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 flows across the top and right side of the frame. The background is a soft, out-of-focus light blue and white.

CAIA

LEADERSHIP CONSULTANCY

LEADERSHIP
GROWTH
PROGRAMME

www.caia.space

WHY LEADERSHIP MATTERS

Too many leaders fail because they are not well prepared for the challenges of *managing* people as they grow in their careers. We are here to support you with just that.

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.

LEADERSHIP DEVELOPMENT

OVERVIEW

Deepening the self-awareness of leaders is one of the most effective ways of scaling startups in a sustainable way.

Our leadership solutions are grounded in the highest quality exercises & coaching practices from the leadership development space and has been carefully tailored to startups and other entrepreneurial, fast-growing companies.

LEADERSHIP GROWTH PROGRAMME

THE PROCESS

REFLECTION + ASSESSMENT

Pre-work is sent out by us to ensure that everyone is aligned on programme expectations and success factors. You complete a Personality and Values Assessment and a Short Self-Reflection Exercise. You receive your Individual Personality & Values Reports immediately after completion.

LEADERSHIP WORKSHOP

Leadership Growth Workshop designed to help your leaders develop core leadership skills in order to maximise their full leadership potential. Develop deeper empathy for different behavioural preferences and diverse leadership styles. Discover your own leadership profile and practice coaching skills. Leave the workshop with clear team commitments and action steps.

LEADERSHIP COACHING

1-Hour one-to-one Leadership Coaching Sessions with our experienced Executive Coaches to help managers deepen the learnings from the workshops. Together we explore your career, motivation, self-awareness and goals as well as the psychological characteristics that underpin your current success and challenges.

Our signature Leadership Growth Programme is a one-day immersive leadership team workshop designed to help each person deepen their self-awareness and confidence in their authentic leadership style and implement a consistent, evidence-based leadership approach across your business. The core elements are:

LEADERSHIP GROWTH PROGRAMME

FULL-DAY WORKSHOP

01 THE PSYCHOLOGY OF EFFECTIVE LEADERSHIP | AWARENESS

- Learn about the five core elements of effective leadership
- Understand your leadership & team personality & values Profile
- Explore your unique strengths, development areas and blindspots as a leader

02 KEY LEADERSHIP SKILLS | PRACTICE

- Understand the transformative power of coaching as a key leadership skill
- Practice the Grow Coaching methodology
- Learn how to have effective 1:1 conversations with your team and give & receive feedback

LEADERSHIP COACHING

AFTER THE WORKSHOP

60 - 90 min 1:1 leadership coaching sessions 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 the psychometric assessments are fed back during our first coaching session and are used to support you in your growth. Each session is tailored to you as an individual and focused on helping you deepen self-trust and self-awareness so you can take practical action steps towards your personal and professional growth. The first three coaching sessions are focused on deeper self-discovery and receiving psychological insights into where you are now vs. where you want and need to be.

**01 SELF-AWARENESS: YOUR INDIVIDUAL
LEADERSHIP OPPORTUNITIES & CHALLENGES**

02 YOUR VISION & PERSONAL DEVELOPMENT GOALS

03 3-WAY SESSION WITH MANAGER OR KEY STAKEHOLDER

Sessions four to twelve are tailored to your unique path and coaching goals. We help you implement your personal development goals and address the unique challenges that arise as your leadership journey evolves. Areas of focus might include 'Authentic Leadership', 'Deepening Self-Confidence', 'Practicing Team Coaching Skills' 'The Psychology of Having Difficult Conversations' or a focus area of your organisation's choice. We recommend running a 360 Feedback assessment after 8 months in order to measure your leadership growth, personal development progress and receive powerful feedback from key stakeholders.

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

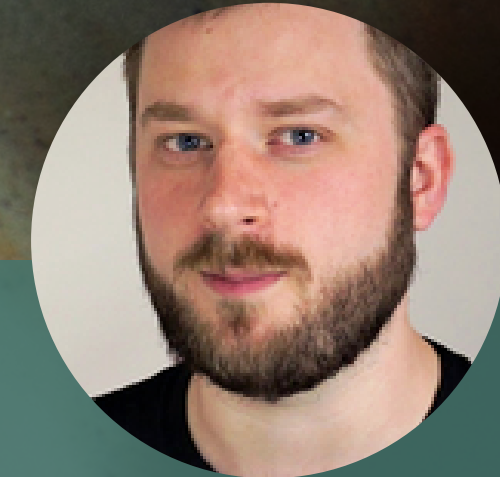
GLOBAL VP OF TALENT
ADEVINTA



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. Those pretzels were pretty outstanding too.

MARK WARD

CO-FOUNDER
THRIVE

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

WHO IS CAIA?

OUR STORY

CAIA is a global Leadership Consultancy for startups and fast-growing companies. 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.

CAIA was founded in 2018 in London by two Leadership Consultants 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 that run teams and businesses of all sizes and stages: from Early-Stage Startups, to Scaleups to Multinational Corporations.

OUR CLIENTS

A SELECTION



HEIGHTS

Adevinta

& ember

V VenueScanner

rianta

THRIVE

WORK.LIFE



 deepc

fuse
universal



CO-FOUNDER & CEO



LARA MENKE

LEADERSHIP COACH
OCCUPATIONAL
PSYCHOLOGIST

Lara Menke is the co-founder & CEO of CAIA and 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.

Lara has worked extensively with senior leaders and teams from FTSE100, Fortune 500 and Start Up companies, facilitating group-based development sessions as well as 1-1 executive coaching. She has coached leaders ranging from C-Suite to first-time leaders and everything in between. Clients value her empowering style, her positive energy and presence and the sharp insights into their untapped potential and blindspots that she brings. 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. Her focus is on helping people become the most *authentic* leader they can be.

Before founding CAIA in 2018, Lara worked as a Leadership Consultant and Coach for three of the worlds' leading leadership consultancies (YSC Consulting, Heidrick & Struggles & Korn Ferry). She worked as the lead leadership assessor and executive coach on a large number of global leadership development programmes, leadership assessments and coaching engagements with senior leaders in a range of organisations. Her corporate clients included GSK, HSBC, Barclays, AIB, UBS, The Bodyshop and many more. She also coaches leadership teams of tech Scale Ups like Heights, CogX, Venuescanner, Fuse Universal and many more. Lara 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. Lara holds a MSc in Business Psychology from UCL in London and a BSc in Psychology from Maastricht University in The Netherlands.

SIMONA HAIVAS



SIMONA HAIVAS

LEADERSHIP COACH,
ASSESSOR &
OCCUPATIONAL
PSYCHOLOGIST

Simona Haivas is a tenacious, purpose-led talent and leadership development expert at CAIA. She has a 'get stuck in' mentality and a strong track record of delivering impactful solutions in a variety of contexts. She has been coaching leaders and high potential individuals for more than ten 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. Clients appreciate Simona's balance of challenge and support to create 'aha' moments and to (gently) push them out of their comfort zone. Focusing on building their own resources, Simona enables clients to expand their horizon on how they can reach their goals and build on the coaching work after the coaching journey ends. Drawing on her PhD research on human motivation, Simona is passionate about enabling individuals to find their internal motivation and the energy points to sustain behavioural change.

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.

CONSTANZE HARDING



CONSTANZE HARDING

LEADERSHIP COACH

ASSESSOR & FACILITATOR

Constanze Pauline Harding is a Leadership Coach and Business Psychologist, passionate about helping organisations and leaders transform, adapt and thrive, from the inside out. She delivers assessments, coaching, training and culture change consulting services to organisations and their people across a range of industries.

Prior to becoming a leadership consultant, Constanze was an established management consultant for 8 years, where she supported businesses on re-structures and large-scale transformation journeys. The learnings she gained from this period are very much still integrated into her work, so when helping clients today, she leverages both her solid business mindset and combines this with a deep understanding of human personality and the science of what makes leaders effective.

Constanze has a MSc in Organisational Psychology from UCL, a MSc in European Business from ESCP Europe and a BSc in Philosophy & Economics from the University of Bayreuth. Born by a German mother and a Chilean father, she has worked, lived and studied in the UK, France, Germany, Chile and South Africa which helped her gain a broad, global perspective.

She is a transformational coach, certified by the International Coaching Federation (ICF), and also accredited in several well-known leadership diagnostics, including HOGAN. To expand her insight into the human mind, she gained relevant qualifications in Psychotherapy and NLP.

KIRRA SOUTHWELL



KIRRA SOUTHWELL

LEADERSHIP CONSULTANT

OCCUPATIONAL
PSYCHOLOGIST

Kirra is an experienced business psychologist and leadership consultant who is constantly seeking new ways to bring innovative solutions to the challenges faced by leaders and organizations.

Since joining CAIA in 2019, Kirra has made a significant contribution by co-founding COA, a scientifically validated personality psychometric that has helped shape the future of assessments. Kirra's approach to leadership development combines cutting-edge research with practical, real-world experience. In her work, Kirra leverages her deep understanding of the interplay between psychology, leadership, and organizational performance to provide insightful and actionable recommendations that help her clients navigate complex challenges and achieve their potential.

She has a proven track record of success in working with a diverse range of organizations, from startups to Fortune 500 companies. Her recent clients include multinational corporations such as Rio Tinto, BHP, Woolworths Group, Diageo, and The Body Shop, as well as government agencies and not-for-profits.

Kirra holds a Master of Business Psychology, and a Bachelor of Psychological Science from the University of Queensland in Australia. She has also completed an Intensive Program in Forensic Psychology at Maastricht University in The Netherlands.

OUR ADVISORS

**GURNEK BAINS**

CEO & FOUNDER OF GLOBAL
FUTURE PARTNERSHIP

Gurnek Bains is the CEO and Founder of Global Future Partnership. In 1990 he co-founded YSC, a global leadership consultancy, that he led for 25 years as CEO and Chairman to a position where it now has 20 international offices and a client base comprising over half of the FTSE100. Gurnek is a trusted adviser to some of the most prominent business leaders in the world, the author of two books – Cultural DNA and Meaning Inc – as well as chairman of the internationally-acclaimed contemporary dance company, Akram Khan.

**DR. GORKAN AHMETOGLU**

PROFESSOR OF BUSINESS
PSYCHOLOGY AT UCL

Dr Ahmetoglu is the author of Personality 101 and the editor of the Wiley Handbook of Entrepreneurship. He has published numerous articles and reviews in leading academic journals including Harvard Business Review and Management Today. He is a leading expert in psychological profiling and a business adviser / speaker in the areas of talent, entrepreneurship, innovation, and consumer decision-making. He is an associate to the Entrepreneurial Finance Lab at Harvard University.


**LAUREN DALLAS**

FOUNDER OF FUTURE FEMALES &
THE GROWTH ACADEMY

Lauren Dallas is Founder of The Growth Academy, an eLearning platform for entrepreneurs. The Growth Academy has expanded to 10 countries and was named as one of Fast Company's most innovative companies of 2017. Lauren is also Co-Founder of Future Females, a movement to rapidly increase the number of and success of female entrepreneurs. Future Females is in twelve global cities, with over 10,000 members, and has recently launched the online Future Females Business School.

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

CARL ROGERS

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 flows across the top and right side of the frame. The background is a soft, out-of-focus light color.

CAIA

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