



**WILLOW &  
PUDDIFOOT**

Scaleup Manager



# Developing highly engaged and effective people managers who bring their best selves to work. Not just after a training day, but every single day.

Scaleup Manager is a different way to approach manager development. It's a 6-month, online, management programme designed to create more effective people managers in high growth businesses.

People are one of the major factors a growing company must get right. Scaling a great culture with highly engaged employees is critical to business success, and managers play a vital role in that.



Scaleup Manager is synchronous, with regular virtual workshops, group discussions, coaching and real-life assignments. It is entirely based on-line, using our dedicated digital workspace and Zoom.

This CPD accredited programme is run by Willow & Puddifoot and costs £1500 + VAT, per participant.



# Our Learning Model

There is a lot of talk in the scaleup world about creating a culture of learning. But how do you actually do it?

Scaleup Manager is a practical people development system that blends experiential virtual workshops, 1-1 coaching, mini real-life assignments and useful job-aids. This forms an all-in-one solution that achieves real behaviour change. Participants are bonded as a cohort (squad) of managers facing similar challenges, who encourage and support each other.

## Learn by Doing

Scaleup Manager integrates core topics for people managers in fast-growth businesses, including...

- Knowing your management strengths and areas to develop
- Optimising one-to-one communication
- Developing people as you scale
- Building a culture of trust and accountability
- Building resilience as a leader and for your team
- Leading strategically through constant change and ambiguity

## What Can I Expect?

Unlike traditional training, Scaleup Manager is hands-on. This means that you will learn and practice concepts and then immediately put them into action in your own work. As well as attending workshops, you will practice new techniques and share feedback with your squad.

There will be a total of...

- one management strengths profiling questionnaire and one self-assessment questionnaire, as pre-work
- six 2.5 hour workshops, spaced 1-month apart
- mini real-life assignments
- three 1-1 coaching sessions
- two squad learning debriefs
- online discussion channels
- optional job-aids, videos and self-study resources

## What is the Time Commitment?

Most of our participants have busy full-time jobs. We've created a timeline that's designed to stretch you, but still be manageable around your day job. The typical time commitment is about 30 hours, which is about 5 hours per month.

## What Will I Need?

You probably have everything you need already: a high-speed internet connection, the ability to use video, and the desire to become an amazing manager. Proficient English is also necessary.



## Who Should Attend?

Scaleup Manager is designed for managers in fast growth businesses that have at least one direct report. Your title doesn't have to be manager, but you need to work in a people management capacity.

If you don't currently have people management responsibilities, the programme won't be suitable due to its practical nature. But please join us in the future when you do become a people manager!

Willow & Puddifoot is committed to diversity and welcomes participants from under-represented groups.

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## What Are the Fees?

The programme is £1500 + VAT, per participant, payable on booking.

## Bring In-House

Scaleup Manager can be tailored for your business and run in-house. Both open enrolment and in-house have advantages which we will be happy to discuss with your specific business in mind.



“This programme specifically helps me put things into practice. I like that it alternates between knowledge sharing sessions, breakout rooms and practicing in the day-to-day. I can immediately apply what I have learned in my role and talk through my experiences with the group.”

*Programme Participant*, Easygenerator



### Call

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**BOOK NOW**



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