


STAR[®] MANAGER

THE HUMAN CAPITAL
SOLUTION FOR
INCREASING
MANAGEMENT
PERFORMANCE AND
PRODUCTIVITY



WHAT IS YOUR
CURRENT
REALITY?

What are you and your leaders and managers struggling with?

OVERWHELM

STRESS

OVERWORKED

RETENTION 50%

DISENGAGEMENT 90%

HYBRID WORKING

WORK/LIFE BALANCE

CHALLENGING CONVERSATIONS

WELLBEING ISSUES

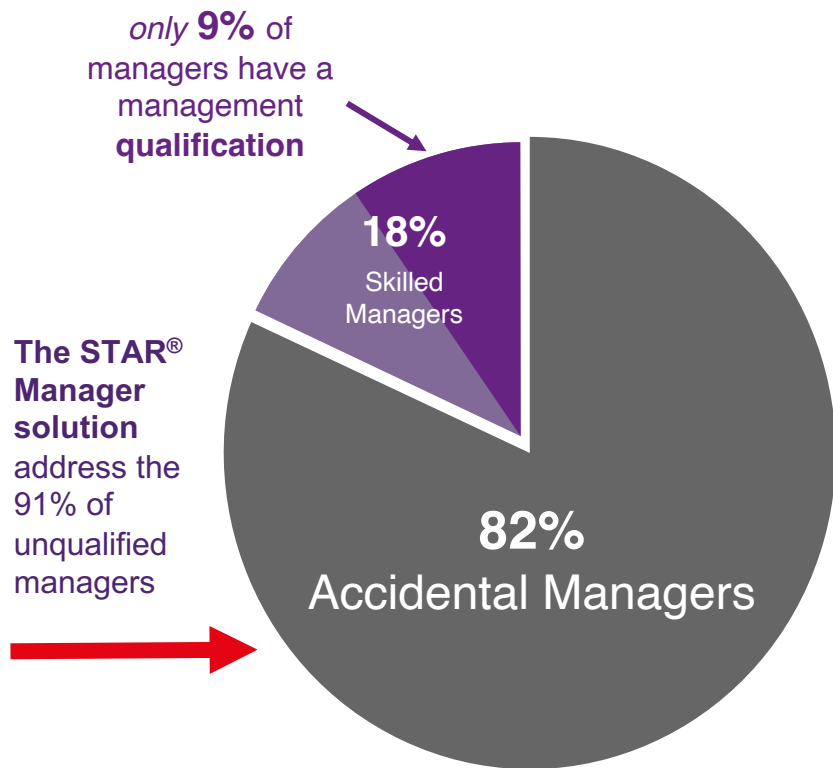
MULTI-GENERATIONAL TEAMS

CHANGES IN VALUES

POOR PERFORMANCE & PRODUCTIVITY



OVER 8 OUT OF 10 MANAGERS ARE **ACCIDENTAL MANAGERS**



Accidental Managers:

- Cause a 16% drop in productivity**
- Cause significant staff retention issues (50% of workers rating their manager as ineffective plan to leave*)
- Cause serious health conditions like heart attacks and stroke***

Sources:

* Taking Responsibility - Why UK PLC Needs Better Managers, CMI and YouGov, October 2023

** Investors in People, Accidental Managers,
<https://www.investorsinpeople.com/knowledge/accidental-managers/>

*** Journal of Occupational & Environmental Medicine, various

GALLUP

State of the Global Workplace

Understanding Employees, Informing Leaders

2025 REPORT



**Low engagement costs the
global economy \$8.8 trillion**



9% of global GDP

**“Change the way
your people are
managed”**

The stark reality is...



Managers are under **increasing pressure**



Most managers are ***accidental managers***



Poor management leads to **\$8.8 trillion** loss



People want managers to ***coach*** not **boss**

**It's never been
more important
to upskill
all of our
managers and
leaders**

COACHING ISN'T WORKING

THE BIG MISTAKE - Poor alignment with the realities of the workplace

Managers said they couldn't make time for coaching 'sessions'



CONFLICT -
**All coaching models not
designed for managers**

**So how can we improve
management, at scale,
and develop a coaching
style of leadership?**

After 10 years of work, we codified a behavioural model for managers



→ **STAR[®]**
MANAGER

Managers learn to adopt an
Operational Coaching[®]
style of management

What is an Operational Coaching® style of management?



Enjoying the role
Appreciative Feedback
Intentional Enablement
Getting time back
Building confidence in others
From solving problems to enabling others
Leading
A mindset shift
Doing higher value work
Empowering others to solve problems
Empowering others to think for themselves
Developmental Feedback
ASK not TELL
Enabling
Not talking on problems
Actively Listening
Coaching
Helping others to solve problems themselves
Asking for the benefit of others - not to collect data
Confident
Less stressed

The UK government asked: “Can Operational Coaching® drive productivity improvement?”



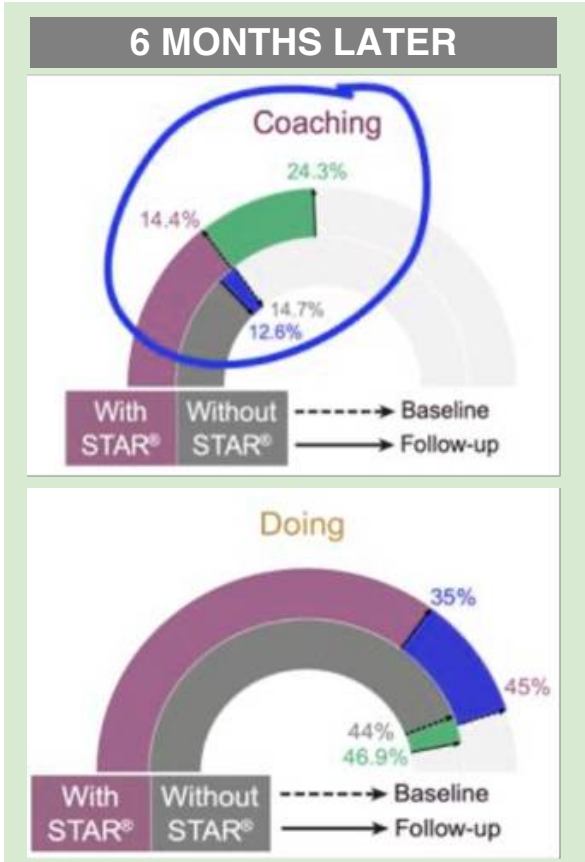
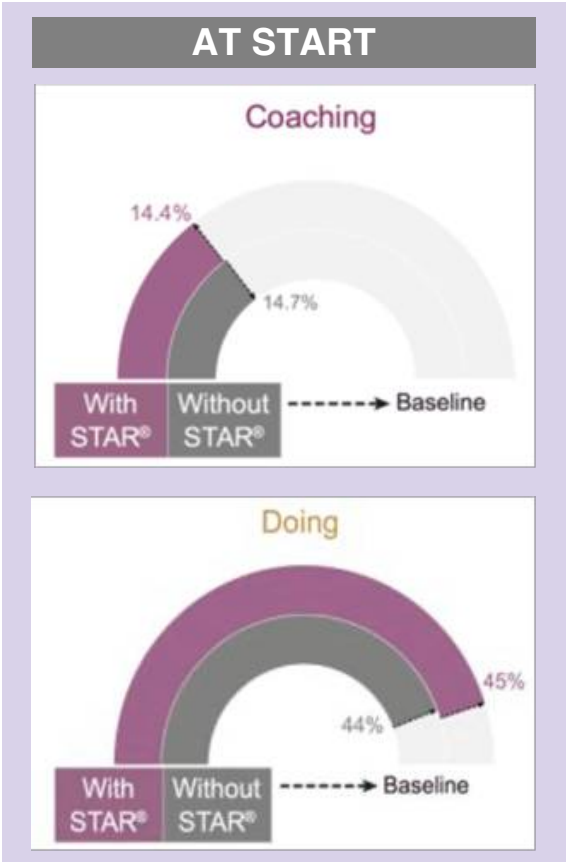
THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE ■



**SCIENTIFICALLY
PROVEN**



Proved STAR[®] increased time managers spent coaching team members by 70%



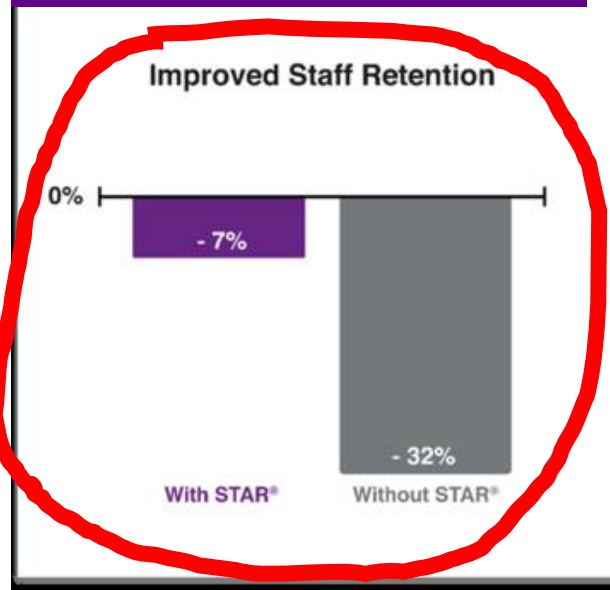
Managers on the STAR[®] programme **increased their time spent Coaching by 70%**
...and Leading by 15%

...and **spent less time Managing and Doing**
This is the desired behavioural change that STAR[®] has been designed to achieve



In addition, LSE detected that STAR® Manager also delivered:

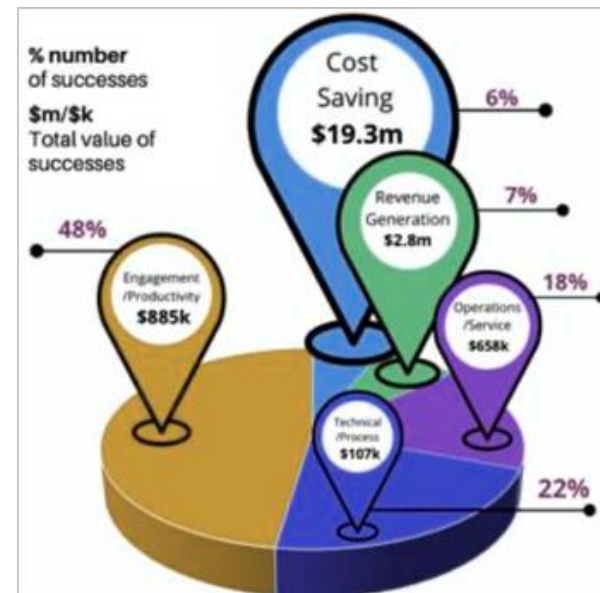
6x improvement in
retention



Increases in
ALL 9 management
competencies



74x Learner ROI





**UK government declared
results “robust”.**

**Operational Coaching®
“a universal skill set”**

**STAR® Manager
is for every manager,
at every level,
within every organisation,
in every sector.**

STAR® Manager and Operational Coaching® have...

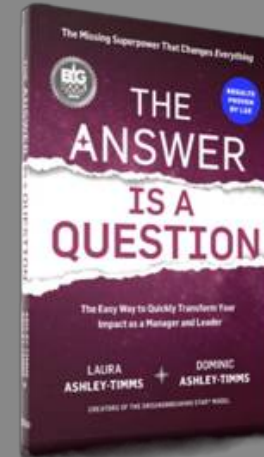
FEATURED IN OVER 150 PUBLICATIONS



WON OVER 15 INDUSTRY AWARDS



BEST SELLING BOOK & ACADEMIC PAPERS



Matthew
Syed
Author,
Broadcaster
& Journalist



**Redefines
the purpose of
management
for the 21st
century**

Operational Coaching® is now
recognised as a new management competence

Global certifications to set the standard for line
management capability



CASE STUDIES

virgin atlantic 

Captured **570 successes:**
\$13m Rol

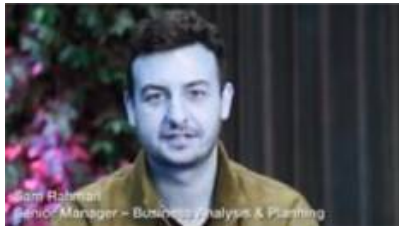


+129%

Coaching

Doing

-47%



29%

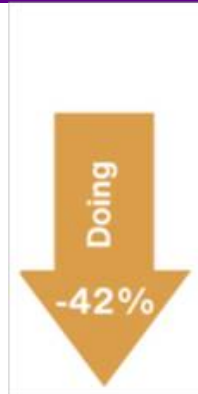
Management
Competency
improvement

**UNIVERSITY
OF WARWICK**

69TH
IN THE
WORLD

Warwick is ranked 69th in the
world and 10th in the UK

**Rolling out STAR® to 2,500
leaders and managers**



20%

**Management
Competency
improvement**

\$12.2m Rol



"The STAR® programme has truly enabled me to **get time back** for myself, allowing me to lead my team in the way I've always envisioned whilst still being able to manage, support and now more importantly, coach. For someone considering the programme, I would just say go for it - it's really **clear and simple to follow**, engaging and so **empowering**. The **results are immediate**; providing clear benefit to the organisation."

Sam Raham, Manager

Morgan Stanley

"STAR® enabled me to see the benefit of **empowering my teams** by asking them questions instead of trying to provide the answers."

Susan Boyle



"After completing the STAR® program, my **approach to my team changed**. I freed up 40-50% of my time, and **projects completed sooner...** The results were more than I expected. I had time to consider potential improvements which I did not have previously."

Lou Garriga, Director of Operations



"My **colleagues are more engaged** and have a stronger sense of ownership when I use STAR®"

Angela Tang, CMO

"I get a lot more out of people now. On numerous occasions **people solve the situation** instead of me having to come up with the solution. **Not having to carry all the answers and solve everything is a relief**. One of the best investments in career learning I've made."

James Benjamin, Staging Manager



"This STAR® model helped me in a short amount of time to improve the **impact of my conversations**."

"I've been in Sales for over two decades and participated in many trainings - this has been **by far the most influential and relevant course I've ever taken**. The missions reinforce the excellent material and I've grown as a manager, seller and as a person"

"The STAR® program is top-notch. While the program is geared towards self-improvement, **the results drives improvement across the entire organisation**."

James Mastrangelo, Financial Manager

The STAR® Manager Solution - Measurable Management Performance Improvement at Scale



Unique IP

STAR® model
Operational
Coaching®



Research Backed

Large-scale
randomised
controlled
trial



Scalable Deployment

Cohorts of **any size** with weekly
global launches



Managed Programs

Managed for you
and learners
supported by
Mission Control



Measurable ROI

Full reporting
of behavioural
metrics and ROI



Global Certifications

Includes unique
global certification
through APMG

**BOOK AN
INFORMAL
CHAT**

**ACCESS
FREE
RESOURCES**



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