

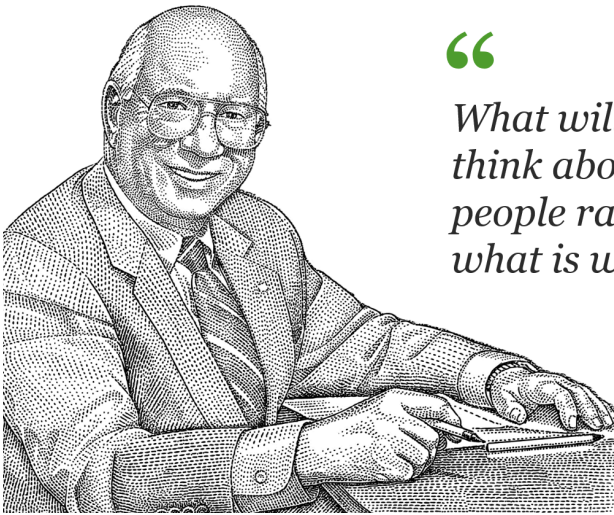


# Join us in Unleashing Potential and Driving High Performance

*We are looking for a **Partnerships Manager** to help us change the world for the better through the discovery and application of natural talents*

**Performance Coaching | Adventure-based Team Development |  
Talent Management | Consultancy**





“

*What will happen when we think about what is right with people rather than fixating on what is wrong with them?*

DON CLIFTON | (1924-2003)

*"I hope you see things that startle you. I hope you feel things you never felt before. I hope you meet people with a different point of view. I hope you live a life you're proud of. If you find that you're not, I hope you have the strength to start all over again."*

*Eric Roth*





**At True North Development, we are passionate about helping individuals, teams, and organisations unlock their full potential through Strengths-based development. We also strive to share this powerful recipe for success with people from disadvantaged backgrounds via our 'giving back' pledge.**

With over 35 years of combined military and business experience, we have a proven track record of designing and delivering effective development programmes that drive high performance and unleash excellence.

Research has consistently shown that individuals who focus on their natural strengths are

more engaged, productive, and experience greater wellbeing. Our tailored Strengths-based solutions empower individuals and teams to achieve their goals and enjoy the benefits of higher job satisfaction, increased commitment, and improved personal outcomes.

It is for these reasons we need **you** to join our team and help us spread the word about the power of Strengths with more organisations, widening our reach and, in turn, our social impact.

*Caty & Pete*

**Caty Illingworth & Pete Wallis | Co-founders, True North Development**





## Who we are:

Our team is fuelled by a relentless commitment to high performance, potential, and a shared purpose of improving lives. Every decision we make and every solution we deliver is guided by these values, empowering us to consistently achieve and exceed our goals

### WHAT True North do:

- We unleash excellence by identifying and maximising the untapped potential in individuals, teams organisations and society

### WHY we do it:

- We believe everyone has the capacity for greatness when they discover and apply their natural strengths, and that this has the potential to change the world for the better

### HOW we do it:

As Gallup-certified Strengths coaches we provide performance **Strengths coaching**

- Through our **Strengths Trail**, we harness the powers of both the great outdoors and positive psychology to accelerate the path to high performing teams
  - Using our True Performance Model we design and deliver bespoke **learning and talent programmes** which leverage natural Strengths to deliver excellence
- Through our giving back pledge we **support Care Experienced young people** by linking the sale of our services to the provision of free coaching and attendance on the Strengths Trail







## Why Strengths?

All of our solutions are Strengths based – because people who focus on Strengths:



- ✓ Based on positive psychology – a refreshing and modern approach to development
- ✓ Provides a development framework and a common language which forms the basis of safe and open communication among teams and aids truly effective collaboration
- ✓ Delivers huge results quickly – even people who have only taken their assessment and seen their report feel seen, appreciated and ready to perform at their best
- ✓ Enables enduring results from training due to deep personalisation of the content and onward actions – learners are committed to positive action that will work for them

## Why outdoor adventure?

Some of our solutions also bring in elements of outdoor adventure. We know from both our own experiences, and research, that this type of learning delivers amazing results, including:



Confidence in ones ability to prevail



Improved social skills & ability to collaborate effectively



Higher levels of emotional wellbeing





## Our Services

We offer a range of **Strengths based** services that focus on unleashing potential and driving high performance – for individuals, teams, businesses and society.

In a nutshell, we offer the following:

- High performance Strengths Coaching
  - Strengths based workshops
  - Talent Management programmes
  - High Performing Team workshops
- Leadership and Management Development
  - L&D Strategy & consultancy support

The sale of these is linked to providing free coaching to people from disadvantaged backgrounds, see page 6 for more information.

There is more information about all of our services at the back of this pack and on our website [www.truenorthdevelopment.co.uk](http://www.truenorthdevelopment.co.uk)

We are about to launch a new and exciting digital programme, which is the main product we will be asking you to sell to key clients, making a wide-reaching and positive impact on their teams. The content is designed to reduce the time and cost of establishing a Strengths based development framework and developing great team players and leaders for the future:

## Lead with your Strengths

*Providing you with all you need to drive High Performance*



'Lead with Your Strengths' is a dynamic leadership programme that focuses on using natural Strengths to achieve high performance at every level of the organisation. Informed by the latest research and best practices in leadership and management, our online learning platform offers individuals access to carefully curated learning content that is designed to be accessible and impactful for followers, managers, and senior leaders alike.

But that's only the beginning. Our programme also includes hands-on workshops where learners apply what they've learned in a supportive and interactive environment. At the end of each workshop, learners will participate in personalised strategy sessions designed to help them apply their newfound knowledge and strengths and achieve high performance.

*"Our program provides a comprehensive and immersive learning experience, equipping learners with the tools and strategies they need to succeed. With 'Lead with Your Strengths,' individuals will discover their strengths, hone their leadership abilities, and develop their skills to achieve high performance."*







## The role: Partnerships Manager

*Are you an ambitious and driven sales professional with a passion for coaching, development, and team building? True North Development, a leading training consultancy with a fresh approach to development, is looking for an Associate Partnerships Manager to generate leads, manage sales, and help us grow our business.*

**Location:** National (largely home-based with some travel required to meet with clients)

**Salary:** OTE £4080 per month (inclusive of a £1000 retainer)

**Contract length:** 3 months with potential to extend

### Responsibilities:

- Generate new leads and manage sales pipeline
- Develop and maintain relationships with clients and partners
- Conduct market research to identify new business opportunities
- Prepare and present sales proposals to clients
- Negotiate contracts and secure new contracts
- Work collaboratively with the True North Development team to deliver high-quality services to clients

### Qualifications:

- Experienced in sales/business development (ideally in the field of training/L&D/business consultancy)
- Proven track record of meeting or exceeding sales targets
- Excellent communication, negotiation, and presentation skills
- Strong organisational and time management skills
- Ability to work independently and as part of a team
- Knowledge of coaching, development, and team building is a plus

### Benefits:

- Opportunities for career development and advancement
- Dynamic and supportive work environment
- Chance to work with a disruptive and leading consultancy in the field of high performance coaching and development
- Play a key role in a small team with big ambitions

This is an associate position with a 3-month review period, after which the agreement may be extended based on performance. You will have a clear sales target and commission structure. If you are a results-driven business development professional with a passion for personal and professional development, we would love to hear from you.

To apply, please send your CV outlining your experience and qualifications to [Caty@truenorthdevelopment.co.uk](mailto:Caty@truenorthdevelopment.co.uk).

True North Development is an equal opportunity employer and welcomes applications from all qualified individuals.





## Meet the team

Our team is fuelled by a relentless commitment to high performance, potential, and a shared purpose of improving lives. Every decision we make and every solution we deliver is guided by these values, empowering us to consistently achieve and exceed our goals.

If you have any questions about the role or about True North, please feel free to contact us for an informal chat:

[caty@truenorthdevelopment.co.uk](mailto:caty@truenorthdevelopment.co.uk)

07786 035635

[pete@truenorthdevelopment.co.uk](mailto:pete@truenorthdevelopment.co.uk)

07584 024651

Thank you for your interest in True North...



▲ Pete Wallis –  
Co-Founder &  
Director

▲ Caty Illingworth  
Co-Founder &  
Director

▲ Paul Buck  
Director

...We look forward to meeting **you**







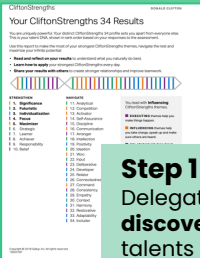
# Our Services





## Lead with your Strengths programme

Based on our **True Performance Model**, we utilise a ‘flipped classroom’ approach to ensure that the valuable time with the trainer is utilised for what matters – **Applying the learning** and developing strategies to ensure the delegate can **Prevail** in their goals.



### Step 1

Delegates will **discover** their natural talents by completing the CliftonStrengths assessment



### Step 2

Delegates will have access to bitesize online Strengths-based learning content



### Step 3

Delegates will attend a facilitated workshops in which they will **Apply** the learning material

### Step 1 – Unlocking your talents

Learners will begin by unlocking their **Full 34 CliftonStrengths report** in order to **Discover** their natural talents. These will form the foundation of the programme and will be developed to help the individual **Apply** their natural talents to **Prevail** in their goals and reach **high performance**.

### Step 2 – Strengths-based learning

Learners will have 12m access to carefully curated Strengths-based online learning content built around the **7 universal behaviours of success**. This digital content will include:

- Digital library containing explanation videos for all **34 themes**
- Digital learning content to help delegates **Name, Claim and Aim** their talents
- Digital learning content focussing on each of the **7 universal behaviours of success**:
  - Build relationships
  - Communicate clearly
  - Create accountability
  - Develop people
  - Inspire others
  - Lead change
  - Think Critically





## Steps continued...

### **Step 3 – Effective application**

Many training programmes will often utilise the trainer led session to deliver learning content and then expect the learner to apply their newly acquired knowledge outside of the training seminar. They then rely on the learner to 'feedback' the outcome of this application in the next session.

We believe this is not the most **effective approach**. Whilst on the job learning is important, the application phase is a critical component of learning and therefore should be **supported by the trainer**. Failure to do so can result in frustration, misapplied skills, and can adversely affect confidence. This is acutely felt when learning 'people-centric' management skills.

Using the '**flipped classroom**' approach we challenge this dated paradigm and instead use the valuable face to face seminar to create an environment for the learners to **utilise their Strengths** and **Apply** their new knowledge and skills in a safe, controlled and effective way. 'In the moment' coaching will further support their full understanding of what works best for them.

Each workshop will conclude by developing **strategies to safeguard the learning** and remove any interferences that might stop the learners being able to use their new-found skills post training. We go further than basic action plans and talk instead about strategies for success and positive habit formation.





## Lead with your Strengths – a holistic package

- A focus on whole person growth ☒
- Provides opportunity for self-reflection ☒
- Targeted & solves a problem for the learner ☒
- Provides opportunities to effectively apply learnings ☒
- Delivers long-term impact ☒
- Flexible to the users' needs ☒
- Available at point of need ☒





*Our exhilarating Strengths Trail Programmes, led by seasoned coaches, mountain leaders, and business professionals, are designed to help individuals and teams reach high performance quickly.*

*Using **Strengths psychology**, our courses enhance **self-awareness**, **performance**, and **resilience**, empowering individuals and teams to unlock their natural talents and achieve individual and organisational success.*

*Through exciting outdoor adventures, coaching, group activities, feedback, and action planning, delegates will embark on a journey, **discovering** and **applying** their natural talents, gaining the tools needed to **prevail**.*

*This isn't just your average team-build, this is the **future of High Performance**.*

## Discover

Prior to arriving, individuals will engage with the programme and **discover** their unique natural Strengths by completing the Gallup Strengths Finder survey and receiving a 2 hour coaching session from one of our certified coaches.

## Apply

During the Strengths Trail, attendees will have the opportunity to **apply** their natural Strengths in activities which are designed to increase self-awareness, performance and resilience, whilst helping them explore their natural talents as an individual and as a member of a high performing team.

## Prevail

Attendees will leave the Strengths Trail programme with a detailed report about their unique talents. This details how they can both exceed their expectations both individually and in a team, and **prevail** by protecting their plan from negative interferences.

## Strengths Trail – Customisable elements:

### The Mine Adventure

Descend deep into the mountain and experience the exhilarating rush as you solve the legend's challenges in an unforgettable adventure in dark and mysterious mine.

### The Da Vinci Experience

Solve the puzzles by applying your Strengths and working together as a team. The more you solve, the more you earn for the wild camp. It's like an escape room in the wild.

### Mountain Wild Camp

Immerse yourself in nature's beauty with a wild camp on a breathtaking mountain. With stunning vistas and crisp, fresh air, you will reflect on how your Strengths have got you so far in the Trail.





## Discover Your Superpowers with Our Transformative Strengths Coaching

Are You Ready to Conquer Your Goals? True North Development's Certified Coaches are Your Secret Weapon to Unleashing Your Unique Talents and Unlocking Unprecedented Success in Your Career and Life!



We understand that for some people, taking the first step towards coaching can be daunting. Some people may worry about formally identifying their Strengths through fear of also exposing areas of lesser talent. We also understand that there are some misconceptions about what is involved in coaching too.

A fundamental belief of Strengths Coaching is that anyone can do anything, it's just that their route there will be different depending on their natural talents. Focussing on the things that come naturally to us is our best chance of success.

Our experienced coaches are trained to listen without judgment and provide guidance without criticism. We provide a safe, confidential and supportive environment designed to help you achieve your goals and work through challenges. See our FAQs page on our website for more on Strengths coaching and how it works.





## Unleash the Hidden Potential of Your Workforce with Our Game-Changing Solutions

We can help you prepare for future business success by unlocking the talent and expertise within your workforce. With our innovative solutions, expert guidance, and effective development programmes, we support companies on their journey to high performance and intentional excellence.

### Talent Management

Our talent management services help organisations identify and unlock the skills and maximise the potential of their employees. With Gallup Strengths at its core, watch your people reach new heights while achieving your organisational goals.

With customised solutions designed just for you, we know we're your perfect fit.



### Consultancy

Watch your organisation soar with the power of a people-centric approach! Our expert consultancy services, fuelled by decades of military and corporate experience, will supercharge your HR strategy, organisational development, and people plans.

For unmatched results, get in touch today.





## Leadership and Management Training

Elevate your leadership and management capabilities with our dynamic training programmes. Our learning solutions are specifically crafted to enhance essential skills and knowledge, from honing communication and teamwork to mastering strategic planning and decision-making. We believe in fostering individual and team growth, helping you and your team scale new heights of success and to reach your full potential.



## L&D Strategy

Develop a visionary learning and development strategy with True North's innovative 'notional Director of L&D' service. We understand the power of an effective L&D plan and are dedicated to providing our expert guidance and support to organisations seeking to enhance their training initiatives.

With our commitment to results-driven solutions and future-focussed approaches, you can trust True North to help steer your organisation towards intentional excellence.







## Development that improves lives



How we help clients to make a REAL difference:

1. Our clients take a conscious step towards high performance and secure their place(s) on the Strengths Trail or book a Strengths coaching session.
2. For every 10 coaching sessions sold\* we provide a free Strengths Coaching session to a care experienced young person (or a charity recipient of the client's choice)
3. The client gets to develop their team and make a positive impact! They unleash high performance and motivate their team. They are then part of something bigger by fulfilling their CSR agenda and creating meaningful change – a win-win opportunity!
4. We can also help clients take their recruiting to the next level. We can help them discover hidden gems and bring diversity to their organisation. The next time they need to recruit, we can support them in placing one of our charity alumni, who have limitless potential and have been set up to prevail in a Strengths based organisation.

\*or monetary equivalent for other services provided





True North Development Limited  
First Floor  
Waterside House  
Waterside Drive  
WIGAN  
WN3 5AZ

Website: [www.truenorthdevelopment.co.uk](http://www.truenorthdevelopment.co.uk)  
Email: [pete@truenorthdevelopment.co.uk](mailto:pete@truenorthdevelopment.co.uk)  
[caty@truenorthdevelopment.co.uk](mailto:caty@truenorthdevelopment.co.uk)



GALLUP®