LEARNING AND PRACTICE
2026 to 2027

STARBUCK *Academy*

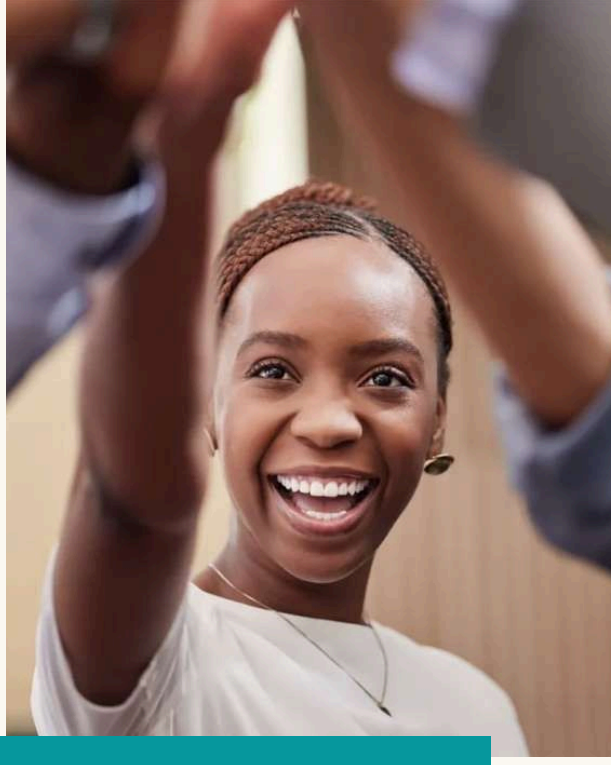
Practical online programmes, hubs and tools for leaders, teams, coaches and the organisations they work in. Designed by ICF credentialed coaches. Built to be used at work, not just watched.

LEARN | GROW | THRIVE | CPD ACCREDITED



WELCOME

AN ECOSYSTEM OF LEARNING AND PRACTICE



Over the last two years Starbuck Academy has grown from a handful of coaching tools into a full ecosystem of programmes, hubs, masterclasses and diagnostics.

It is used by individual leaders, coaches, teams and whole organisations, and it is for everyone: the new manager finding their feet, the senior leader carrying the strategy, the coach building their practice, and the people team developing a whole workforce.

Starbuck Academy is part of Starbuck & Associates, the B Corp certified coaching and leadership development company founded by Paul Starbuck. Everything in it is designed by our ICF credentialed coaches and draws on the work we do every week with leaders and teams across the UK, Europe and internationally.

Every programme is short, practical and built around real workplace tasks, so what people learn shows up in how they lead the following week.

Inside the Academy

- **Programmes and pathways** that build leadership skills step by step
- **Hubs and libraries** of tools, guides and ready to run sessions
- **Masterclasses** on the topics leaders ask us about most
- **Diagnostics** that show where to start
- **The AI Coach Hub**, a thinking partner between coaching sessions
- **Academies for organisations**, ready made or built in your name

36
programmes, hubs and tools in one place

12
months' access on most programmes, on any device

Free
tools and tasters to try before you buy

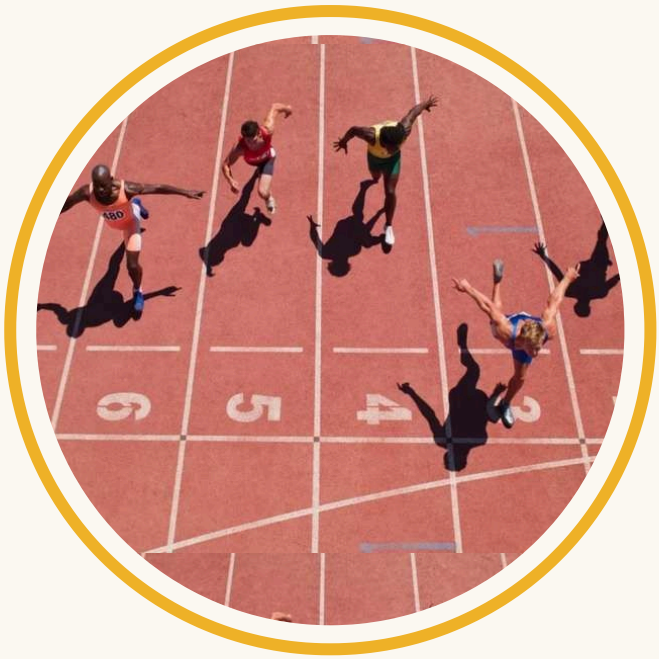
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WHY PRACTICE MATTERS

Change lasts when people *practise it*

People leave a workshop inspired, and within a fortnight the day job has closed over the top of it. Starbuck Academy is where the learning keeps going, week after week, until it becomes the way people lead.



1 — 2 — 3 — 4

Insight
Surveys, diagnostics and assessment show where people are starting from.

Development
Coaching, bespoke leadership development and team effectiveness work.

Practice
People practise and embed what they have learned through the Academy.

Change
New habits become the way people lead and work together every day.

THREE PILLARS

Somewhere to go at *every stage* of a career

Learn
Knowledge and models that sharpen how you think: masterclasses, the Learning Library, ready to run team sessions and coaching exam preparation.

Grow
Structured programmes and pathways that build leadership skills step by step, from first time managers to boards.

Thrive
Wellbeing, resilience, coaching and career tools that help people sustain performance and handle change well.

NOT SURE WHERE TO START?

Find Your Route points you to the right programme, whether you are a new manager, a senior leader, short on time, leading a team, coaching, changing career, looking after your wellbeing, leading a franchise or sitting on a board.

FIND YOUR ROUTE

HOW EVERY PROGRAMME WORKS

Short lessons. *Real practice.*

Every programme follows the same proven pattern, so learners always know what comes next and every lesson ends with something they actually do.

01 Watch
A short video lesson introduces one idea or skill, with captions on every video.

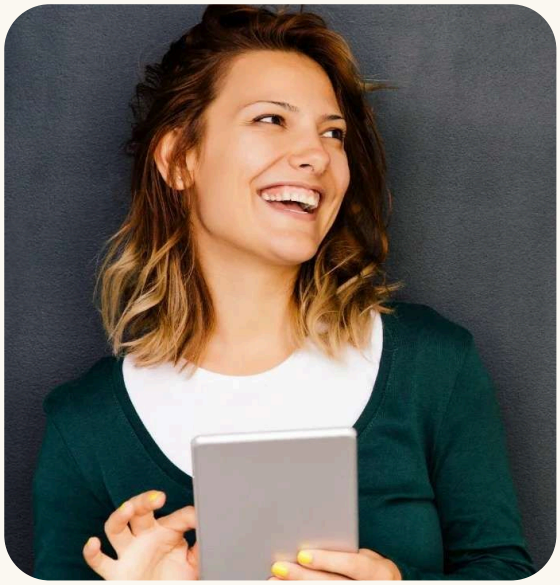
02 Read and reflect
Lesson notes and workbook pages take the idea deeper, with prompts to relate it to your own role.

03 Use the tool
A practical tool for every lesson: a checklist, planner, conversation guide or team exercise.

04 Do it at work
A workplace task turns the lesson into action with your own team in the days that follow.

05 Check your learning
A short knowledge check after each lesson. The pass mark is 80% and retakes are unlimited.

06 Celebrate
A named and dated certificate, signed by Paul Starbuck, CEO, with your CPD hours on every CPD programme.



What every learner gets

- Learning and CPD hours shown up front
- Downloadable workbooks, toolkits and guides
- One login, with progress saved as you go
- Emails that guide you from welcome to certificate
- Our free tools, including the AI Coach

Quality you can rely on

Every programme is reviewed and signed off by Paul Starbuck, ICF Master Certified Coach, and reviewed each year under our ISO 9001 quality management system. Learners rate every programme, and we check in three months later to see what has changed at work.

Try before you buy

Most programmes and hubs have a free taster, so you can see the quality for yourself first. A 14 day money back guarantee applies to every paid programme.

PILLAR ONE

Learn

Tools ready the moment you need them. Practical resources for leaders, managers, HR and L&D teams, with no set order: go straight to what you need.



The Learning Library

More than 200 frameworks, models, guides and templates for everyday leadership and team challenges.

Ready to Go Team Sessions

More than 40 facilitator ready team sessions with guides, so leaders can run team development straight away.

40 CPD HOURS

Leadership Learning Hub

Leadership models, guides and practical tools for everyday leadership challenges.

18 CPD HOURS

Masterclasses

More than 20 premium two hour learning experiences on the topics leaders ask us about most.

Team Effectiveness - STEP™ Lite

Our trade marked team effectiveness approach, in six modules a team works through together.

6 CPD HOURS

ICF practice question packs

Exam style questions for the ICF ACC credential, and for PCC and MCC, to prepare coaches for assessment.

WHO IT IS FOR

Leaders who want a model or tool for the conversation they are having this week, managers who run their own team sessions, and coaches preparing for ICF credentials.

SCAN FOR LEARN

PILLAR TWO

Grow

Leadership built step by step. Structured programmes and pathways for every level, from first time managers to franchise networks and boards.



Starbuck Manager Pathway

Twelve weekly lessons for new and developing managers, plus three one hour coaching sessions across the first 90 days.

6 CPD HOURS PLUS COACHING

3-Minute Leader Learning

Forty leadership models, each explained in about three minutes, to help leaders think and lead differently.

20 CPD HOURS

Leadership programmes

Strategy and Vision, Leading Change, Influence and Communication, Inclusive Leadership and Leading with AI. Ten focused lessons each.

6 CPD HOURS EACH

Franchise Leader Pathway

Site Leader, for leading a site well inside the system, and Field Leader, for moving from inspecting franchisees to coaching them.

10 CPD HOURS EACH

Psychological Safety in Teams

Build a team where people speak up, share ideas, admit mistakes and challenge each other well. Ten lessons and ten team tools.

Career Transition Hub

Practical tools for every stage of career change, with a route for each kind of move.

9 CPD HOURS

Manager Skills

Difficult Conversations, Giving Feedback, Managing Performance, Handling Conflict and Delegating Well. Five lessons each.

2.5 CPD HOURS EACH

Team Effectiveness - STEP™

Our flagship team programme online: 11 self paced modules built on the Starbuck Team Effectiveness Pyramid™.

NEW FOR 2026

Workplace Mediation Practitioner

Train to run an informal workplace mediation with confidence, from first referral to signed agreement. Twelve lessons, each with a tool from the Mediator's Toolkit: suitability, separate meetings, the joint meeting, emotion and deadlock, and writing the agreement.

10 CPD HOURS · £99 PER YEAR

SCAN FOR GROW

PILLAR THREE

Thrive

Sustain performance, and the people delivering it. Support for leaders, coaches, boards and alumni to look after themselves and their teams.



Mental Health for Managers

Ten short video lessons on noticing, asking, listening and signposting, with workbooks and toolkits.

6 CPD HOURS

Resilience & Wellbeing Hub

Ten short video lessons, tools and workbooks for staying well under pressure.

5 CPD HOURS

Imposter Syndrome Masterclass

Where imposter feelings come from and how to move past them, including a coaching session demonstration.

2 CPD HOURS

Board Development Hub

For boards, directors and NEDs: board effectiveness, governance and the individual board member's role.

24 CPD HOURS

Coaching Hub

Reflection and practical tools for everyday coaching conversations, for managers and coaches alike.

9 CPD HOURS

Masterclasses

Premium two hour learning experiences that keep leaders and coaches growing all year round.

WHO IT IS FOR

Managers supporting people under pressure, board members and NEDs, coaches developing their practice, and anyone who wants to keep growing in the role they love.

SCAN FOR THRIVE

START TODAY, FOR FREE

Free tools and *the AI Coach*

Register once and these are yours to use, with no cost and no card needed.



AI COACH HUB

A thinking partner between your coaching sessions

It asks questions rather than giving answers, helping you think one issue through, decide one step and commit to it, in 15 to 25 minutes. It supports human coaching and does not replace it.

AI COACH HUB

Career Transition Diagnostic

A free 12 minute self assessment for leaders at a turning point.

Organisational Readiness Hub

A five minute check on menopause action plans, gender pay gap, sexual harassment prevention and workplace stress.

Free Resources Hub

Free tools to support your growth across more than 20 topic areas.

Leadership Diagnostic Hub

Self assessments across eight leadership capabilities, with a personalised report in around ten minutes. From £99 per person, or £495 for a whole team.

Free tasters

Most programmes and hubs have a free taster, so you can see the quality before you buy.

FREE TASTERS



FOR ORGANISATIONS

An academy for *every leader you have*

Whether you have a people team or not, give every leader in your organisation the right learning, with one login and one price per person.

READY MADE

Leadership at Every Level

Ten leadership programmes already chosen and in place, one route for every level from the board to emerging leaders, with hubs and tools alongside each. Nothing to build and nothing to choose: we set it up with you and your people start straight away.

FROM
£499
per person, per year

LEADERSHIP AT EVERY LEVEL

BESPOKE AND BRANDED

Organisation Learning Academy

An academy with your organisation's name and branding, made from scratch around what your people need. Choose any of our hubs, programmes and masterclasses, add CPD programmes, and bring it all together under one login.

FROM
£399
per person, per year

ORGANISATION LEARNING ACADEMY

Prices include VAT and apply at 50 or more people. Sold by quote, with the price per person falling as numbers rise.

1 — 2 — 3 — 4

Talk to us
Tell us about your leaders, your goals and how many people you want to reach.

Choose your route
Ready made Leadership at Every Level, or an academy built in your name.

We set it up
We set everything up with you, including any CPD programmes you add.

Your people start
One login for everyone, with progress you can see as they learn.

Every free tool included
The AI Coach, Career Transition Diagnostic and our other free hubs come with both options.

White labelling
Partners can offer the Academy under their own brand, with custom hubs, facilitator accreditation and integration support.

Any language
PDFs and learning materials can be produced in other languages for teams around the world.

PRICES

Choose *what fits you*

Per person, including VAT. Grouped by pillar so you can see the whole Academy at a glance.



FREE TO START		
AI Coach Hub, Career Transition Diagnostic, Organisational Readiness Hub, Free Resources Hub	Self paced	Free
LEARN		
ICF ACC Practice Question Pack	2 hours	£20 one-off
ICF PCC / MCC Practice Question Pack	2 hours	£30 one-off
The Learning Library Resources	Self paced	£99 per year
Leadership Learning Hub CPD	18 hours	£149 per year
Masterclasses	40 hours	£149 per year
Ready to Go Team Sessions CPD	40 hours	£199 per year
Team Effectiveness - STEP™ Lite CPD	6 hours	£249 one-off
GROW		
Manager Skills: Difficult Conversations, Giving Feedback, Managing Performance, Handling Conflict, Delegating Well CPD	2.5 hours each	£49 each, one-off
Leadership Diagnostic Hub	Diagnostic	From £99, or £495 a team
3-Minute Leader Learning CPD	20 hours	£99 per year
Psychological Safety in Teams, Strategy and Vision, Leading Change, Influence and Communication, Inclusive Leadership, Leading with AI CPD	6 hours each	£149 each, per year
Franchise Leader Pathway: Site Leader, Field Leader CPD	10 hours each	£149 each, per year
Career Transition Hub CPD	9 hours	£149 per year
Workplace Mediation Practitioner CPD	10 hours	£99 per year
Team Effectiveness - STEP™	15 hours	£999 one-off
Starbuck Manager Pathway, with three one hour coaching sessions CPD	6 hours plus coaching	£1,195 one-off
THRIVE		
Imposter Syndrome Masterclass CPD	2 hours	£29 one-off
Resilience & Wellbeing Hub CPD	5 hours	£99 per year
Mental Health for Managers CPD	6 hours	£99 per year
Coaching Hub CPD	9 hours	£149 per year
Board Development Hub CPD	24 hours	£149 per year

GOOD TO KNOW

Prices correct at November 2026. A 14 day money back guarantee applies to every paid programme. Organisation options are on page 09. CPD marks programmes accredited by The CPD Standards Office, provider number 51276.

ALL PROGRAMMES

WHO IS BEHIND IT

Designed by coaches *who do the work*

Starbuck Academy is part of Starbuck & Associates. Every programme in it draws on the coaching, leadership development and team effectiveness work we deliver with organisations every week.



Paul Starbuck MCC

FOUNDER AND CEO, ICF MASTER CERTIFIED COACH

Paul spent 35 years as an executive leader in retail and healthcare before founding Starbuck & Associates. He reviews and signs off every Academy programme.



Zoe Starbuck

DIRECTOR OF BUSINESS COACHING AND LEADERSHIP DEVELOPMENT

Zoe is the founder and creator of Starbuck Academy and leads its programmes, building it from the ground up into the ecosystem it is today.

Recognised for *quality*

WINNER 2025

Coaching Business of the Year
National Coaching Awards

FINALIST 2026

Investors in People Awards
Learning and Development

CERTIFIED B Corp

Certified B Corporation
Social and environmental standards

ACCREDITED ICF

ICF accredited
Level 1 and Level 2 coach training

CERTIFIED ISO

ISO 9001 and ISO/IEC 27001
Quality and information security

Accredited cpd Activity

The CPD Standards Office

CPD PROVIDER: 51276
2026 - 2028

THE CPD STANDARDS OFFICE

CPD accredited

Starbuck & Associates Limited is an Accredited Provider with The CPD Standards Office, provider number 51276. All 25 programmes marked CPD in this brochure are accredited, and everyone who completes one receives an official CPD certificate for their CPD record.



TAKE THE FIRST STEP TODAY

LEARN. GROW.
Thrive.

Try a free taster, register for the free tools or enrol on a programme. For organisations, get in touch and we will arrange a conversation about an academy for your people.

STARBUCK ACADEMY
academy.starbuckassociates.com

EMAIL
academy@starbuckassociates.com

Starbuck Academy
Home page

Free tasters
Try first

AI Coach Hub
Free to use

Talk to us
Organisations

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