

Welcome to

The **EDGE**

**A world-class online programme
for future leaders that cultivates
and develops the mindsets, skills
and capabilities required for the
rapidly-changing future.**



The Institute of Leadership and Management has recognised The EDGE as a worthy and engaging programme for developing leaders. This accreditation means that, upon completion of our programme, qualifying participants* will receive a certificate from the Institute of Leadership and Management and *MinstLM* credentials.

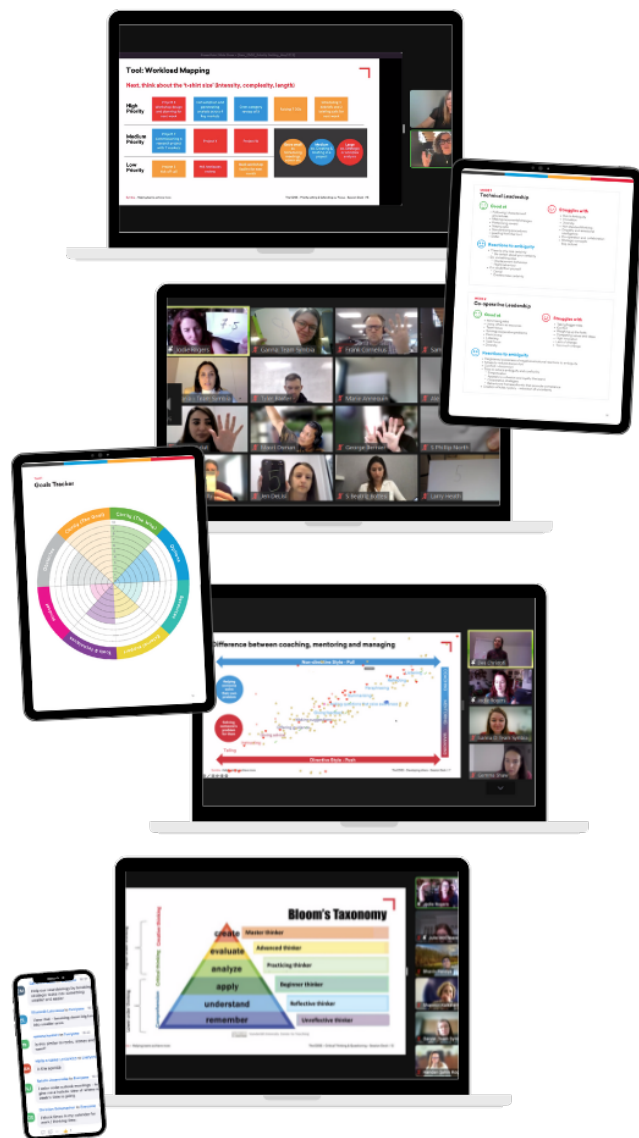
*To receive this certification, participants are required to attend 80% of the live webinars.

Brochure Contents

- └ 2. What will you learn?
- └ 3. Why choose The EDGE?
- └ 4. Who is it for?
- └ 5. Benefits
- └ 6. How is it delivered?
- └ 7. The EDGE experience
- └ 8. Results
- └ 9 & 10. Participant & Line Manager surveys
- └ 11. Pricing & Seniors option
- └ 12. Testimonials
- └ 13. Curriculum
 - 14 & 15. Programme overview
 - 16 & 17. Enhancing Mindsets
 - 18 & 19. Driving Performance
 - 20 & 21. Growing Influence
 - 22 & 23. Expanding Impact
- └ 24. Training schedule
- └ 25 - 29. Trainer bios
- └ 30. FAQs
- └ 31 & 32. About Symbia
- └ 33. Team
- └ 34. Next steps

Why choose The EDGE?

The EDGE is a 10 month live online programme designed to develop the core internal and external skills of ambitious corporate executives and managers. The EDGE brings together participants from across different roles, functions, organisations, industries and countries, to create a unique, transformational experience like nothing else.



Live online training + toolkits
+ community + group coaching =
**a high impact, scalable solution
with lasting, measurable results.**

Measurable Gains

Designed for a modern workforce facing real-world challenges, The EDGE will measurably increase your team's performance after 6 months, *with noticeable results within the first 4 weeks*. You'll receive regular quarterly reports so you can monitor your team's engagement and performance.

Maximum Impact

Hands-on, interactive and practical learning with dynamic, inspirational and highly-effective training and resources curated by top experts, including the core skill sets needed for emerging leaders to thrive in 2024 and beyond.

Continuous Development

Carefully crafted development journey with holistic ongoing support and guidance (unlike one-on-one solutions that lose impact over time) from a community of highly experienced coaches and experts.

Who is The EDGE for?

Participants come together from a variety of roles, industries, organisations and countries:



Managers
Looking to take their corporate leadership skills to the next level.

Marketers
Who want to expand their influence and impact through the business.

L&D & HR Professionals
Ready to be at the forefront of leadership development.

Executives
Motivated to enhance their skills and boost their corporate careers.

Support Functions
Looking to enhance their business partnering skills & learn to lead.

Senior Leaders
Looking to network and collaborate with other senior leaders across the world.



The EDGE alumni:



Benefits for LEADERS:

- **2-5 hours of time back** per week due to fewer requests for 1 to 1s.
- A more **independent, influential** team who only need support on the big stuff.
- **Focused** people who manage themselves and their time, bringing you decisions rather than open questions.
- Creative **problem solvers** who can reframe setbacks into opportunities to always move their projects forwards.
- A team that is more **productive and self-regulating** under pressure.
- **Peace of mind** that your team are getting the support to become better business leaders.



Benefits for TEAMS:

- Clear understanding of where they can 'step up' and the practical tools and skills to do so.
- Heightened adaptability and confidence in the face of change, challenge and uncertainty.
- Clarity on where to focus energy and resources, especially during times of heightened pressure and stress.
- Advanced interpersonal skills for greater effectiveness in achieving their agenda.
- Significantly increased impact in the business.
- Accountability for their progress on actively enhancing and improving their performance.



How is The EDGE delivered?

The EDGE is delivered via 10 online live sessions hosted by world class expert trainers.

Each session is live and interactive, with actionable exercises and thought-provoking content that will give participants mindset shifting perspectives with practical applications throughout all areas of life. See The EDGE Curriculum for full content details.



Aldo Kane
Former Royal Marines
Commando Sniper



Tendayi Viki
Innovation
consultant



Jodie Rogers
Leadership & Mental
Fitness expert



Nicky Perfect
Former hostage
negotiator &
communications trainer



Andy Lopata
Professional
Relationship
strategist



Sam Kiani
Lead facilitator,
trainer
and coach



Dr. David Wilkinson
Ambiguity and
Uncertainty Expert



Des Christofi
Executive coach &
facilitator



Bobby Bovell
Inclusive leadership
consultant

Uplevel your experience

As well as access to our high powered team of trainers, participants of The EDGE also benefit from:



Support & Challenge groups

An opportunity to connect with others across different functions and industries, facing similar day-to-day challenges as each other, to expand participants' horizons and increase intellectual diversity.



Office Hours

Golden Nuggets, recaps and Q&A are all available for those who want more than our 10 scheduled 2 hour sessions, to give participants the chance to ask more questions and go further with their development, without ever having to leave the office.



Toolkits

For those who want to go deeper with their learning, all participants get access to an editable toolkit with exercises and additional resources, to support the live sessions, reinforce concepts and explore content even further.



Networking opportunities

We host a number of networking calls and breakout sessions throughout the programme, to give participants the valuable opportunity to meet and converse with and learn from other high-calibre EDGE participants from across the world.



Measurable results

Line managers receive quarterly reports for their teams, including competency progress measurements and attendance, so you can be sure your team's performance is on the right track for success.



Opportunity for Accreditation

Upon completion of our programme, qualifying participants will receive a certificate from the Institute of Leadership & Management and MInstLM credentials.

What results can you expect to see?

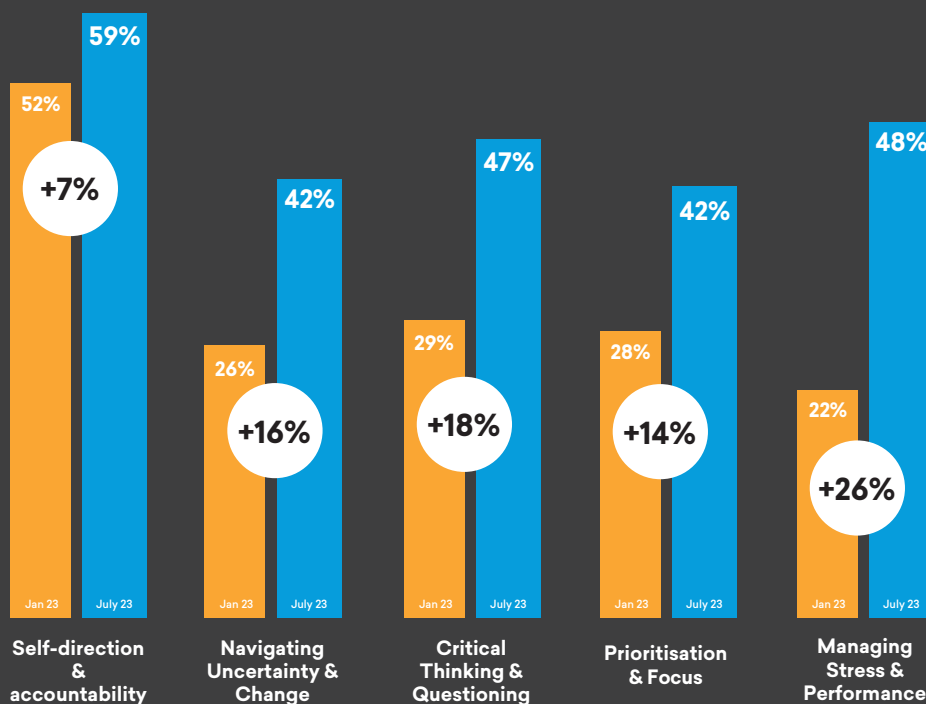
Line managers will see improved engagement, retention and performance across their workforce.

Our Symbia differentiator is *measurable outputs in development, engagement, and productivity*. Through regular suveys and participant check-ins, we measure progress to protect your investment. Nothing for us is ever “one and done” - you will receive a quarterly update on your team’s performance so you can keep informed of how your team is developing throughout the programme.

Progress from The EDGE Midway Survey 2024:



The EDGE Midway Survey 2024 results show consistent increases:



% of participants who answered 'Very strongly' or 'Strongly' when asked how equipped they feel in these competencies.

Participants

Self-awareness

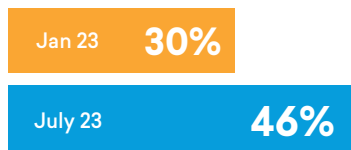


+10%



I'm noticing that my ability to be curious and ask more questions has significantly helped me not only understand myself and others better, but it has also impacted my resilience and problem-solving skills, decreasing my stress

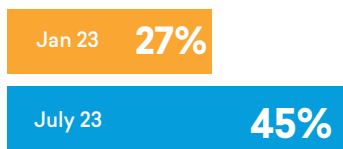
Mentally Fit



+16%

I've learnt that stress is a part of life, it can't be avoided but you can limit it to a small area and manage it better

Ability to self-regulate



+18%

Recognising when I have an emotional response and pausing instead of acting as been a gamechanger

Confidence



+7%

I am gaining an increased ability to "get in the helicopter" and take the time to look at the big picture and consider all participants point of view, instead of being so focused on defending my own

Engagement



+1%

Being more aware of stress and how to manage it

Motivation



-4%

Prioritisation – taking responsibility for my calendar and my focus – I can push back on meetings, I can carve out focus time, I can delegate

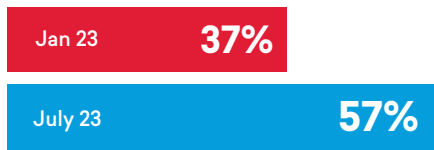
Being better at deciding what NOT to do

*Based on top 2 boxes (Very skilled in this area)

Understanding the drop in motivation:
largely related to change & uncertainty in their orgs
and raised awareness around career direction

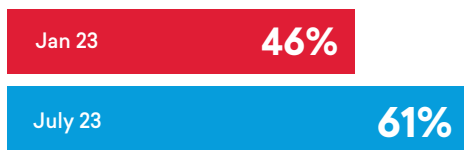
Line Managers

Self-awareness



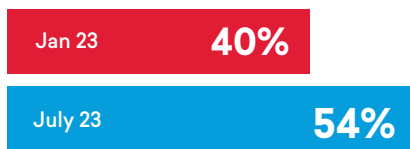
+20%

Mentally Fit



+15%

Ability to self-regulate



+14%

Confidence



+10%

Engagement



-1%

Motivation



+10%

What are Line Managers seeing?

- ✓ Improved confidence in their approach to business challenges and more autonomy and self-confidence to set priorities
- ✓ A much calmer, more structured approach
- ✓ They are more mature, calm, thoughtful, rigorous and empathetic
- ✓ Calm and motivated to improve, high energy levels
- ✓ When facing challenges taking a step back to re-assess the situation, seek guidance and apply this
- ✓ Management of stress as a tool not a barrier
- ✓ The ability to measure stress by self-regulating and seeking support
- ✓ Asking frequent and more valid questions



*Based on top 2 boxes (Very skilled in this area)



The EDGE enrolment

Only £1750 per person - includes full access to the programme for 10 months.
Discounts are available for volume.

Applications now open

Programme Schedule: February 2025 - December 2025

To apply for The EDGE, schedule a call with Jodie Rogers, CEO of The EDGE and Symbia, to discuss your organisation's suitability and requirements. We'll share more detailed programme benefits, results and timings, as well as your bespoke quotation based on your team numbers.

You'll then be invited to nominate your team members to be put forward for The EDGE, who will be asked to apply for a place on the programme. They need to demonstrate their commitment and sense of agency right from the start – we only take motivated people. You will be notified about the outcome of applications and once the programme has commenced, you'll receive a quarterly update on your team's performance, attendance and engagement.

Exclusive Seniors Track

Exclusively for Senior Leaders, VPs, Department Heads and Directors
Only £2150 per person

The 'Seniors' cohort is more intimate in size than the main cohort, acting as a mastermind, where senior leaders come together from across the corporate world to discuss topics relevant to them.

The Seniors Track follows a similar journey to The EDGE but with conversations tailored to the unique challenges and goals of Senior Leaders, as they navigate entire teams, functions and businesses through change.

Where The EDGE is focussed on navigating change and uncertainty as an individual within a team, the Seniors Track explores higher level challenges and scenarios which leaders are experiencing in today's competitive and volatile world.

If you're a Senior Leader, VP, department head or director, book a call to discuss how joining the Seniors Track of The EDGE can become your hidden edge as a leader in 2024.

What participants think of The EDGE

I enjoy the EDGE program. **I love that everyone shows up, focused and motivated to participate fully.** I am always multi-tasking, so it is **great to have the support to stop everything for 2 hours and work on growth for myself.**

I like the phasing of the training and the toolkits and the fact that there are different speakers, and monthly reasonably short sessions of learning.

Full of energy and very motivating!

The courses are imaginative and engaging and they have definitely changed my perspective on a lot of ways that I work.

I find this is quite a good approach compared with, for example a day-long session for each topic. I have found that I am discussing some of the ideas in the sessions with my team and also my manager in 1-2-1's which i haven't noticed i do in previous courses.

I LOVE this program. **The perspective, tools and practice I've learned from the sessions and the pre-work have massively helped me and are likely partially responsible for preventing from already leaving my organization.** The pre-work was FANTASTIC! It was valuable, bite-sized, packed with provocations and insights. It was probably some of the best pre-work I've experienced in my professional career (17 years long). **I look forward to every!!**

I feel grateful for this opportunity. **I wish many people around me would have the same chance to stop and develop these valuable skills and behaviors.** I think it is a training that had a direct and deep impact on me.

The programme is professional, well-structured and packed with practical guidance that we can implement straight away

I really love it, makes me reflect on myself and gives me practical tips to implement I just wish it was not just once a month but more frequent. Being on this while going through a reorg has been so helpful.

The energy you guys have is very contagious!

I've enjoyed the variety of topics & different speakers. It's been good to meet people from different companies and countries.



The **EDGE**

Programme Curriculum

The **EDGE**

The journey covers four core phases needed to succeed and thrive in today's corporate world.

E

Enhancing Mindsets

Self Leadership

Optimize your mental fitness to navigate challenge, change, and setbacks.

Uncertainty & Agility

Learn to thrive through change and develop an agile mindset.

D

Driving Performance

Critical Thinking & Questioning

Move from executing requests to uncovering the why that drives them.

Priority Setting & Focus

Gain clarity on what really matters and optimize your capacity.

Stress & Performance

Capitalize on positive stress and thrive in chaos.

G

Growing Influence

Strategic Relationships & Leveraging Influence

Build your network and influence via strategic partnerships.

Navigating Conflict

Lean into conflict through critical conversations.

E

Expanding Impact

Inclusive Leadership

Enhance your cultural intelligence and unlock the benefits of diversity.

Developing Others

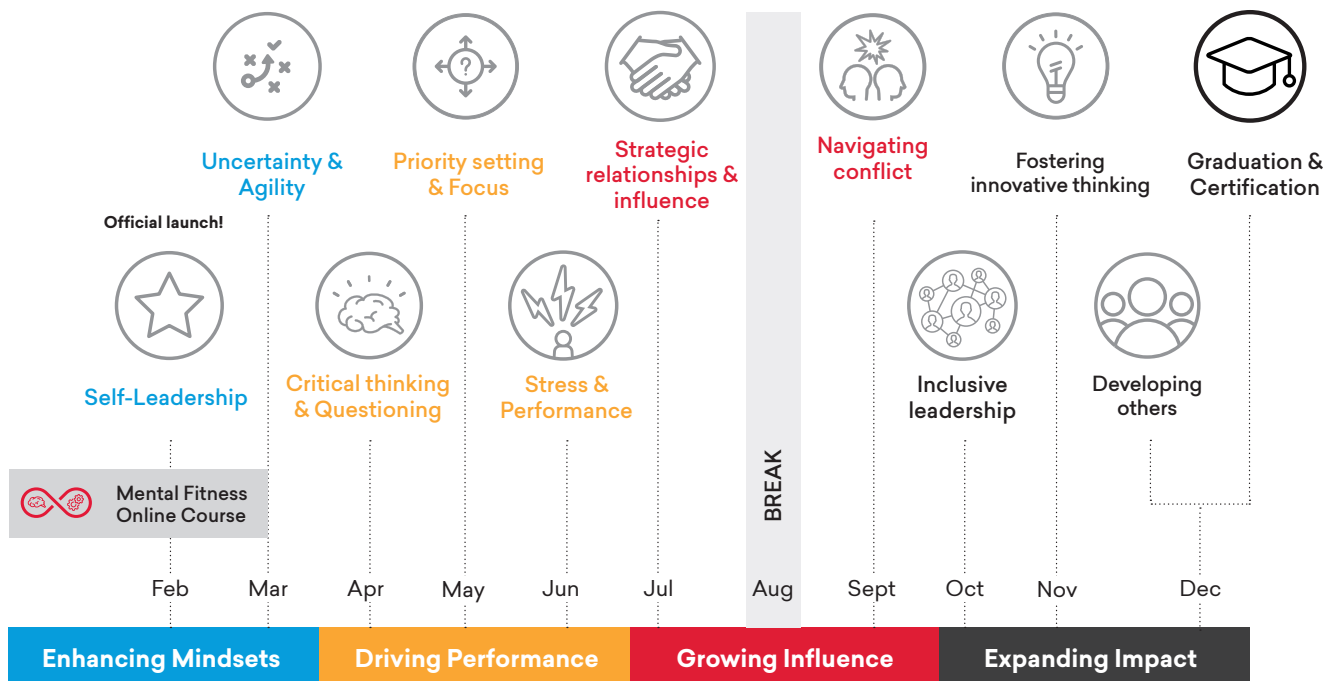
Become a talent catalyst through coaching, mentoring, and modeling.

Fostering Innovative Thinking

Dare to challenge the status quo, find new solutions, and creatively solve problems.

The **EDGE**

The EDGE takes participants on a 10 month online transformational journey through each phase of development. Built around corporate teams busy schedules, the live programme drives behaviour change and will improve motivation, performance and impact.





Enhancing Mindsets

Learning the skills and methods
to regulate our emotions and
responses for better working
relationships and more effective
outcomes.

February and March

Enhancing Mindsets

Mindsets and behaviours are fundamental to cultivating agility. It's essential that participants enhance their self-awareness and learn how to access their inner resources for growth. Skillfully responding to change, challenge and stress requires self leadership and inner confidence - but most of all it takes practice.

emotional and social intelligence, growth mindset, mental fitness, self leadership, navigating change

February

Self Leadership

Self-leadership is the practice of intentionally influencing your thinking, feeling and actions towards your objective/s. Perception is the gateway between our inner world and our outer world.

Fully understanding how you interpret events and situations which happen in your working life, will go a long way in helping navigate them with emotional intelligence.

In this session, uncover the narratives you're overlaying onto life and learn how to rewrite them for enhanced motivation and performance.

March

Uncertainty & Adaptability

Our propensity to manage uncertainty and change has quickly become an essential modern skill.

When we are adaptable, we don't deny that reality has changed. Instead we lean into the discomfort and our ability to shift with it enhances. But it's not easy – so we teach you how to get more comfortable with the uncomfortable.

When we are resilient, we find ways to persevere, even in the face of challenges, because we have enough belief in ourselves. There are 3 keys to cultivating resilience which we share in this short, sharp but practical session.



Driving Performance

Understanding the ingredients
for motivation, momentum and
productivity.

April, May, and June

Driving Performance

Get the focus to cut through the clutter in a world of too many priorities and too much urgency. It's too easy to say 'yes' and be distracted and overloaded by the wrong things. By learning to ask the right questions at the right time, you'll become a true strategic partner to your business. Become adept at recognising and pushing back on non value adding activities, freeing you up to focus on what matters. The trick to performance is not doing more, it's working differently and knowing how to manage different stresses to unlock sustainable performance.

priorities, pushing back, good stress, sustainable performance, critical thinking

April

Critical Thinking & Questioning

Assumptions in business kill clarity. The time we take upfront to fully understand what is being asked of us, directly correlates with the impact of the final output.

Learn how to create clarity around a brief, ensuring you ask the right questions to get to the core of the challenge, and make others feel understood and supported.

Cultivate the confidence to discuss and question briefs, projects, strategies in an intelligent way that drives better outcomes.

May

Priority Setting & Focus

With ever increasing demands vying for our attention, it is becoming more essential to proactively manage our focus.

Using the 'Question Matrix' and 'Workload Mapping' tools, learn how to focus on what matters and practice negotiating key outcomes (speed/quality/depth) to create clarity and unlock productivity, while avoiding the 'busy' trap.

June

Stress & Performance

Understanding your relationship to stress is a large part of unlocking sustainable performance.

A hands-on session that teaches how to reframe your relationship with stress and recognise that stress can also be leveraged for good. Get the chance to practice the same tools used in the marines to effectively manage peak situations, enabling you to stay laser focused.



Growing Influence

Moving from building
relationships to strategically
influencing outcomes and
decisions.

July and September

Growing Influence

How you show up in the business is rooted in both your communication style and the quality of your relationships.

Build meaningful connections and leverage relationships to break down silos and intelligently influence outcomes.

Learn to think strategically and intentionally about your partnerships.

active listening, persuasion, collaboration, strategic relationships, influence, presence, meaningful connections, conflict management

Building meaningful relationships through trust and dialogue expands both your network and collaboration capacity.

Embrace the critical conversations that matter, by learning and practicing how to listen for, understand and skillfully navigate tension and conflict.

July

Strategic Relationships & Influence

Whilst many relationships happen organically, at a certain point it becomes important to think strategically about how and where you should be investing in your business relationships.

But knowing the right people and having deep enough relationships with them, can be the difference between success and failure.

Learn how to develop a professional relationships strategy showing you where and how to build stronger relationships with the people that matter.

September

Navigating Conflict

Conflict in the workplace is unavoidable. But the ability to recognize and understand the nature of conflict, how to address it and then bring a resolution, will serve you well as a team member and leader.

Learn how to deal with and diffuse tension in the room, tune-in with empathy and communicate to an effective resolution.



Expanding Impact

Enhancing our presence and
impact in the business.

October, November, and December

Expanding Impact

Expanding your presence requires the next level of skill development. Enhance your cultural intelligence and unlock the benefits of a diverse team through the 'inclusive lens' of leadership.

To drive impact, we need to enhance the creative thinking, problem solving and decision making capabilities of ourselves and others.

Practice how to develop others through the coaching relationship. Learn how to explore and manage new business ideas and pivot your existing 'innovative thinking.'

talent catalyst, leadership, culture diversity, inclusion effective decision making, creative problem solving, innovation, coaching, mentoring

November

Innovative Thinking

Expand your thinking beyond defaulting to brainstorming solutions and instead learn to question, fully define and 'sweat' the problem. This technique can lead you to much more creative (and often faster or cheaper) solutions.

Use our simple 4-step technique will help you easily reframe your challenges before taking action. Thus, generating many more possibilities than originally thought.

October

Inclusive Leadership

Sameness thinking and doing things the way they have always been done, are no longer an option. Instead, there is a need to utilize different thinking and multiple perspectives to innovate and create better business results.

Understand the power of opposites and mitigate unconscious bias, while effectively driving outcomes through cultural Intelligence and diversity thinking.

December

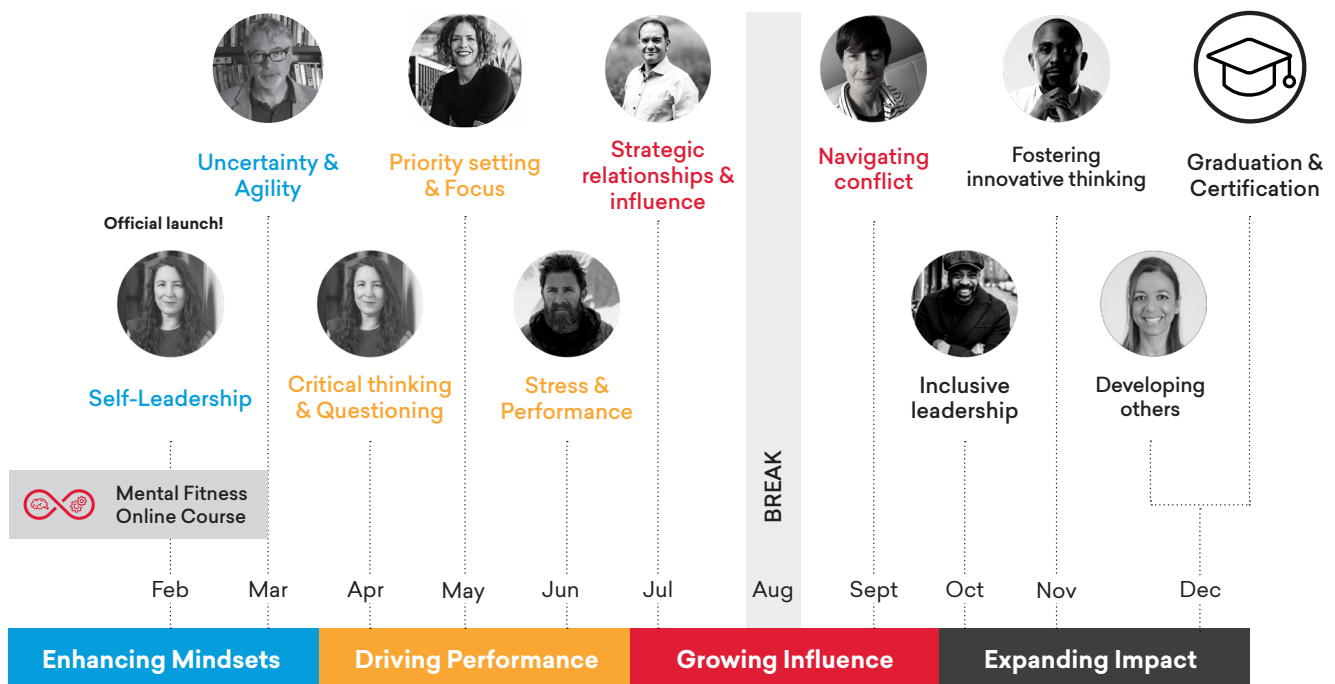
Developing Others

Stepping into leadership is as much about how you develop others as it is about developing yourself. Learn the essential skills for coaching your team to the next level. Practice how to give and receive feedback in a constructive and emotionally intelligent way.

Regardless of whether you have direct line reports, these skills are essential for growth.

The Trainers

We've curated world-class trainers to deliver high impact, transformational training in just 2 hours per month, over 10 months. Participants will be able to learn, ask questions, get support and converse with our internationally-renowned experts in their field, as well as peers from other organisations on a similar journey.





Jodie Rogers
Leadership &
Mental Fitness expert

For nearly 20 years it's been Jodie Roger's business to understand what makes people tick, and to use that learning to help them be more engaged, feel more empowered and become more productive for the business they're in.

Jodie is a **human behaviour consultant, skills trainer and facilitator** with a background in **psychology and interpersonal communications**. Jodie founded her company Symbia with a specific focus of helping **leaders build dynamic teams of emotionally and socially intelligent individuals** who are proactive problem solvers, resilient in the face of change. With her team, Jodie works closely with global corporates empowering them with the insight and courage to drive business results and **unlock the importance of 'Mental Fitness' as a catalyst for growth**.

Jodie is Author of #1 Amazon best seller 'The Hidden Edge – Why Mental Fitness Is The Only Advantage That Matters In Business,' the core insights of which inspired the game-changing leadership development programme, The EDGE.

Also featured in:

Forbes

TEDx

GLAMOUR

**BBC
RADIO**

yahoo!news

RACONTEUR

HUFFPOST

FT FINANCIAL
TIMES



Dr. David Wilkinson
Ambiguity &
Uncertainty expert

Editor-in-Chief of the Oxford Review, Dr. David Wilkinson lectures, researches, and writes about the **psychology of ambiguity, uncertainty and emotion regulation**. He is a teacher at University of Oxford, along with 3 others in the UK and has taught at universities in 23 different countries.

Dr. David was Head of Evaluation at National Police Training. He has served in the UK military and Police, and was the lead facilitator on the Cranfield Disaster Management Programme and for the Kent Disaster Preparedness Division. He has worked with many organisations including Schroders, Royal Mail, Aimia, Hyundai, The RAF, The Pentagon, as well as the governments of the UK, US, Saudi, Oman and the Yemen, **helping them navigate uncertainty and ambiguity**. He is the author of *The Ambiguity Advantage: What Great Leaders Are Great At*.

Sam Kiani's expertise is built on a career in Change, spanning more than 25 years leading many **different types of change initiatives** within some of the largest Investment Banks, FinTech start ups and her own business ventures.

Over the last 8 years, Sam has been helping Senior Leadership, Teams and Organisations reap the benefits of **radical behavioural change, to practically embrace diversity, increase collaboration and evolve ways of working**. All this in service of co-creating the kind of sustainable, connected culture that enables everyone to **access their highest potential**.

Sam is an ICF certified and also team coach certified with ORSC. Her facilitation approach combines Systems Thinking; Lean-Agile; Organisational Relationship and Human Potential Coaching; PQ Mental Fitness Development; Mentoring & Training. Happy, engaged, purpose-driven people create truly excellent services and products - it's a no brainer! Industrial revolution 4.0 is now.



Sam Kiani
Lead facilitator,
trainer & coach



Aldo Kane

Former Royal Marines
Commando Sniper

Aldo Kane is a World Record Setting adventurer, extreme, remote & hostile locations expert and former Royal Marines Commando Sniper. “Functional fitness has been a touchstone in my life, allowing me to pass the hardest infantry training in the world at the age of 16.” Having completed **13 world first expeditions** from the high seas of the Atlantic to the jungles of South America he understands the **co-relation between stress and performance**.

Over the last 20 years, he has operated in some of the world’s toughest and most extreme environments, from leading expeditions into erupting volcanoes, to deep into cartel-held jungles. Aldo shares his real life experiences in a humble but applicable way; he recognises the importance of mental fitness in **surviving and surpassing the challenging obstacles** he’s faced in his own life.

Andy Lopata is an acclaimed **professional relationships strategist**, with global clients including Paypal, GlaxoSmithKline and Brother.

He has written five books on **networking and professional relationships** and has often been quoted in the media, including The Sunday Times, Forbes.com and The Independent. Andy holds the PSAE award – that’s the UK’s top award designed to recognise excellence in professional speaking. He’s a Fellow of the Learning and Performance Institute (LPI), and a Master of the Institute of Sales Management.

He started working in networking in 1999, and spent eight years as Managing Director of a UK networking organisation that had over 2,000 member companies.



Andy Lopata

Professional
Relationship strategist



Nicky Perfect
Former Hostage
Negotiator &
Communications trainer

With 30 years at the Met Police, and the last 10 years spent as a hostage and crisis negotiator for Scotland Yard, Nicky Perfect has many stories to tell about the importance of listening.

She has travelled the world teaching **negotiation** and working with Her Majesties Government on international operations (kidnaps, crisis negotiation and suicide intervention). Nicky spent many years as the Director of Training, and was the first female director of the National Hostage & Negotiation Police training unit in the UK.

Nicky is on a mission to use her skills as a negotiator to help others **improve their communication and ultimately their relationships in work and in life.**

Bobby Bovell is passionate about the link between **diversity, inclusion, creativity, innovation and growth.**

He has served as an ordained minister, Metropolitan Police constable, business coach and is an award-winning recording artist.

As a practitioner with 17 years of experience, he brings insights from his experiences in diverse communities and companies, empowering them to **overcome the limiting beliefs** in their way.

As a facilitator Bobby uses practical examples to shed light on how businesses can become more diverse. He also specialises in providing a structured understanding of how to implement **creativity in business models and products** by enhancing inclusivity and diversity.

He has done work with the HMS Probation Service on **unconscious bias** in the UK and worked with diversity projects and workshops in the technology industry. Bobby is fluent in English and Danish.



Bobby Bovell
Inclusive Leadership
consultant



Tendayi Viki
Innovation
consultant

Tendayi Viki is an award winning author and corporate innovation expert. As a Partner at Strategyzer, he helps companies **innovate for the future** while managing their core business.

Tendayi is a speaker, workshop facilitator and advisor on **innovation to leaders** across the globe. He has been shortlisted for the Thinkers50 Innovation Award and was named on the Thinkers50 2018 Radar List for emerging management thinkers to watch.

Tendayi has written three books and his latest book is *Pirates In The Navy: How Innovators Drive Transformation*.

For the last 20 years, Des Christofi has been an executive coach, leadership facilitator and consultant, using her in-depth insight and experience of **mindset and human behaviour** to work with people to be at the top of their game and **accelerate impact and growth** for themselves, their business, their customers, partners and communities.

Des has worked across various industries including; FMCG, Financial Services, Pharmaceutical, Multi-media, Energy, Technology, Science, Automotive, Defence, Construction, Not for Profit and Charity across the Far East, Australia, US, Middle East and Europe.

She is a certified CTI coach certified by the International Coaching Federation, a certified Team Coach with the AoEC and accredited in the Dr Harry Schroder Behavioural Model. She is a certified Neuro Linguistic Programming coach and accredited in a number of psychometrics and tools including; MBTI, SDI, Talent Q, WAVE, Individual and Team Strengthscope, GCIndex and techniques such as Transactional Analysis, Systemic Coaching, constellations and Gestalt.



Des Christofi
Executive coach &
facilitator

FAQs

I'm not convinced that virtual can work as well as face to face?

The pandemic has shown us differently. But, in some instances, you can't beat face to face and we don't propose replacing it. Team sessions and leadership workshops are extremely important and we love running these types of sessions, but what we know from our experience is, no matter how powerful these sessions are, the engagement and goodwill that comes from them dissipates after 4-6 weeks. What we are offering here is to build on those sessions and create momentum and accelerate growth throughout the year. Empirical evidence shows us that when we embed learning, practise new skills and offer continued support that's when real behaviour change takes place.

Wouldn't one on one coaching be more effective?

It can be, but one on one coaching is more effective for specific and personal development goals. It's the gold standard when there is plenty of time and money to invest in individuals. If you want your people to grow together, at scale and affordably, then it's important to bring the collective through the learning path at the same time in the same way. Because of this need, plus shrinking budgets, we have deliberately built in efficiencies into our model to make it impactful, sustainable and cost effective. But, we also offer one on one coaching sessions to complement the experience, especially if there is a desire for accelerated growth.

My team are already really busy - will they need lots of time to make this work?

No, it will be a minimum of 2 hours per month. You will see your team improving after the first 4 weeks: less hand holding for you and increased productivity from the team, will be among some of the positive changes you'll see. The time they spend on The EDGE will be made back (and multiplied!) through their new learned efficiencies and focus.

How do I know they will get the support I want for them?

We will never leave your team flying solo. We know the learning journey is also about accountability, which we create through our 'support and challenge' groups. Your people get mentored from both their peers and professionals, meaning they can't 'hide' from growth - and you experience the development you want faster than you thought!

What if I pay for them and they don't show up?

Firstly, all participants have to apply for a place on the programme and they need to demonstrate their commitment and sense of agency right from the start - we only take motivated people. Each participant, if successful, signs a contract to express their commitment and acknowledge the importance of showing up. We also know exactly who is engaging, who turns up live, who watches the replays, and we report on it every month. We reach out to the people who aren't showing up and we put actions in place to keep everyone on track; including accountability calls, support & challenge groups, email reminders, Q&A sessions, etc. If they aren't responding, we notify you to engage them from your side. At this point we can offer additional coaching to address issues which may be keeping them back (workload, time management planning, etc.) or we collectively (and kindly) offboard them. You then have an option to replace them with a new candidate - so your money (and our impact) is never wasted.

Is it easy to book on small or large numbers?

Yes, all we need is a list of delegate names and their email addresses. For larger group bookings we have price tiers based on volume, please get in touch with our training advisors at team@symbiapartners.com for more information.

What happens if my delegate list changes?

Not to worry at all. We will work with you to reallocate the place(s) or defer to the next cohort.

Can you measure the outputs and results of The EDGE participants?

Absolutely. Our Symbia differentiator is measurable outputs in development, engagement, and productivity. Through pre and post workshop surveys, as well as with participation check-ins throughout, we will be measuring progress and protecting your investment. Nothing for us is ever "one and done" - you will receive a quarterly update on your team's performance so you will always know how your team is developing.

About Symbia

Who we are

Symbia was founded on a simple idea that there's a direct, symbiotic relationship between our teams and ourselves, and that our workplaces and our well-being are intertwined. Work is so much more than just a job - it's where we spend half our waking lives.

We help people build mental strength, resilience, and agility to be better for the long term, not just when crisis strikes.



Symbia

What we do

Through our bespoke learning sessions, leadership & team workshops, and virtual programs, we've designed processes and solutions that deliver impact for every client.



We bring a unique expertise that is the result of our experience working with and inside of global brands & corporations.

How we're different



Insiders Outside

We understand your challenges, because we used to be you. Our experience working within companies large and small is exactly what led us to become consultants. Because of this, **we understand how big organisations and their teams function.** We know the challenges and opportunities that exist for all levels of the business and aren't afraid to ask the hard questions to keep you moving forward.



Practical & Action Orientated

We're not here just to inspire and motivate you, we know that magic dust wears off too quickly. Our sessions have to be **highly practical, easily applicable** AND stop you from getting sucked into 'business as usual' on Monday. As such, we embed the thinking into your reality while we are together, and through our '*accountability sessions*' we'll keep you and your team focused on the long game.



Measurable Impact

We know it's hard to show the ROI for the work you do with your teams, that's why we do it for you. Being able to demonstrate tangible outcomes is as important to us as it is to you. Wherever you're looking to improve - we partner with you to offer measurable data (or outputs) to justify time and investment!



Our core team

Our team encompasses an array of competencies beyond professional development, such as qualitative & quantitative market research, human resources, marketing, branding, design, and corporate education for industries including healthcare, tech, telecom, financial services, consumer goods, and non-profit organisations.

We draw from this vast experience to deliver 'beyond the brief' for our clients and their teams.



Jodie Rogers
Founder & MD



Ganna Derevyanko
Projects



Hannah Benton
Research



Naida Allen
Marketing



Jess Brookes
Marketing



Angela McArdle
Sales



Lisa Catto
Automation



Amparo Aguado
Design



Next steps

To learn more
about The EDGE,
send us an email or
book a call:

team@symbiapartners.com
symbiapartners.com/call

The **EDGE**

