

A close-up photograph of a horse's eye and mane. The eye is dark and partially visible on the left side. The mane is a rich, golden-brown color and is the primary focus of the image, showing fine details of the hair fibers. The background is a soft, out-of-focus light color.

CAIA

LEADERSHIP  
CONSULTANCY

**CORE SOLUTIONS**



Too many startups fail because founders are not prepared for the challenges of leadership.

Leadership is an asset that brings outsized returns, yet it is a skills that is often overlooked by investors. The best leaders have deep self-awareness so they can consciously build on their strengths and work on their development areas.

A vertical, microscopic-style image showing a cross-section of a biological structure. The top part is a dense, orange, fibrous layer. Below it is a smoother, white layer. The bottom part is a dark, teal-colored layer with a more granular texture. The text 'WHO WE ARE' is written vertically in white, outlined letters across the center of the image.

# WHO WE ARE

We are a  
Leadership  
Consultancy for  
Startups, Scale-ups  
and VCs.

We are a global 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. We help founders become better leaders through innovative, deep and impactful leadership development solutions.

# VISION

We aim to be the go-to place for startup leadership globally.

# MISSION

To re-define what leadership looks and feels like in the world by helping entrepreneurial leaders improve their leadership skills.



OUR PLAN

CAIA

CAIA was founded in 2018 in London by two Leadership Consultants...

...who were frustrated by the lack of *high-quality* Leadership & Psychological services tailored to startup founders. After having worked for four of the world's leading Leadership Consultancies, psychologically assessing and coaching 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 and culture solutions for entrepreneurs and intrapreneurs. We value diversity and work with leaders in businesses of all sizes and stages: from Early-Stage Startups, to Scale-ups to Multinational Corporations.

[www.caia.space](http://www.caia.space)

An aerial photograph of a river winding through a landscape. The river is dark and flows from the top right towards the bottom left. The surrounding land is a mix of brownish soil, grey rocks, and patches of green and yellow vegetation. The overall scene is captured from a high angle, looking down at the terrain.

OUR STORY

An aerial photograph of a desert canyon. A river flows through the bottom of the canyon, and a person on a horse is visible on the right side. The canyon walls are layered with different colors of rock, from light tan to dark brown. The overall scene is dramatic and scenic.

We help  
founders  
become  
better  
*leaders.*

Here's why...

20%

of first-time  
managers are doing  
a poor job, according  
to their direct reports

26%

of first-time  
managers reported  
feeling not ready to  
lead others

50%

of managers in  
organisations  
are rated as  
ineffective

60%

say they never  
received any  
training when  
transitioning into  
their first  
leadership role.

*(Source: Center for Creative Leadership, 2022)*

**01. LEADERSHIP COACHING**  
Transformative 1:1 Leadership Coaching to build deeper self awareness and unlock leadership potential.

**02. LEADERSHIP ASSESSMENT**  
Identify high potential founders to invest in with our in-depth psychological leadership assessments.

**03. LEADERSHIP GROWTH WORKSHOPS**  
Take your organisation's leadership skills to the next level through group workshops on a variety of topics.

**04. PSYCHOMETRICS**  
Gain deeper insight into your people with our innovative personality and values psychometric assessment tools.

Our  
Solutions

# Overcome the psychological challenges of startup leadership.

- 60-90 min leadership coaching sessions with an executive coach and business psychologist to help you overcome the challenges of being a founder.
- Receive a personal development action plan.
- Hands-on support with team challenges such as recruitment and talent management.
- Practice tools to more effectively manage your blindspots or 'dark side' traits as a leader.
- Receive a 360 feedback report with feedback from your team members and key stakeholders.
- Deepen self-trust and self-awareness so you can take practical action steps towards your growth.

## Leadership Coaching



# Understand your leadership profile.

- Our 2.5 hour in-depth leadership assessments are designed to help leaders gain a deeper understanding of themselves, their strengths, and areas for improvement.
- Deepening self-awareness is one of the most effective ways to unlock an individual's leadership potential and drive organisational success and our assessment offering is design to provide exactly that.
- As part of the process, we explore a leaders' career, life path, motivation and self-awareness as well as the psychological characteristics that underpin their successes and challenges.
- We use a variety of psychometric assessment tools and questioning techniques to gather insights about what makes you uniquely you. Our assessments are conducted by experienced psychologists who specialise in leadership development.

# Leadership Assessment

# Take team performance to the next level.

- Our team development workshops are designed for teams to reach their full potential.
- We explore the behaviours and mindset shifts you collectively want to commit to in order to grow as a team.
- Create a truly inclusive culture by learning coaching skills and learning the science of hiring, on-boarding and developing talent that is in alignment to your core company values.
- Our workshops include: Improving Critical Thinking, How to Give and Receive Feedback as a Leader, Talent Strategy and Purpose.

# Team Workshops

# Improve your team leadership skills.

- Deepen self-awareness and empathy.
- Learn the fundamentals of coaching.
- Implement an evidence-based, consistent, scalable methodology to leadership and talent management in your startup.
- Receive individual psychometric reports on your leadership personality including core strengths and development areas.
- Tailored team reports outlining the diversity of your team.

# Leadership Growth Workshop

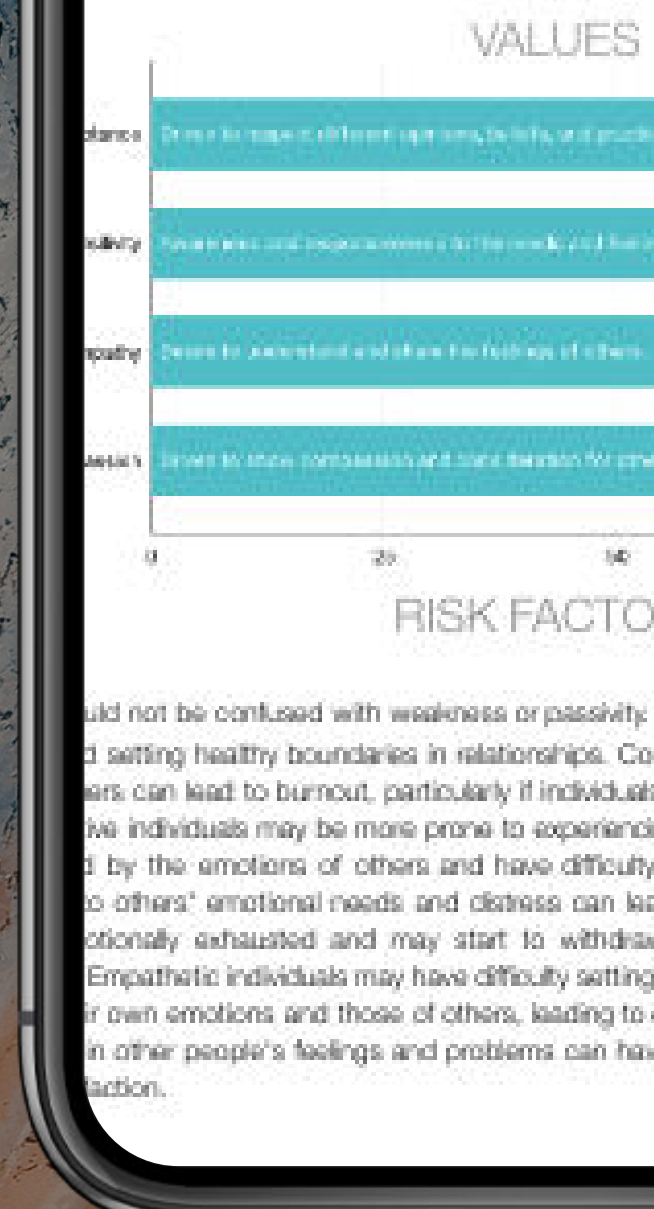
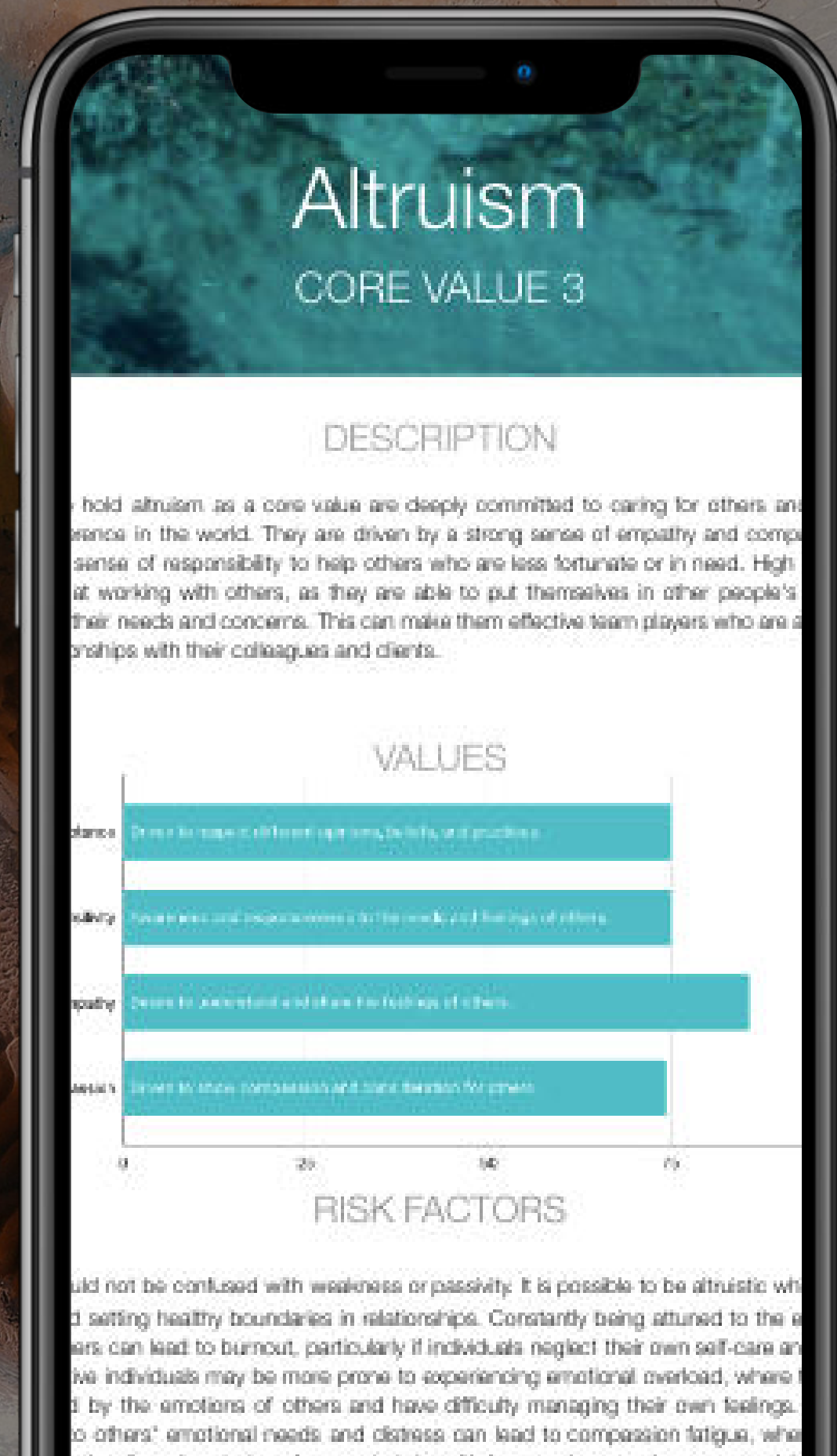
People who use their signature strengths are 6x more likely to be engaged at work.

- Our unique Personality Assessment is combined with a Self-Reflection Experience designed to help you understand yourself and your teams' personality on a deep psychological level.
- Our Values Psychometric Assessment is designed for leaders and organisations to define and refine their company values in a way that is theoretically grounded, nuanced and immediately actionable.

COA  
Psychometrics

# COA VALUES

An innovative and insightful values psychometric assessment designed for leaders and organisations to define and refine their company values in a way that is theoretically grounded, nuanced and immediately actionable.



# OUR TEAM



**Lara Menke**  
Co-Founder &  
CEO



**Kirra Southwell**  
Leadership  
Consultant &  
Business  
Psychologist



**Theresa Julie Menke**  
Business  
Psychologist



**Simona Haivas**  
Leadership Coach  
Talent Expert



**Constanze Harding**  
Leadership Coach  
Facilitator

# OUR ADVISORS



**Gurnek Bains**  
CEO & Founder of  
Global Future  
Partnership



**Dr Gorkan  
Ahmetoglu**  
Professor of  
Business Psychology  
at UCL



**Lauren Dallas**  
Founder of Future  
Females

# TESTIMONIALS

## A SELECTION



"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 &  
SECRET LEADERS



"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  
WORK.LIFE



"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 leaders and their teams has been instrumental in helping the Deeper Signals level up and achieve our mission. If you are a first-time founder, I can't recommend CAIA's services more highly."

### REECE AKHTAR

CO-FOUNDER & CEO  
DEEPER SIGNALS

# TESTIMONIALS

## A SELECTION



"My highlight of the Talent Strategy Workshop facilitated by CAIA was the number of light bulb moments the team had. Love Lara's energy and her unique way of being able to hold the room with a wonderfully charismatic and authentic style."

### JASPER BOS

GLOBAL VP OF TALENT  
ADEVINTA



"My highlight of the Leadership Growth Programme was sitting down with my colleague as part of the constructive feedback session - I felt like a weight was lifted. We had a good relationship before but as two men I don't necessarily think we had been that open or vulnerable with each other. Came away feeling more connected to him. ALSO Lara - was excellent and engaging. Could listen to her speak all day."

### STEVE ANDERSON

ACCOUNTING LEAD  
EMBER



"9/10 for the Leadership Growth Programme. My highlight of the workshop was the practical coaching exercise. It was really eye opening and immediately applicable for our managers".

### MARK WARD

CO-FOUNDER  
THRIVE



# OUR CLIENTS

A SELECTION



**HEIGHTS**

Adevinta







**rianta**



**WORK.LIFE**





-  London (HQ)
-  Berlin
-  Kuala Lumpur
-  Australia

# OUR GLOBAL TEAM

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CAIA

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out more!

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