

A group of seven business professionals, four women and three men, are seated around a large white conference table in a bright, modern office. They are all dressed in professional business attire. Some are looking at documents on the table, while others are engaged in conversation. The background is a light, neutral color, and the overall atmosphere is professional and collaborative.

GETTING READY FOR PROMOTION

PROGRAM OVERVIEW

High performance alone doesn't guarantee promotion in professional services. To step up into senior leadership, directors, or partner-equivalent roles, individuals need to demonstrate visible leadership, commercial thinking, and the ability to influence beyond their current remit.

This program equips high-potential professionals with the clarity, strategy, and presence to be ready for promotion.

Participants learn how to shape their personal brand, define their niche, showcase strategic value, and create a promotion-ready plan that balances client work with leadership impact.

WHO IT'S FOR

- Senior Associates, Managers, or Directors-in-waiting, typically 12–24 months from promotion.
- High performers who deliver technically but need greater visibility, leadership impact, and strategic contribution.
- Organisations wanting to strengthen their leadership pipeline and retain top talent.

LEARNING OUTCOMES

By the end of the program, participants will:

- Understand the capabilities firms value most when deciding on promotions.
- Define their niche and personal brand to stand out in the market.
- Build a promotion-ready strategy that demonstrates commercial and leadership impact.
- Apply strategic thinking and planning tools to shape a credible business case.
- Increase visibility and influence with decision-makers.
- Balance technical delivery with leadership behaviours that signal readiness.
- Leave with a 90-day action plan to build momentum immediately.

DELIVERY FORMATS & AGENDAS

OPTION A: 2-DAY IMMERSIVE

DAY 1 — POSITIONING FOR PROMOTION

Morning

- What firms really look for in promotion decisions.
- Shifting from technical expertise to visible leadership.
- Defining your niche and personal brand.

Afternoon

- Promotion myths vs. realities in professional services.
- Building internal visibility and credibility.
- Reflection exercise: strengths, gaps, and opportunities.

DAY 2 — STRATEGY AND ACTION

Morning

- Strategic thinking and planning tools.
- How to put together a business case for leadership.
- Case examples from successful promotions.

Afternoon

- Creating your promotion-ready plan.
- Building support: sponsors, mentors, and allies.
- Crafting a 90-day action tracker.

DELIVERY FORMATS & AGENDAS

OPTION B:

1-DAY INTENSIVE

1-Day Intensive

Morning:

What firms look for + defining your niche and personal brand.

Afternoon:

Strategic tools, promotion-ready plan, and 90-day action tracker.

OPTION C:

90-MINUTE MODULAR SERIES

90-Minute Modular Series

Delivered as 6 sessions:

1. What firms look for in promotion decisions.
2. Defining your niche and personal brand.
3. Increasing visibility and influence.
4. Strategic thinking and business case planning.
5. Creating a promotion-ready plan.
6. Building a 90-day action tracker.

WORKBOOKS & MATERIALS

- **Promotion Readiness Checklist** — benchmark against your organisations key capabilities.
- **Personal Brand Worksheet** — define niche, uniqueness, and positioning.
- **Strategic Planning Workbook** — apply to promotion case or practice area growth.
- **90-Day Tracker** — weekly actions to build habits and visibility.

- Tailored content, such as your organisation's milestones and expectations can be either built into the program, or can included via an internal guest speaker slot.
- Practical exercises, reflection tools, and live strategy planning.
- Based on insights from promotion panels and leadership criteria in law, accounting, and consulting.
- Combines individual reflection with peer learning for accountability.

HOW IT WORKS

FAQS

Can we tailor this to our organisation?

Yes — it's common to tailor the context, the promotion criteria and roadmap to your organisation. In the full-day program you can add in sessions from your own HR or recently promoted leaders to give your specific organisations context and process.

Do participants need to be formally nominated for promotion?

Not at all. This program suits both confirmed candidates and high-potentials who want to prepare early. The program context is set by, and aligned to, your organisation.

Can this be useful for non-client-facing roles?

Yes — everyone benefits from defining their niche and demonstrating strategic value, regardless of client exposure.

NEXT STEPS

Ready to strengthen your promotion pipeline?

Equip your high-potential leaders with the clarity, strategy, and presence to step up with confidence.

EXPLORE MORE PROGRAMS

Guilt Free Growth

Help working parents design sustainable careers and home lives without guilt.

Delivery Options to Choose From:

- 1-day workshop
- 90-min series*

Step Into Leadership (First 90 Days & Beyond)

Support newly promoted leaders to build credibility, alliances, and early wins.

Delivery Options to Choose From:

- 90-min virtual series* (1:1 or group)

From Leader to Executive Team

Transform senior groups into true executive teams with trust, alignment, and results.

Delivery Options to Choose From:

- 1-day offsite
- 90-min virtual series*

Your Leadership Style in Action

Build self-awareness and adaptability so leadership lands with clarity and impact.

Delivery Options to Choose From:

- Full-day with profiling
- Half-day without profiling
- 90-min virtual series*

Team Fuel

Reignite team purpose, priorities, and engagement for stronger collaboration and results.

Delivery Options to Choose From:

- 1-day team workshop
- 90-min series*
- Optional follow-up team surgery

Emotional Intelligence in Professional Services

Strengthen self-awareness, composure, empathy, and relationships under professional pressure.

Delivery Options to Choose From:

- 2-day immersive
- 1-day intensive
- 90-min series*

Fresh Thinking in Professional Services

Make innovation a habit through reframing, ideation, and low-risk experimentation.

Delivery Options to Choose From:

- 1-day workshop
- 90-min virtual series*

Leading Change

Equip leaders with tools and rhythms to lead change that sticks.

Delivery Options to Choose From:

- 1-day workshop followed by 4 x 60-min momentum sessions
- Online self-guided program*

Communicate with Impact

Simplify complexity, connect with story, and deliver messages that inspire action.

Delivery Options to Choose From:

- 1-day workshop
- 90-min series*
- Optional pitch-prep clinics

***Available virtually, to suit all global time zones.**

All programs have option to add on group or individual coaching

A Note From Me



Sarah



**Book a call
to discuss
your needs**

Who I Work With

I partner with leaders and HR teams across professional services — from large global firms to smaller partnerships — in law, consulting, accounting, and business services.

My Background

With over 20 years in leadership development, I've worked both as a management consultant and inside professional services organisations.

I understand the realities of these environments: always-on, commercially driven, and shaped by cultures that prize logic, analysis, and precision.

What I Deliver

- Leadership development that busy professionals value.
- Practical content designed for analytical, time-poor audiences.
- High-ROI programs that strengthen leadership, engagement, and growth

How I Work

I bring proven frameworks, but I adapt them to your context and culture.

My programs are no-nonsense, commercially grounded, and designed to make an immediate, visible difference — in how leaders show up, how teams collaborate, and how organisations grow.

All programs can be delivered **in-person or virtually, across time zones** to support both global and local teams.