

S H R I N E L O N D O N

Direction VII

Leadership Development Programme

Seven calls.

Six sessions.

One programme designed to give you the clarity to stop drifting and start moving with intent.

7 calls | 12 weeks | 1 bespoke programme

WHAT DIRECTION VII IS

A programme built around you.

Direction VII is a 1:1 leadership development programme for professionals who know they're capable of more but can't see where to point it. It begins with a detailed onboarding questionnaire and a 45-minute onboarding call where we understand who you are before the programme clock starts. Every session that follows is built around your reality, your challenges, and your progress.

The structure is fixed. The application is entirely specific to you. No two Direction VII programmes are the same.

WHO IT IS FOR

Leaders at a crossroads.

You are a professional who is performing, but something underneath isn't right. It might be a lack of clarity about where you're heading, a gap between your competence and your confidence, or the feeling that you need permission to want more. You're not broken. You're stuck.

- You're successful on paper but uncertain about what comes next
 - You know you're capable of more but can't articulate what "more" looks like
 - You've been promoted but the confidence hasn't followed the title
 - You're navigating a career change and need to find your direction
 - You feel trapped in a role that no longer fits who you're becoming
 - You want to lead with clarity, not just competence
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Direction VII is not designed for people seeking a quick fix, a generic course, or motivational content. It is a structured, evidence-based coaching programme for professionals ready to do the work.

Six themes. One programme.

Direction VII is built from real data, over 20 years of genuine coaching enquiries analysed to identify what leaders actually need, not what we think they should have. Six themes emerged. Every programme addresses the ones that matter most to you.

01 IDENTITY & PURPOSE

The question underneath every other question: who am I as a leader, and where am I actually heading?

- Lost clarity on what they're building towards
- Know they want more but can't articulate what
- Promoted but don't feel they belong at this level
- Stuck but unable to name exactly why
- Need permission to want more than what they have

02 CONFIDENCE & AUTHORITY

The gap between what you can do and how you carry yourself doing it.

- Promoted but don't feel they belong at this level
- Need to show up differently in senior rooms
- Struggling with impostor syndrome after a step up
- Know the gap between competence and confidence
- Want to lead with authority, not just knowledge

03 FEELING TRAPPED

The sense that your current role no longer fits who you're becoming.

- Stagnating and know it
- Need to move but don't know where
- Outgrown the role but haven't outgrown the salary
- Feel invisible in a role that doesn't reflect who they are
- Want permission to change direction

04 CAREER TRANSITION

Navigating a change – whether chosen or forced – with clarity rather than panic.

- Considering a complete career change
- Want to build something of their own
- Navigating redundancy or restructure
- Moving from corporate to portfolio career
- Need clarity before making a major life decision

05 INFLUENCE & STAKEHOLDERS

Managing up, presenting with authority, and getting your voice heard in the room.

- Managing a difficult board relationship
- Want to be seen as strategic, not just operational
- Struggling to influence decisions at senior level
- Need to present with more authority and presence
- Want their voice heard in rooms that matter

06 WORK-LIFE INTEGRATION

Sustainable performance, leading without burning out.

- Everything runs through them and it's not sustainable
- Want to perform at a high level without the cost
- Boundaries are unclear between work and personal life
- Energy management has become a real concern
- Need to lead sustainably, not just intensely

HOW IT WORKS

Seven calls. Everyone counts.

WEEK 0 Onboarding Call

45 minutes. We walk through your completed questionnaire together. We probe deeper on what stood out, establish the coaching relationship, and agree the ground rules. This is where you make a psychological commitment to the process.

DELIVERABLE Shared understanding of starting point; initial direction agreed.

WEEKS 2 – 12 Sessions 1–6

60 minutes each, fortnightly. Six structured coaching sessions that move through discovery, definition, skill-building, integration, and launch. Each session builds on the last and is tailored to your specific development priorities. You bring your reality; we build around it.

DELIVERABLE Personal Leadership Narrative; Leadership Development Plan; 90-Day Action Plan.

WEEK 12 Final Session & Consolidation

We review and refine your 90-Day Action Plan, build accountability structures, and discuss transition into Direction Continuation for clients who want ongoing support.

DELIVERABLE Finalised 90-Day Action Plan; Personal Leadership Narrative (final).

AFTER DIRECTION VII

Direction Continuation

Monthly coaching retainer with one 90-minute call per month. For clients who want to maintain momentum and accountability after the programme. Includes ongoing email support and priority rebooking.

Direction Corporate

A bespoke corporate programme for organisations investing in their leadership pipeline. Tailored to your team's context, delivered 1:1 or in groups. Introduced when the business is ready for that conversation.

Results that matter.

“I came in not knowing what I wanted. I left with a clear sense of who I am as a leader and exactly where I’m heading. That programme changed everything.”

Senior Manager — Identity and purpose

“I finally show up in senior meetings the way I always knew I could. The gap between what I can do and how I carry myself has closed.”

Director — Confidence and authority

“I was stuck in a role that no longer fitted. Direction VII gave me the framework to make a major career move with clarity, not panic.”

Professional — Career transition

The first conversation is private, no obligation, and specific to you.

Direction VII is introduced after an initial conversation where we understand where you are and whether the programme is the right fit. If it is, we begin.