to strengthen how teams work, decide and disagree.

Change and transformation
Leading Change, for restructure, growth and new ways of working.

Wellbeing and sustainable performance
Resilience & Wellbeing Hub, to notice pressure early.

Ten programmes, one subscription

Programme	For	Bought separately
Board Development Hub	Board members	£149 a year
Strategy and Vision	Senior executives	£149 a year
Leading Change	Senior leadership teams, and change	£149 a year
Manager Skills (five programmes)	People managers	£245 one-off
Influence and Communication	People leaders	£149 a year
3-Minute Leader Learning	Emerging leaders	£99 a year
Learning Library	HR, People and L&D	£99 a year
Coaching Hub	Coaching culture	£149 a year
Psychological Safety in Teams	Team effectiveness	£149 a year
Resilience & Wellbeing Hub	Wellbeing	£99 a year
Bought separately, first year		**£1,436 per person**
In Leadership at Every Level	**All ten, plus every level's hub and tools**	**From £499 per person**

Also included at no extra cost: the AI Coach Hub. Want more? Add any other Starbuck Academy programme, such as Inclusive Leadership, Leading with AI or Mental Health for Managers, priced per person in your quote.

LICENCES

The more people you include, the less each licence costs

Annual subscription, priced per person, per year, VAT included. We will confirm your price in a quote based on your numbers.

1 to 9 people	10 to 19 people	20 to 49 people	50 or more
£999	**£799**	**£649**	**£499**
Saves £437 per person	Saves £637 per person	Saves £787 per person	Saves £937 per person

Savings compared with buying the ten programmes separately. The Leadership Diagnostic is priced separately: £495 for a whole team, or £99 for each individual report.

From quote to your people learning

01

Talk to us

Tell us who you want to develop and what you want to change. We confirm numbers and your price.

02

We build your academy

Your own academy with your organisation's name on it, all ten programmes ready to use.

03

Your people sign in

A welcome email, their academy home page, and progress that builds lesson by lesson.

04

HR sees what is working

A live view of who has started, finished or gone quiet, with certificates for every completed programme.

Your brand. Your language. Anywhere in the world.

01 **Any language**

Every workbook, toolkit, guide and PDF can be produced in 58 languages, including regional versions such as UK and US English.

02 **Your brand**

White-label the content in a custom hub built on Starbuck architecture, or embed it in your own LMS or intranet.

03 **Your facilitators**

We can accredit your internal team to deliver our programmes, so the learning continues long after launch.

TWO ROUTES

Which route suits your organisation?

	Leadership at Every Level	Organisation Learning Academy
What it is	A ready made academy, set up and ready to use	A bespoke academy, built from any of our hubs
Who it suits	Organisations that want leadership support across every level straight away	Organisations that want to choose exactly what their people get
Price	From £499 per person, per year inc. VAT	From £399 per person, per year inc. VAT
How it looks	Starbuck Academy design, with your organisation's name on it	Your own brand, colours and logo throughout
Reporting	Live progress for every learner, and a view for HR	The same, shaped around your priorities

Frequently asked

Do we need an L&D team to run it? No. If you have one, they get the tools to launch and measure it. If you do not, we set it up with you.

Can it sit alongside our own programmes? Yes. Many organisations use it as pre-work and follow-up for live programmes.

Who designed it

Every programme, hub and tool is written and reviewed by ICF credentialed coaches at Starbuck & Associates, led by our Founder, Paul Starbuck, ICF Master Certified Coach, drawing on our work with organisations across the UK, Europe and internationally.

REQUEST A QUOTE

From £499 per person, per year inc. VAT

Email academy@starbuckassociates.com with your numbers and we will confirm your price and set up your academy.

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ICF Level 1 and Level 2 Accredited Coaching Education Provider

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ISO 9001 and ISO/IEC 27001 certified