

A woman with long blonde hair, wearing a black dress, stands and presents to a group of people seated around a wooden table. She is holding a blue marker and pointing at a whiteboard. The whiteboard has a simple diagram with a horizontal line and two vertical arrows, one pointing up and one pointing down. The seated individuals include a man in a blue shirt and dark jacket, and a woman in a red top. The room has a yellow wall with a geometric pattern and a banner that partially reads 'BRI' and 'f'.

Manager's Pack

Manager School (Online)

Proposal from Hayley Gillard, Managing Director of Compassionate Leaders

Compassionate
Leaders

Our mission:

We support managers to become leaders in the social housing sector.

Contents:

- Why leadership development matters
- The cost of inaction
- A tailored programme for accidental managers
- Benefits for line managers and organisations
- Benefits for employees
- Course logistics
- Core curriculum and Bonus Content
- About the trainer – Hayley Gillard
- About Compassionate Leaders
- How to join

Hello!
Thanks for your interest!

You're reading this because you have a member of staff interested in attending an accredited training programme with me or because you're considering putting your staff members on it. This document should give you all the info you need about the programme to make a decision, but please do not hesitate to get in touch should you have any questions.



Kind regards,
Hayley Gillard
Managing Director
Compassionate Leaders

Why leadership development matters

- **82% of managers are “accidental managers”** (Chartered Management Institute & YouGov, 2023)
- The survey of more than 4,500 workers and managers, found that 82% of those who enter management positions **have not had any proper training**, known as accidental managers.
- Managers are often given the job as a result of excellent technical skills and experience but **managing people is a very different skillset**.
- This can **cause ineffective leadership**, leading to low team morale, high staff turnover and poor performance with inappropriate management.

The cost of inaction

- The **risk of doing nothing** and leaving these challenges unaddressed include burnout, disengaged teams and organisational stagnation.
- 70% of employee engagement is tied to leadership effectiveness.
- Organisations lose an average of £6000 per employee due to poor leadership.
- **Question: Can your organisation afford NOT to invest in leadership development?**

A tailored programme for accidental managers



Introducing:

Manager School (Online)

A 3-month accredited programme designed to build confidence and competence.

Self-study, psychology-based, core curriculum on:

- Personal Leadership
- People Leadership
- Organisational Leadership

Institute of Leadership Management (ILM) accredited
Level 5 award in Leadership Management

Approx. time commitment **2 hours per week.**

All assessments contained within the core curriculum with no extra assignments required.

12 months of access to core modules, plus monthly live Q&A sessions and expert training sessions to help embed learning and personalise the experience.

What's in it for you? (Benefits for Line Managers and Organisations)

- **Improved Team Performance** – Investing in staff with this training will lead to better decision-making, increased engagement and high productivity in their teams.
- **Reduced Managerial Burden** - Trained leaders will be more self-sufficient, reducing reliance on their line manager.
- **Reduced Workload** – Confident leaders solve problems independently!
- **Retention of High Performers** - Investing in leadership development signals to employees they are valued, improving retention and reducing associated recruitment and training costs.
- **Increased brand reputation** – People talk! Potential employees are now looking for companies who care about their staff and not just a job for life anymore! Opportunity for press announcements and training awards.

Results!

“It has been one of **the best investments of staff time and effort I have ever experienced**. I had a group of talented and ambitious people in my team, but their outlook was to achieve greater things by becoming more and more technically proficient. Whilst this aspect of building safety is always important, it’s not actually the key requirement for success in our world at the moment. Building Safety is now front and centre across most social landlords, and the new legislation is designed to bring a paradigm shift in how we keep our residents safe. This new frontier doesn’t just need technically qualified staff, it needs leaders. It needs people who can approach their areas for improvement in a positive, meaningful way and, most importantly, bring others with them.

The course has now **transformed the way my colleagues think and behave** and the fact that **six of them have received promotions** since beginning the course is testament to the efficacy of the programme. I couldn’t be happier with the training, and I couldn’t be prouder of my team for embracing the course’s lessons and applying them to their day jobs.”

Neil Yeomans – Orbit Group



What's in it for your staff? (Benefits for employees)

- **Increased Confidence and Effectiveness** - The course equips managers to handle difficult conversations, manage personalities, and lead with compassion, whilst being assertive in making hard business decisions when required.
- **Career Development** - Opportunity for professional growth, aligned with personal aspirations and organisational goals.
- **Improved Psychological Safety** – feeling valued, trusted and respected by their employer and therefore more engaged, loyal and hard-working.

Results!

You think you know what you're doing, but you don't!

A refreshing and unique course that allows you to not only learn and grow as an individual but helps you to use those skills to progress your career and be the best leader you can in your own style, whilst learning how to help those around you grow also.

Topped off with a fantastic trainer who has real passion and drive.

Jagjit Braitch – Bell Property Services



Course Logistics

Format and Flexibility

3-month core curriculum, via virtual e-learning platform.

Self-study format with opportunity for monthly live Q&A/training to embed learning and personalise experience.

Weekly release of content to reduce overwhelm and maintain pace.

Email reminders for accountability.

Certification

Institute of Leadership Management (ILM) accredited - Level 5 award in Leadership Management

All assessments contained within the core curriculum with no extra assignments required.

Time commitment

Approximately 2 hours per week.

Investment

£997 + VAT per person.

Discounts offered to teams of more than 10 people.



Core Curriculum and Bonuses

Personal Leadership

- Week 1 - Why you are the way you are!
- Week 2 - Self-awareness, strengths and values
- Week 3 - Leadership Styles
- Week 4 – Emotional Intelligence

People Leadership

- Week 5 – Psychological Safety
- Week 6 – Motivation and Appreciation
- Week 7 - Equality, Diversity and Inclusion
- Week 8 - Managing Conflict

Organisational Leadership

- Week 9 – Strategic vs Operational Thinking
- Week 10 - Strategic Business Tools
- Week 11 – Building High-Performing Teams
- Week 12 – Aligning Teams with Organisational Goals

BONUS Access to The Vault
Templates, done-for-you guides and more

BONUS Inspiring Interviews
Learn from the best from across various industries

BONUS Access to all webinars.
Not need to wait for them all live.
Access now!

BONUS Conversations on Career Progression
A masterclass with tools to turn conversations into action

BONUS Masterclass
The Science of Self-Confidence

BONUS Masterclass
Building a psychologically safe team

BONUS Masterclass
Managing difficult conversations

BONUS Masterclass
Personal branding

About the Trainer

Hayley Gillard



- As the Managing Director of *Compassionate Leaders*, I specialise in delivering ILM-certified leadership development programmes that empower managers to lead with confidence, self-awareness, and empathy. With over a decade of experience running my own business, I currently lead a team of five remote associates, leveraging technology and collaboration to create impactful learning experiences.
- My leadership journey spans managing diverse teams, including a department of 120 staff, as well as teams of volunteers, and peers—often older or more experienced than myself—proving my ability to navigate complex interpersonal dynamics. I've also held prominent governance roles, including Chair of the Board of Directors and Non-Executive Director for multiple not-for-profits.
- Academically, I hold an MSc in Psychology, a BA in Business Enterprise, and Level 5 qualifications in Leadership, Management, and Coaching, complemented by certifications in mental health. My passion for compassionate leadership drives my approach to balancing tough business decisions with empathy, fostering psychological safety at every level.
- My insights have been featured in *The Guardian*, *BBC Radio*, *The Psychologist*, and *Inside Housing*, and I've spoken to organisations worldwide about the transformative power of compassionate leadership.
- When I'm not leading programmes or consulting, I'm advocating for workplaces where psychological safety and effective communication thrive.
- I'm a mum of 3 and live in rural Worcestershire!

Compassionate Leaders

- At Compassionate Leaders, we empower the 82% of accidental managers—those promoted for technical expertise but lacking formal leadership training—to become confident, self-aware leaders. With over a decade of experience and a proven track record of supporting more than 4,000 managers globally, we specialise in helping professionals in the social housing sector navigate the challenges of leadership with empathy and competence.
- Our offerings include accredited online and in-person leadership development courses, team dynamics workshops, and individual and group coaching. Backed by psychologically informed, research-based approaches, we focus on creating psychologically safe environments where teams thrive and leaders excel.
- As the resident leadership development expert for WISH, we're proud to deliver monthly free webinars, equipping managers with actionable insights to enhance their leadership skills. Our fully virtual team enables us to support an international audience while maintaining a deep commitment to the specific needs of the social housing sector.
- For over 10 years, Compassionate Leaders has stood as a trusted partner for organisations seeking to transform their managers into impactful, compassionate leaders. Whether through bespoke programs or our flagship ILM-accredited courses, we're here to guide the journey from accidental manager to exceptional leader.

Results!

“After a long search to find our perfect leadership development partner, we discovered Hayley through a mutual connection at WISH (Women in Social Housing). Hayley worked in partnership with our OD team to develop a tailored learning programme to support leaders in developing psychological safety within and across teams, while exploring the leadership skills required to cultivate high performance. Hayley’s facilitation skills are genuinely “next level”. The way she helped the team to transform leadership theory into important personal insight, and reflections into action was truly remarkable. Hayley’s knowledge and expertise really shines through, and I would highly recommend her to any organisation looking to support leaders at all levels.”

(Anna Boag, HR&OD Manager, Caledonia Housing Association)

“If you're looking for someone to provide engaging training/support that will make a real impact to your organisation, I would strongly recommend Hayley. From the first conversation, her passion, enthusiasm and knowledge really shone through. We were truly inspired. Hayley brought the content to life and engaged with staff who contributed to the discussions honestly and positively. Informative and content was of high quality. A heartfelt thank you for the quick turnaround and for delivering a wonderful session for us. I really hope we get the opportunity to work together again.”

(Imran Khalifa, Head of People and OD, The Pioneer Group)

“Hayley is an authentic, energetic and extremely knowledgeable coach and trainer. She helped me understand and overcome many of my fears and shortcomings. I feel I am a better, more aware and insightful person after I've attended her course. Thank you, Hayley! What you do makes a difference!”

(Bobbie Kondakova, Category Manager, Thirteen Group)

“Hayley - the sessions with you have been inspiring in part because you made it such a safe space where I could truly talk about my deepest thoughts. Then you didn't leave it there, you challenged and drew me out and picked me up and brought me forward. You have been wise and perceptive and immensely emotionally intelligent picking up on what was said and also what was unsaid. We have negotiated some difficult situations together and thank you for all your support with this. I would recommend Hayley to any other leader who needs a sounding board, time out for reflection and wants to move themselves and their organisation forward.”

(Nina Kelly, CEO, Safe New Futures)

...and many more available!

How to join



- You can **enroll staff** using a company credit card by scanning the QR code
- For **payment via invoice** or for multiple registrations please email support@compassionateleaders.co.uk

2025 Investment:
Only £997+VAT
(instalments available!)

PLUS ADDITIONAL:

Coaching for Managers Mini-Course if you sign staff up within 48 hours! Value £997