

CAIA

LEADERSHIP CONSULTANCY

LEADERSHIP COACHING BROCHURE



OUR STORY

CAIA is a global Leadership Consultancy for startups, scaleups and entrepreneurial companies. We are a team of business psychologists and executive coaches passionate about helping people to become better leaders so they can grow their teams and companies in a way that is sustainable.

CAIA was founded in 2018 by two Leadership Consultants frustrated by the lack of high-quality Leadership & Psychological services tailored to startups. After having worked for 3 of the world's leading Leadership Consultancies, developing leaders of FTSE100 companies globally, we realised that the startup world would highly benefit from our services.

We founded CAIA to provide innovative, deep & impactful leadership & culture solutions for entrepreneurs and intrapreneurs. We value diversity and work with leaders that run teams and businesses of all sizes & stages: from Early-Stage Startups, to Scaleups to Multinational Corporations.

**WHO IS
CAIA?**

THE COST OF A BAD LEADER



(Source: Hogan, 2018, Brandwein, 2021, McQuaid, 2012 & Rec, 2017)

CAIA LEADERSHIP SOLUTIONS

We know that raising our own self-awareness and deepening our understanding of our business partner(s) is the most effective way of growing as a startup in a sustainable way. Our leadership solutions are grounded in the highest quality exercises & coaching practices from the leadership development space and have been carefully tailored to startups.

REFLECTION + PSYCHOMETRIC

Pre-work is sent out by us to ensure that everyone is aligned on workshop expectations and success factors. You complete a Personality and Values Assessment and a Mini Self-Reflection Exercise.

LEADERSHIP COACHING

1.5 hour 1:1 Leadership Coaching Session with an executive coach during which we explore your career, motivation, self-awareness and goals as well as the psychological characteristics that underpin your current success and challenges. More information in this brochure.

LEADERSHIP TEAM WORKSHOP

Full-day Leadership Team Workshop designed to align on your shared vision, values and team purpose. Develop deeper empathy for behavioural preferences, natural leadership styles and learn which company values you will find easiest vs. most challenging to role-model. Leave the workshop with clear team commitments and action steps.

LEADERSHIP COACHING

Most leaders think they are self-aware but the reality is that most people tend to overestimate their levels of self-awareness. Leadership Coaching helps you deepen your understanding of your leadership profile and become aware of blindspots that could be holding you back from fulfilling your leadership potential. You leave each session with clear, tangible action steps to accelerate your growth.

- EXPLORE your core motivation, drivers, spike strengths and development areas as a leader
- CONNECT with your personal values and personality profile
- UNDERSTAND which of your natural preferences may help or hinder you from maximising your full leadership potential
- DEEPEN your self-awareness and gain greater personal impact through an improved ability to understand others, influence, and build relationships
- CO-CREATE a tailored Development Plan and explore the behaviours needed to help you achieve your goals
- LEARN how to motivate your team in a way that creates an inclusive, high performing team culture in your business

LEADERSHIP COACHING

WHAT IS IT?

60 - 90 min 1:1 leadership coaching session with an executive coach during which we explore your career, life path, motivation and self-awareness as well as the psychological characteristics that underpin your successes and challenges. The insights gathered by psychometric assessments (pre-work before our first session) are fed back during our first coaching session and are used to support you in your growth. Each session is tailored to the individual and focused on helping founders and their teams deepen self-trust and self-awareness so they can take practical action steps towards their personal and professional growth.

WHAT'S INCLUDED?

3 sessions

- Session 1: Leadership Self-Awareness
- Session 2: Leadership Development Planning
- Session 3: 360 or 3-Way Manager Session

6 -12 sessions

- as above but with on-going 1:1 sessions where we deep dive and implement your individual development goals

Cost

- 500€ per session



LARA MENKE

MSC, BSC

CEO, CO-FOUNDER & EXECUTIVE COACH

Lara Menke is an experienced leadership coach and occupational psychologist, who is passionate about unlocking the full potential of leaders by working at a deep psychological level. Lara's coaching style balances compassion and challenge to guide clients 'below the surface' in order to trigger mindset shifts and behaviour change. She empowers her clients to explore their emotions and unconscious limiting beliefs to help gain new perspectives and new options for action.

Clients value her empowering style, her positive energy and presence and the sharp insights into their untapped potential and blindspots. Clients also value feeling genuinely understood for who they truly are and motivated to grow into their highest leadership potential. Lara tailors each session to her clients' changing needs and uses a variety of powerful coaching techniques to help her people gain greater clarity and practical action steps towards their leadership growth.

Lara has worked as the lead leadership assessor and executive coach on a number of large scale leadership development programmes, leadership assessments and coaching engagements with senior leaders in a range of organisations. Her clients include GSK, HSBC, Barclays, UBS, The Bodyshop, Avon and Amazon. She also coaches leadership teams of tech scale-ups like Heights, CogX, Fuse Universal and many more. She has coached leaders on all five continents, having lived and worked in six different countries herself. In addition to English, she speaks fluent German and advanced Italian as well as beginner level French, Spanish and Dutch.



SIMONA HAIVAS

PHD, MSC, MSC

EXECUTIVE COACH & PSYCHOLOGIST

Simona Haivas is a tenacious, purpose-led talent and leadership development expert with a get stuck in mentality and a track record of delivering impactful solutions in a variety of contexts. She has been coaching leaders and high potential individuals for more than seven years, specialising in helping leaders who are experiencing transitions and growth in fast-paced roles and environments.

As a coach, Simona has a fluid and non-judgemental style underpinned by a genuine curiosity in understanding her clients' perspective and the contexts within which they operate. She leverages a blend of techniques (profiling, NLP, systemic coaching, neuroscience) to unpack the psychological make-up and get through emotional levels quickly by bringing awareness of the deep-seated patterns and processes. She is empathetic and positive whilst encouraging the individual to take ownership of what they need to change in order to achieve the desired goals, supporting them through the emotional journey that comes with this.

She brings experience in: executing end-to-end Talent Strategy, consulting with business leaders to align their people and culture agenda to business goals, leadership development & coaching: defining and implementing leadership capability frameworks and potential frameworks; defining and executing leadership development programmes. She is a certified leadership assessor and coach (ICF accredited) and is certified in the Hogan Leadership Suite. Simona has a PhD in Organisational Psychology with focus on employee motivation and speaks fluent English, Romanian and German.

CLIENT FEEDBACK

"CAIA's Leadership coaching solution is one of the best investments we've made as a startup. CAIA helped us understand what our strengths and blindspots are individually and as a leadership team, which has been an invaluable learning for us and will help us build a company culture where people can thrive. Lara & Simona are flexible, personable and very professional, which makes them a pleasure to work with."

**Dan Murray, Co-Founder Heights,
Co-Founder Secret Leaders**

"I have had the pleasure to work with CAIA over the last 3 months. Here at Fuse we needed the tools CAIA provide to help us as we scale. Not only are their psychometrics great tools that will help us hire the right people, but CAIA has also enabled us to redefine our values. I was sold on CAIA the first time met with Lara & Tania. The energy that they brought to our meetings especially the deep dive leadership workshop with our hiring managers immediately eliminated any doubts. We have officially started using the psychometrics and it has already made such a difference."

**Sipan Ibrahim - Global Head of Talent,
Fuse Universal**

"5 out of 5! Thank you for your time, passion and energy during our Leadership Team Values Workshop. What you did best was creating an environment that was conducive to open and frank conversations. The only way you could improve is by doing more of the same..."

**Ben Bentacourt, Co-Founder & VC,
Rianta Capital**

"Working with CAIA is extremely rewarding. The team are insanely talented and know how to deliver impact — at a personal and professional level. Their unique approach to building and coaching teams has been instrumental in helping the Deeper Signals level up and achieve our mission. If you are first-time founder, I can't recommend CAIA's services more highly".

Reece Akhtar, CEO & Co-Founder, Deeper Signals

"CAIA created a really easy process with defined goals to work towards and clear milestones in place throughout our project together. They then delivered against these milestones as they said they would, and we got exactly what we asked for (a rarity these days)"

Elliot Gold, Co-Founder, WorkLife

"Joining the CAIA's Leadership Development Programme has undoubtedly helped me make me a better leader. Recently I was in the middle of the most important deal of our companies history, when the whole thing nearly fell through. Rather than flaring up, I was able to calmly sit down with him and run through the coaching model we'd learnt from the programme and turn the whole thing around. Now the deal is done. I constantly find myself implementing the techniques I learn from CAIA into daily life."

Nic Yeeles, Co-Founder, Peg

"Our whole team said what a fascinating leadership session it was. We can't thank you enough for understanding our priorities as a whole and creating a really safe environment for our team to share their insights. We're so grateful to have had such an incredible experience. We're looking forward to implementing some of our amazing learnings from the Team Personality Workshop and working towards our shared goal!"

**Hannah Russel, Co-Founder & CEO,
MagsCreative**

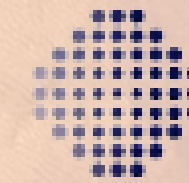
TRUSTED BY

HEIGHTS

rianta



fuse
universal

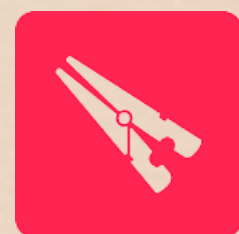


deepc

**SECRET
LEADERS**

WORK.LIFE

MATCHPINT



Peg

goodlord



CAIA

'The curious paradox is when I accept myself just as I am, then I can change.'

Carl Rogers

CONNECT WITH US!

Email: coa@caia.space

Website: www.caia.space

Phone: +447720221002

Office: 26-28 Great Portland Street, London W1W 8QT, UK