

The High-heeled Leader Programme

Train to deliver



The High-heeled leader programme

Five Days over 6 / 9 / 12 weeks Programme Outline

Days One and Two Back to Back - Enhance Your Success

Day One

- Skills Audit
- Success – what does it mean to you?
- Values and Beliefs
- Energy Givers and Drainers
- Head Tapes
- Limiting Beliefs
- Motivation

Homework – Project yourself into your own future – 3 years from now, what are you doing, and how did you get there. Prepare a 5 minute presentation and talk us through your journey

Day Two

- Presentations from homework
- Strengths and Weaknesses
- Mind Mapping
- Assertiveness – what is it and why bother
- Personal Branding

Break for two, three or four weeks, then Day Three

Day Three

- High Level Leadership – what does it look like?
- How Organisations behave
- Your next step up – a strategic plan
- Raising your profile

Break for two, three or four weeks, then Day Four

Day Four

- Enhancing Communication
- Personality Profiles – linking directly to Leadership Styles
- A voice with impact

Break for two, three or four weeks, then Day Five

Day Five

- How to be a female leader in a male environment
- Translating your vision into reality
- Influencing and negotiation
- Conflict Management

High-heeled Leader Training



Fifteen day training programme – split into three separate weeks

First five days:

Participating in the full programme

Second five days:

Delivering the full programme (with other trainees)

Third five days:

Extracting training sessions from the full programme so you have a full compliment of training sessions to offer your clients, these can be run as two hour Master Classes, Half Day Training courses or Full Day Programmes, and comprise of the following:

- Confidence and Assertiveness
- Public Speaking
- Networking Skills
- Personality Profiling for communication, team building, leadership and customer service
- Leadership Skills
- Team building
- Conflict management and influencing
- The Coaching Leader/Team Manager
- Personal Branding and Image Management

Financial Investment

Cost for the fifteen days: £7,500 + VAT

The High-heeled Leader training is under Licence, renewable annually. You will pay £250 + VAT per month to hold the Licence and all materials for the training will be branded and trade marked under The High-heeled Leader brand and purchased from the company.

I have investigated other licensing agreements and I am offering the most cost effective. Most licensing agreements commit the licensee to pay between 10-15% of turnover each month to the licensor, and the cheapest set monthly fee I have come across is £500 per month.

However, I want my licensees to be as financially successful as possible, so I have halved the lowest fee out there to £250 per month. This is regardless of how many training days you do per month.

Potential for recouping your first year's investment

Training Fee	£ 9,000 (inc. VAT)
Monthly License Fee £250 x 12	£ 3,600 (inc. VAT)
Total investment year one	£13,600

Daily rate to the corporate market is between £1,500 to £2,000

Seven days @ £2,000 per day and you have recouped your first year's financial investment.

Nine days @ £1,500 per day and you have recouped your first year's financial investment.

Eighteen Half Day training sessions @ £750 and you have recouped your first year's financial investment.

High-heeled Leader Training



Branded Material

Workbooks

You will use the Trade Marked High-heeled Leader Workbooks with your clients and these can either be charged in addition to your daily training fee to the client, or included in your training fee. As the trainer, you will make that judgement call. I include the cost of the workbooks in my overall training fee.

Cost to you as the licensee: £15 per workbook
You would sell onto your client at the same cost

Personality Profiling Tool

Again, you will use the Trade Marked High-heeled Leader Profiling tool, and you will be trained to use this.

These are always charged to corporate clients as an extra to the daily training fee.

Cost to you as the licensee: £20 per delegate

So, if you have a group of ten women from the same company, the company would be charged an extra £200 on top of your daily training fee of either £1,500 or £2,000.

If you are running an Open Programme, so to a group of women from different organisations, or women who run their own business, the prices differ.

Recommended fee: £300 per day, so £1,500 for the whole five day programme per individual delegate

£20 for the Profiling tool can be charged as an extra or included in the overall fee

If you had a group of ten women your income would be £3000 per day. This is £1,000 higher than an 'in house' programme, and this is to cover the extra of hiring a venue for the training, plus any refreshments / meals, which would be your responsibility as the trainer.

Next steps

Give me a call / email / skype to discuss your needs and time scales.

My aim is to have a group of fabulous women trained to deliver, under licence, the High-heeled Leader Programme.

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