

**We empower your
leaders and people
to transform your
culture and deliver
measurable
transformation.**

An introduction to Full Potential Group



We have unlocked people potential for:



AdvanceHE



DIABETES UK
KNOW DIABETES. FIGHT DIABETES.



**INVESTORS
IN PEOPLE**



Michael Page



Panasonic

POLICE:NOW
INFLUENCE FOR GENERATIONS



Full Potential Group

Empowering leadership, transforming culture



25+ years people development experience

Established over 25 years ago we are people development experts, helping you develop people throughout the employee lifecycle, from graduate recruits and emerging talent, to C-suite leaders and your Executive Team.



Business pragmatism + transformational change

We blend solid business pragmatism with real transformational change. We focus on improving leadership & management effectiveness, coaching, team performance, motivation & wellbeing that delivers against your strategic objectives and provides measurable ROI.



2,500 organisations and 1 million people impacted

We've increased performance in almost one million leaders, managers & their teams, and helped create thriving cultures in 2,500 organisations, global corporations & growing SMEs.



Addressing your business and people challenges

Leading and managing through change:

- Scaling for growth
- Strong leadership pipeline
- Creating a cultural shift
- Mental wellness
- Remote and hybrid working
- Creating agile leadership
- Motivated and adaptable workforce
- Need for innovation and creativity

Engaged & motivated employees:

- Thriving teams & culture
- Creating empowering environments
- Multi-generational talent, diverse workforces

Faster & leaner business models:

- Doing more with less: smarter, better, faster
- Tighter budgets, bigger demands

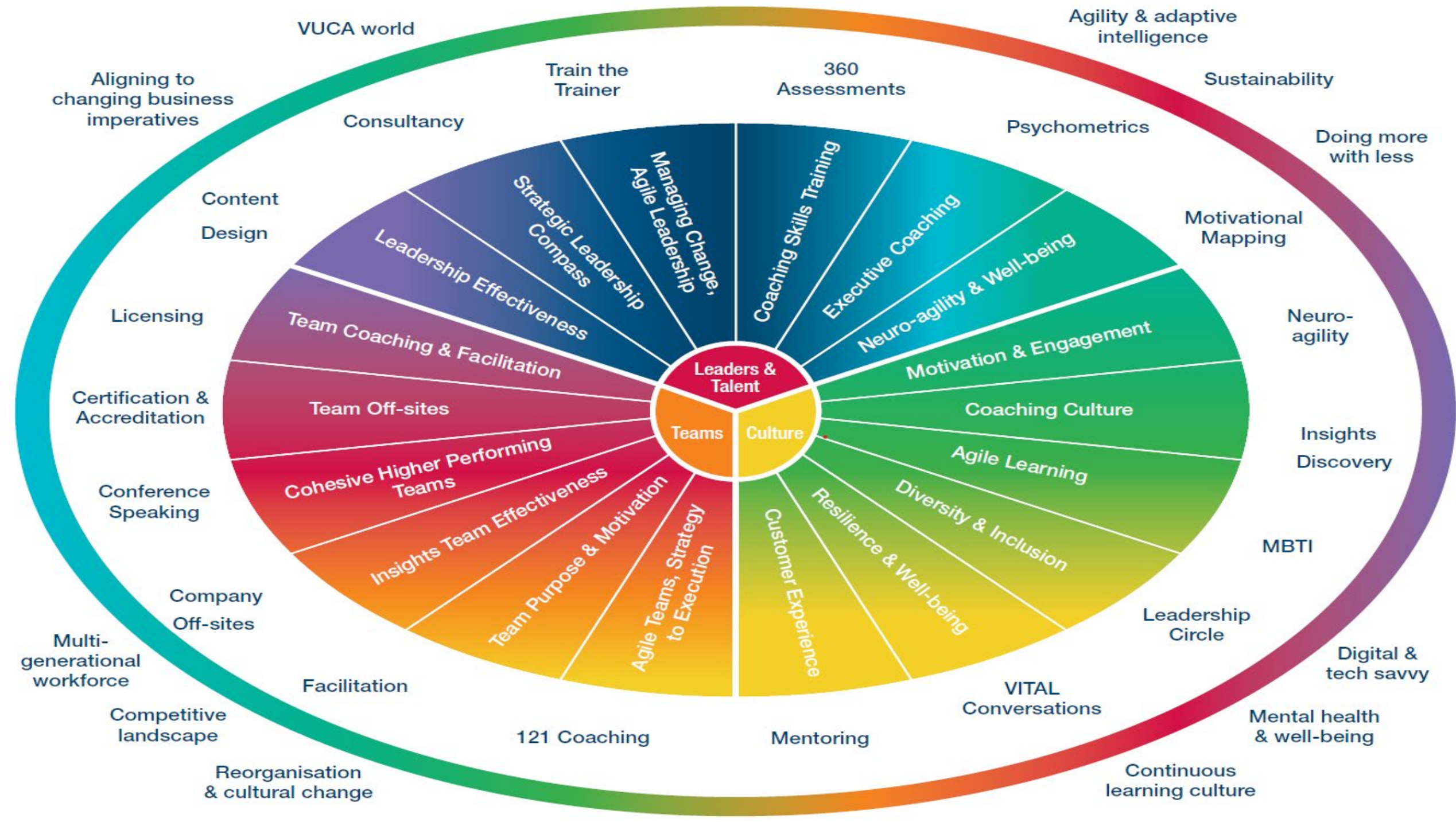
Talent retention & development:

- Identifying, retaining & developing the best talent
- Right people, right roles, due diligence
- Developing strong talent pipeline & succession
- Coaching, mentoring and sponsorship

Future workplace:

- Virtual / hybrid/ global teams – connecting across complex matrixed organisations
- Managing stress in the workplace
- Employee experience, resilience and wellbeing
- Doing the right things, focus & prioritisation
- Connectivity & remote virtual working
- EDI
- Self-directed learning culture





Full Potential culture

Creating a great place to work.



Unlocking full potential

the world of work is changing

Third wave

Work Happier

(transformational leadership, coaching, mojo)

Second wave

Work Smarter

(leadership effectiveness, process automation and technology)

First wave

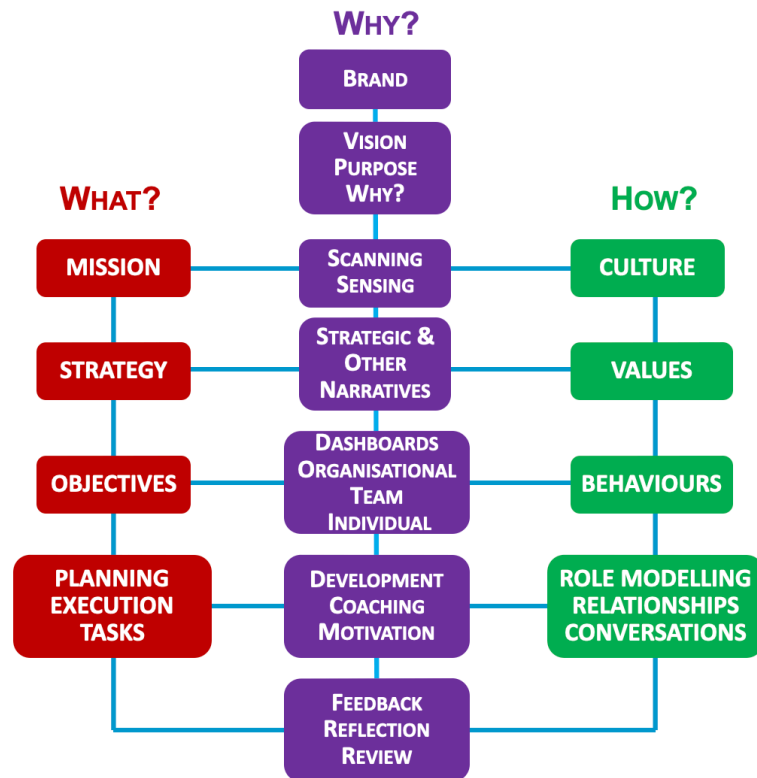
Work Harder

(better time and project management)



Creating a High Performance Organisation

Sustainably High Performing System



Leaders and talent

- Senior executive development
- Leadership and management development
- Emerging leaders and rising talent
- Executive coaching
- Creating a coaching culture

fullpotential

WORLD
ECONOMIC
FORUM

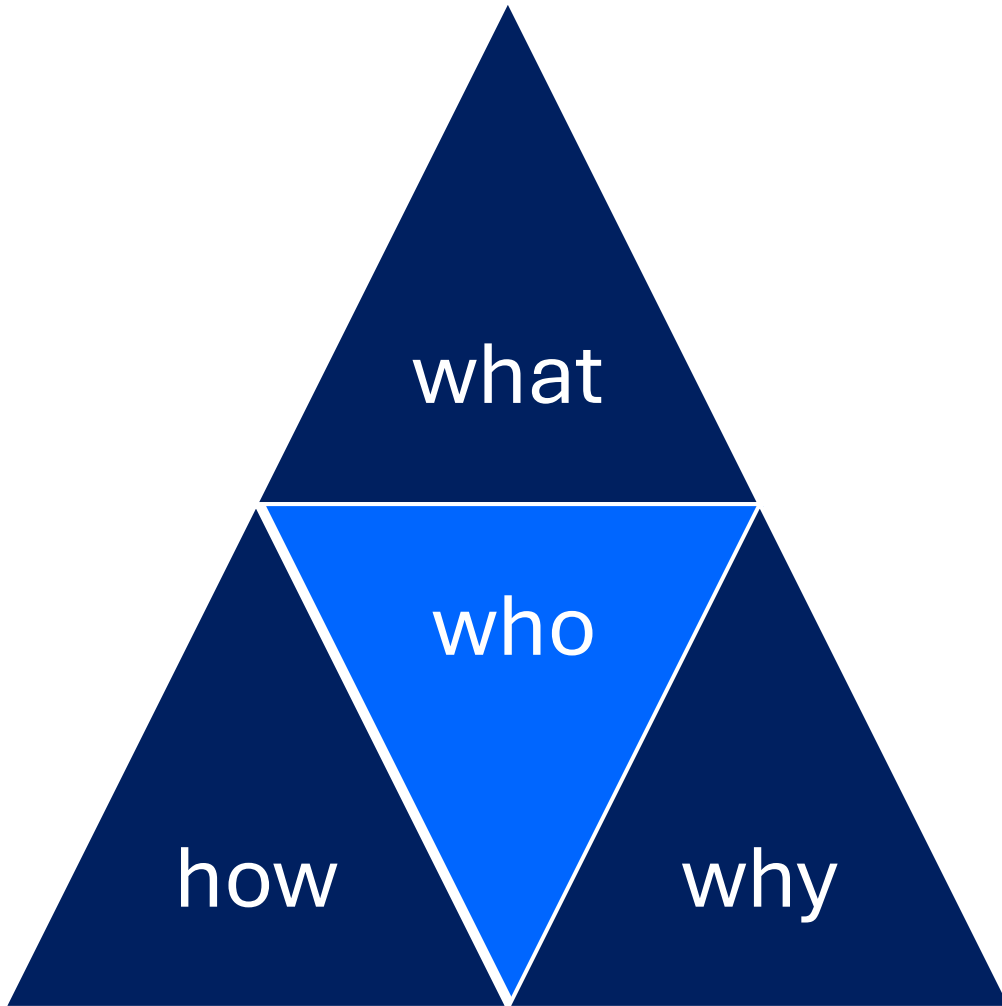
Top 10 skills of 2025

-  Analytical thinking and innovation
-  Active learning and learning strategies
-  Complex problem-solving
-  Critical thinking and analysis
-  Creativity, originality and initiative
-  Leadership and social influence
-  Technology use, monitoring and control
-  Technology design and programming
-  Resilience, stress tolerance and flexibility
-  Reasoning, problem-solving and ideation

Type of skill

- Problem-solving
- Self-management
- Working with people
- Technology use and development

Growing Leaders & Talent





Vertical Development

Enabling leaders to 'Be'; to think and skillfully make sense of the world within which they operate with a focus on personal identity, values & beliefs

'Be'

PERSONAL
CREDIBILITY

EQ

ATTITUDE & MINDSET

THINKING LEVELS

VALUES & BELIEFS

SELF & INTERPERSONAL AWARENESS

SKILLS

KNOWLEDGE

CAPABILITY

TASK

IQ

PROFESSIONAL
CREDIBILITY

Horizontal Development

Enabling leaders to 'Do' using high value tools, skills, knowledge, models and frameworks

'Do'

Transformation

Vertical and Horizontal
Development

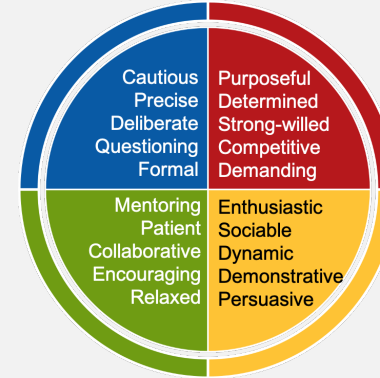
Transaction

Leadership & talent programmes – ready to go or bespoke for your needs



Self Aware Leadership

Transformational leadership effectiveness. Deepening self-awareness, emotional intelligence and authenticity. Utilising 360° feedback, profiling or self assessment to identify strengths, motivators, values and development gaps, recognising and flexing leadership styles to enhance decision-making, elevate leadership effectiveness and inspire positive change in self, others and the organisation.



Influence, Impact & Interpersonal Effectiveness

Unlocking the keys to interpersonal effectiveness by understanding behavioural preferences.

Exploring strategies to enhance leaders' ability to inspire others, build rapport and navigate diverse relationships. Recognising diversity, valuing others, by flexing and adapting communication styles to strengthen influence, impact and collaboration.



Leading High Performing Teams to Execute on Strategy

Understanding team dynamics, empowerment and how to build a cohesive, high performing team. Knowing how to overcome the 5 dysfunctions of teams, building trust, cultivating constructive conflict, committing to a shared purpose and goals, holding accountability and focusing on collective results.

Leadership & talent programmes



Coaching, mentoring & managing performance

Knowing how to transform people's potential into real results.

Managing performance, giving feedback, handling challenging conversations, breaking through barriers and obstacles to success.

Having a full potential coaching mindset and skills in everyday conversations to unlock high performance.



Delivering results through others

Developing excellence in execution by linking people, strategy and plans together and delivering results through others.

Honing focus, time management, prioritisation, delegation and cultivating habits to fast-track confidence, productivity and results.

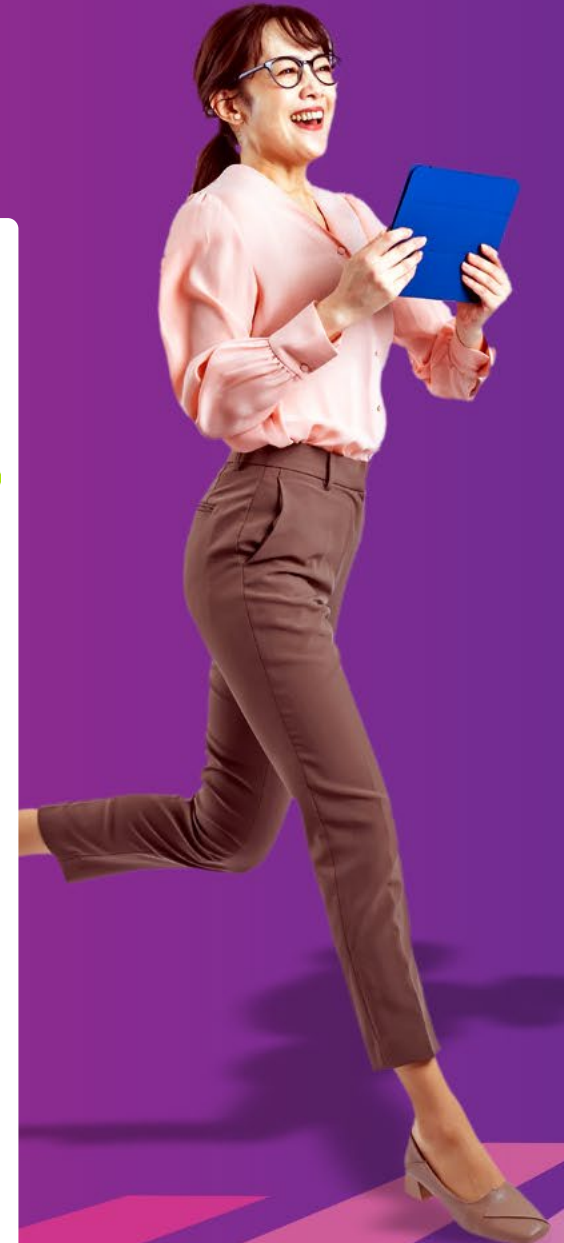


Motivating people

Understanding how to motivate yourself and others. Identifying, measuring and monitoring the 9 motivators that impact performance, productivity and resilience.

Knowing how to recognise people's motivational hot buttons, how to have effective 121s discussing motivation, goals and action.

How to measure team and organisational motivation and create a happy place to work.



Leadership & talent programmes



Strategic thinking

Exploring frameworks and approaches to sharpen strategic acumen. Cultivating the mindset and power skills needed to lead strategically, drive innovation and achieve sustainable success in a rapidly evolving world. Utilising 7 key attributes of strategic thinking.

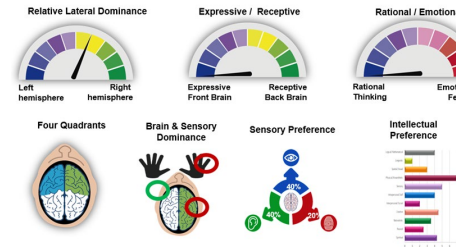
Applying a breakthrough process to current business challenges and opportunities to develop and sponsor strategic organisational change.



Leading change

Embedding vital skills for effective organisational transformation. Applying change management frameworks, communication strategies and leadership techniques to inspire teams, foster growth and innovation.

Crafting compelling visions, storytelling, overcoming resistance to change, building adaptability and stakeholder engagement with practical hands-on experience in developing change plans and spearheading breakthrough.



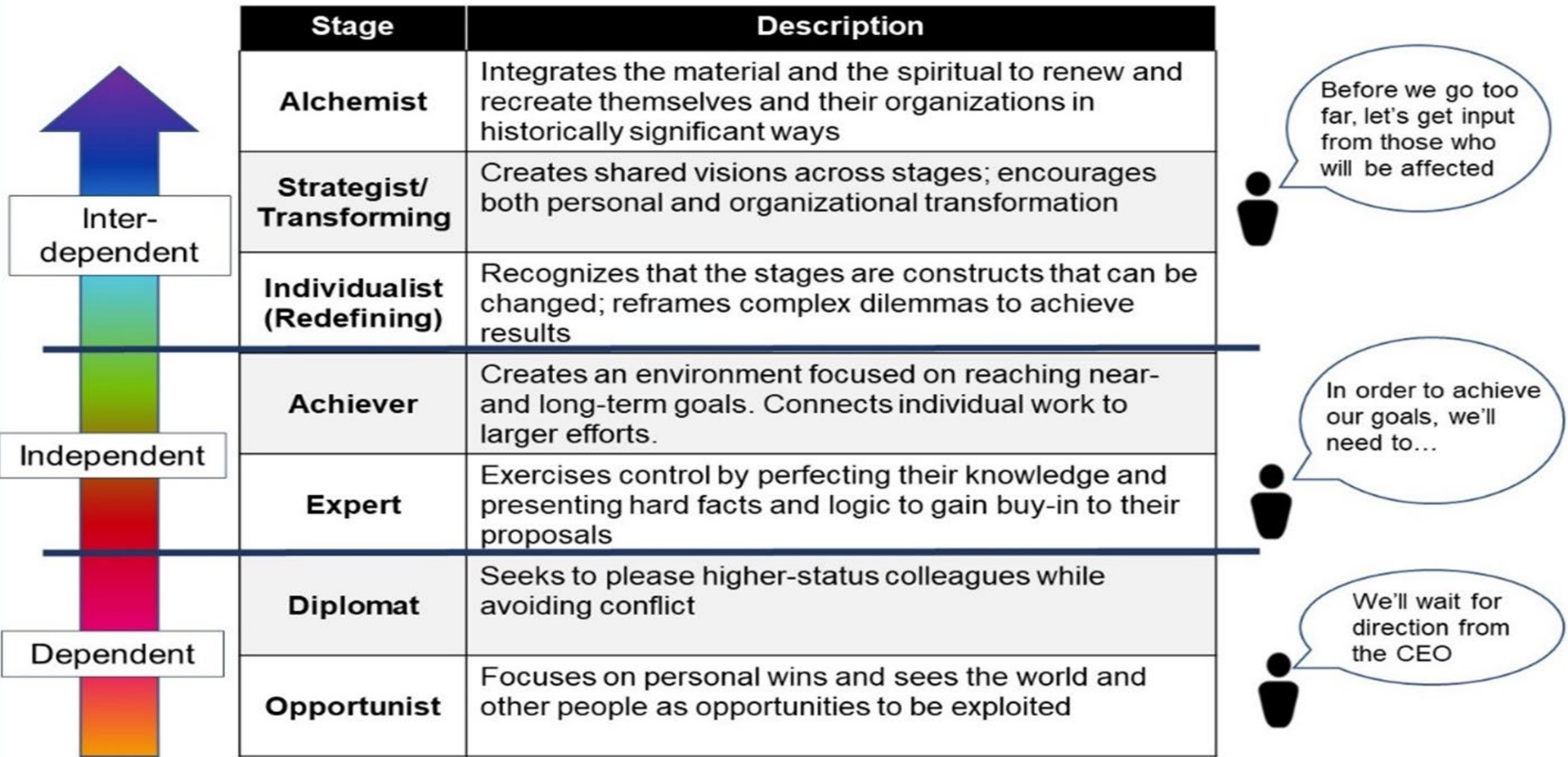
Resilience and wellbeing

Exploring strategies to thrive amidst pressure and uncertainty.

Learning latest developments in neuroscience and resilience-building techniques, stress management tools and methods to foster a holistic culture of wellbeing within teams.

Equipping leaders with the skills to lead with resilience, inspire their teams and sustain peak performance in today's demanding landscape.





What people say



“Thank you so much for running the course today. The Coaching day 1 and 2 has been my favourite training course since being at Baringa. I’d do it again if I could!!”

Alexandra Doran

Senior Manager, Baringa

“I am just on the train on the way home, reflecting on a brilliant team offsite.

Thank you so much for all the hard work and planning that went into today, I really appreciate it. I thought the content, pace and delivery were all pitched perfectly for us as a team and we all really enjoyed it.

So much to reflect on and I am very keen to keep the momentum”

Financial Services

CFO

“You were on top form and the group really appreciated how well you engaged with them, using the colours etc was excellent. Also, not much theory and lots of practice, bit by bit as you did. Superb thanks!”

Frank Esson

Vistage Group Chair

“I am still buzzing from the advanced leadership coaching course, and I find myself reflecting back on the two days and applying the coaching techniques already.”

Store Operations Manager

Tesco

Executive coaching

“Full Potential executive coaching is serious. It’s about having a fundamentally different attitude to who you are ‘being’ in your organisation and the impact and results you could be delivering.” **Carole Gaskell, Founder of Full Potential Group**

A recent global survey by PriceWaterhouseCoopers found the mean ROI in coaching was **7 times the initial investment** with over 25% of leaders reporting ROI of 10 to 49 times the cost.

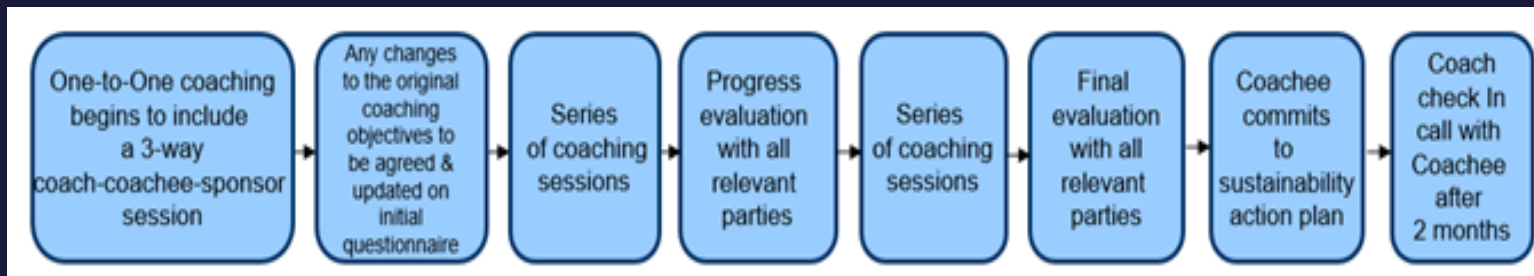
Full Potential Executive Coaching Service

Full Potential Group's Executive Coaching is not a soft option. Expanding an individual's potential for growth is challenging. It requires honesty, a willingness to shift mindset, learn new skills, readiness to confront obstacles and difficult issues and courage to stick with changes even when the going gets tough.

Executive Coaching provides a safe, confidential environment in which to challenge the status quo. Our Coaches support individuals to create powerful foundations, call people to their highest potential and embed core skills, tailor-made to their specific development needs. They also hold the creative tension between the individual's current reality and the real impact they could be having when they step-up and embrace positive new leadership behaviours into their day-to-day work.

Before the programme begins, the Coachee and coaching sponsor both complete a short initial coaching questionnaire. The sponsor should be someone who can provide vital support to the Coachee, whilst also holding the organisational objectives for the coaching. The process includes:

- Chemistry calls with a maximum of 3 potential coaches, so the coachee chooses the best match.
- 3- way call with the sponsor, individual and selected coach to agree objectives.
- A programme of 6 x coaching sessions to take place within the period of a year. A mid-way check-in call with the sponsor, Coach and Coachee, as well as a close-out session at the end of the programme.



Building Coaching Capability in Your Organisation

Coaching
Skills
Programmes

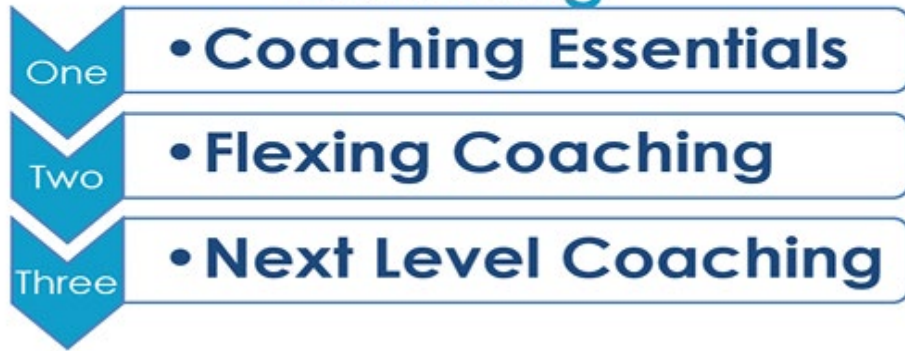
Develop
Coaching
Champions

Create a
Coaching
Culture



Coaching Skills Programmes

3 Stages of Full Potential Coaching



Full Potential Coaching skills development combines live coaching experiences, tools, techniques, sharing of best practice and lots of implementation, putting coaching into practice in the moment.

All the sessions are highly-interactive, fun, and inspiring, combining pragmatic 'real-conversations' with reflective thinking and self-development exercises – you will never be the same again!

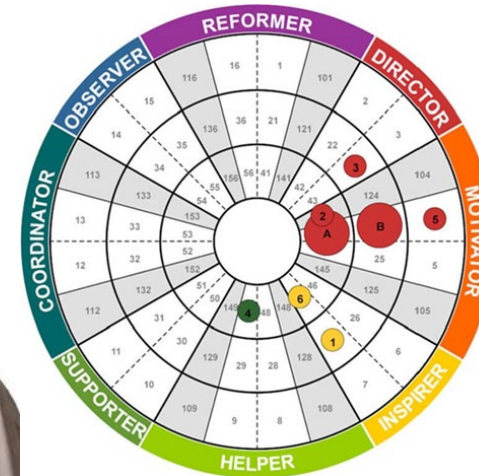


Profiling

Individual, team, and organisational profiling provides invaluable insights for organisations wanting to thrive and flourish.

We help you navigate the myriad of assessments available, helping you select the most relevant tools to grow your people and achieve greater success.

Psychometrics, personality and behavioural assessments, motivation profiling, leadership assessments, team profiling, organisational dashboards, culture audits and skills assessments, provide insight into your organisational culture, people and their potential whilst also highlighting areas for development and growth.



Neuro agility
Out think, out learn, out perform

Comprehensive 360° assessments and custom solutions

Our suite of ready-made 360° assessments covers a broad spectrum of organisational needs:

- Executive team
- Leadership
- Managers
- Universal
- Coaching effectiveness
- Team effectiveness



For a tailored approach, we assist in crafting bespoke tools that resonate with your organisation's unique values, leadership behaviours and competencies. It is possible to design a bespoke questionnaire from the ground up or adapt and integrate your competency development framework within our established questionnaires for a more personalised solution.



Team performance

- Executive team alignment
- High performing team offsites
- Team dynamics and communication
- Addressing 5 dysfunctions of a team
- Team purpose and motivation
- Team coaching and facilitation, strategy to execution





Team behaviours personality profiling

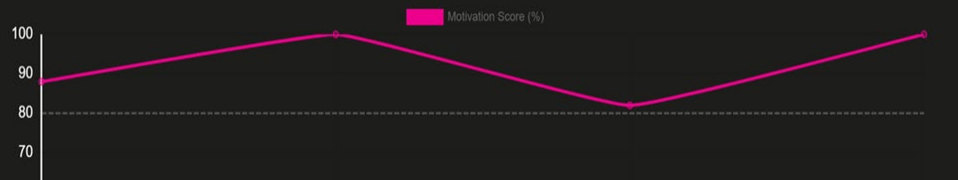


Team motivation

In addition to the individual views, team and organisational dashboards can be created and shared for both physical and virtual teams and departments. The mojo team grid helps to understand the key motivators within a group as well as identifying potential conflicts and gaps. We promote the sharing of mojo data amongst teams as this has proven to dramatically improve team dynamics and empathy for each other.



Motivation Score History



mojo.

mike@brandexperiences.comLog Out

Hi Mike

welcome back

My view

My teams

Knowledge base

Team motivation

Team satisfaction

All nine motivators are ranked based on their importance to the team overall but individual levels are displayed alongside each team member in the table based on their most recent mojo map. The top 3 and lowest motivators for each team member are also highlighted in different shades with a legend below the table. Clicking on one of the legend buttons will further highlight the selected motivator. This table is useful to support discussions about the different motivations that are important to the team and can help to highlight potential synergies and tensions between team members. For more information see the [motivator compatibility chart](#).

4 People

Name	Creator	Spirit	Searcher	Expert	Builder	Star	Director	Defender	Friend
Greg Alder	21/12/22	37	29	28	19	11	17	15	07
Nick Dale	17/02/23	32	24	21	25	24	19	13	15
Steve Jones	02/02/23	31	32	27	27	22	13	07	14
Mike Sharples	18/07/22	30	28	34	23	13	24	10	05
TOTAL		130	113	110	94	70	62	59	46

LEGEND

CLICK TO HIGHLIGHT

Primary motivator

Second motivator

Third motivator

Lowest motivator

© 2023 Brand Xperiences Limited,
Registered in England & Wales, Company number 9340013

(mojo v299)

Sales effectiveness

- Leveraging business and sales strategy
- Communicating with impact
- Presenting for extraordinary results
- Building strong, lasting relationships and effective account management
- Optimising the sales cycle, technology and tools for long-term rewards

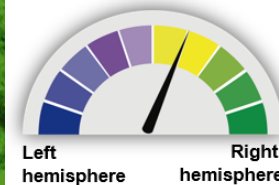


Wellbeing and resilience

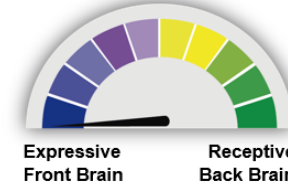
- Neuro agility and mental wellbeing
- Financial wellbeing
- Managing menopause

fullpotential

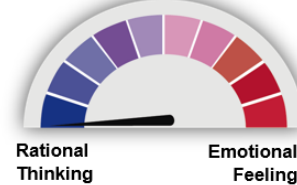
Relative Lateral Dominance



Expressive / Receptive



Rational / Emotional



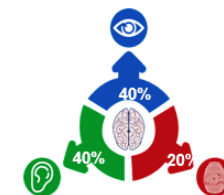
Four Quadrants



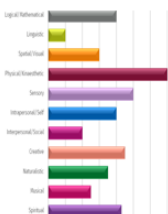
Brain & Sensory Dominance



Sensory Preference



Intellectual Preference



Scientist of Yourself®

**The Science of
Sustainable
High
Performance,
Humanised
Leadership**



Certification & accreditation

Professional certifications and advanced profiling tools are crucial for tackling business challenges and maximising organisational potential.

We've accredited people all over the world, equipping them with essential skills and tools to enhance value across organisations, teams, and individuals. Our programmes include:

- **Motivational Maps**
- **Mojo**
- **Insights Discovery**
- **Neuro-agility**
- **Full Potential Coach**

Becoming accredited can boost your knowledge, impact, and results. Join our community of practitioners integrating world-class expertise into their businesses.



“Working alongside FPG we co-created a best-in-class leadership and coaching skills for managers' programme that was rolled out across the organisation.

From inception and exploratory discussions through to delivery, they listened to us, stretched our thinking, and challenged us to come up with the best options.

They were not afraid to push back, and offer sound advice and feedback, but were also open to adapting where needed.”

Linda Labroy, Talent and Capability, Tesco



Etihad Aviation Group

Andrew Stott, Vice President Learning & Development, was seeking solutions for improving employee engagement and satisfaction. After mojo mapping Andrew and some of his L&D team, to obtain proof of concept, it was decided to roll out mojo to an initial tranche of around 400 users.

The mojo roll out

Etihad decided that as they wanted to take ownership of mojo, they wanted to have Mojo Mentors, Mojo Managers and Mojo Champions to offer in-house support and guidance. So, we trained over 50 employees across the three mojo roles, who then supported with the roll out and adoption.

The impact

Etihad states that they wish to deliver 'a remarkably thoughtful employee experience' and there's no doubt that mojo helps them to deliver this by:

- Enabling Etihad to own the tool and drive adoption 'from the people, for the people'
- Upskilling employees through coaching them to be Mojo Mentors, Champions and Managers
- Providing insight into employee satisfaction and preferences
- Providing a common language for motivational preferences
- Helping colleagues to understand what drives them and their colleagues
- Identifying employees who are a 'flight risk' to mitigate turnover and productivity losses

Mojo is now being rolled out to more colleagues across Etihad.



“Mojo is a unique and innovative product that can shed light on motivational factors and provide hard data on requirements for interventions.”

Andrew Stotter-Brooks
VP Learning & Development

"I want to thank you for your support. FPG and the leadership programme were both outstanding, for some, will be transformational.

The course content was rich, as I had anticipated, and the course design was highly participative.

Thank you for your good service in building this for me so quickly. Everything moved like clockwork."

Head of People Development and Engagement, E2V



"Just wanted to let you know that I got soooo much out of the Coaching Skills course last Wednesday—mainly due to your amazing skills of perception and patience. I feel privileged to have attended, and during one of the coaching exercises it hit me how to resolve a work problem I've had for a while. By 11am the next morning, I'd had 3 short meetings and the whole issue was resolved. A BIG THANK YOU!!"

Amber Telford, Mott MacDonald

M
M
MOTT
MACDONALD

"This has probably been the best days training I've had in 35 years of employment! "

Contact us



Carole Gaskell

+ 44 1628 488990

Carole@fullpotentialgroup.com



Kate Woodward

+ 44 1628 488990

Kate@fullpotentialgroup.com

Discover More: Watch Our Company Video



“This is one of the most powerful leadership programmes I have ever been on. Thank you! It’s been a great experience, a great investment in me and I will continue to use and build these new skills!”

Head of Consumer and
Insight Marketing, Heinz

