STARBUCK & Associates

SERVICE GUIDE
2026 to 2027

MASTERS *of change*

Coaching and leadership development for teams, individuals, organisations and coaches.

COACHING BUSINESS OF THE YEAR 2025

FINALIST · INVESTORS IN PEOPLE AWARDS 2026



WELCOME

WHERE YOUR SUCCESS TAKES CENTRE STAGE

We believe that growth, as a team, a leader or an executive, is the key to lasting success. Our mission is to accelerate development by guiding teams, individuals and organisations toward their fullest potential.



Starbuck & Associates is a coaching and leadership development consultancy and a certified B Corporation. We work with organisations of every size across the UK, Europe and internationally.

Our coaches have held the roles our clients hold. They bring decades of experience as board members and senior leaders, and they have led teams through ambitious change in global companies. That is why our clients tell us we understand their challenges from the inside.

Around that work sits Starbuck Academy, our online ecosystem of learning and practice, so that what people learn with us carries on into the working week.

What we do, in one line each

- **Accelerating Teams.** Team coaching, team effectiveness and leadership development for whole populations.
- **Accelerating Individuals.** Executive, CEO and board coaching, and support through career transition.
- **Accelerating Coaches.** ICF accredited coach training, mentor coaching and supervision.
- **Starbuck Academy.** Our ecosystem of learning and practice, where development is embedded.

FIND YOUR WAY AROUND

Recognition and standards	The awards and accreditations behind our work	03
The problems we solve	Start with what is getting in the way	04
Why organisations choose us	What you can expect from us	05
How we work with you	From first conversation to measured results	06
Accelerating Teams	Team effectiveness, leadership development, culture	07 to 08
Accelerating Individuals	Executive coaching, boards, women in leadership, wellbeing	09 to 11
Accelerating Coaches	ICF accredited coach training and development	12
Starbuck Academy	Learn. Grow. Thrive. Where practice turns into lasting change	13 to 14
What our clients say	Client stories and feedback	15
Who we are	Our values, our people and how we give back	16

RECOGNITION AND STANDARDS

RECOGNISED FOR THE WORK, AND FOR HOW WE DO IT

SCAN FOR AWARDS

Our recognitions reflect years of meaningful impact, authentic partnerships and outcomes that matter. They also give your procurement and people teams independent assurance.

Winner

Coaching Business of the Year 2025

National Coaching Awards. Presented on 6 February 2026.

Finalist

The Investors in People Awards 2026

Shortlisted for The Award for Learning and Development.

Highly Commended

Sustainable Leadership

The Good Small Business Awards 2025.

ACCREDITATIONS AND CERTIFICATIONS

Certified B Corporation

We meet verified standards for social and environmental performance, transparency and accountability. Certified in May 2024 with a B Impact Score of 104.9.

ICF accredited education provider

Accredited by the International Coaching Federation to deliver Level 1 and Level 2 coach training. Our founder, Paul Starbuck, is an ICF Master Certified Coach.

ISO 9001, ISO/IEC 27001 and Cyber Essentials

Certified for quality management and information security through ISOQAR under UKAS accreditation, and Cyber Essentials certified.

ELCAS approved provider

Service leavers and veterans can use Enhanced Learning Credits towards The Coaching Craft Level 1 Programme, our ICF accredited Level 1 coach training (provider number 14085).

Menopause Friendly Independent Panel

Paul Starbuck sits on the panel that reviews applications for Menopause Friendly accreditation.

Rated Excellent on Trustpilot

Independent reviews from the leaders and coaches we have worked with.

4%

Around 4% of ICF credential holders hold the Master Certified Coach (MCC) credential. Our work is led by one of them, and every coach we place with you is personally vetted and chosen for a track record that stands up to the senior people they work with.

THE PROBLEMS WE SOLVE

START WITH WHAT IS GETTING IN THE WAY

Most conversations with us begin with a symptom, not a shopping list. Find the one that sounds like your organisation and follow it to the page that shows how we help.

Your leadership team gets on well one to one, and falls apart the moment they are in a room together.	**Team effectiveness.** We rebuild trust, healthy challenge and shared priorities using our own Team Effectiveness Pyramid™.	07
Your managers were promoted for being excellent at the technical work, and nobody has taught them how to lead.	**Leadership development.** Programmes for first line, middle and senior leaders, backed by Academy resources.	08
Engagement scores dropped again this year and nobody can tell you why.	**Culture and performance.** Objective evidence on what is helping or limiting performance, with an action plan in four weeks.	08
A capable leader has stepped into a bigger role and is visibly finding it hard to hold.	**Executive coaching.** A confidential space with a coach who has held senior roles themselves.	09
You have appointed new board members or non-executive directors who have not sat on a board before.	**Board and NED development.** Practical preparation for the boardroom, and coaching through the first months.	10
You are losing experienced women in mid career, or wellbeing has become a risk to performance.	**Women in leadership and wellbeing.** Coaching, menopause support and Mental Health First Aid.	11
You want a coaching culture, and buying external coaching for everyone who needs it is not sustainable.	**Coach training.** ICF accredited routes that build coaching capability inside your organisation.	12
People leave a programme inspired, and within a fortnight the day job has closed over the top of it.	**Starbuck Academy.** Online learning, tools and an academy in your own name, so development continues every week.	13

Trust and alignment

Lack of trust and alignment across functions, and team dynamics that slow execution.

Transitions

New leadership roles, restructures and career changes that unsettle clarity and confidence.

Leadership identity

Brilliant technical experts who need a stronger leadership identity and more influence with senior stakeholders.



WHY ORGANISATIONS CHOOSE US

REAL WORLD EXPERIENCE FOR REAL WORLD GROWTH AND IMPACT

We have sat in the chair

We do not just offer advice. Our coaches have been board members and senior leaders, so they know what it takes to succeed inside an organisation and bring others along.

Never one size fits all

Every team, leader and organisation is different. Each engagement is designed around your context, your goals and your culture.

Our own frameworks

The Starbuck Team Effectiveness Pyramid™ and our programmes were built from our own practice and refined with real leadership teams.

We measure

Team and culture work starts with assessment and ends with evidence of what moved, so you can see the return on your investment.

We stay after the workshop

Every programme has a route into sustained practice through Starbuck Academy and follow up coaching.

Challenge with trust

We will stretch you, always within a framework of trust, rapport and respect. And we keep a healthy dose of fun in the journey.

100+

A coaching bench with real depth

Alongside our core team, you have access to a bench of over 100 highly experienced coaches, all holding International Coaching Federation credentials. They have sat on boards and held senior leadership roles, and they have worked across every sector. That means we can match the right coach to every leader, at any scale and in any location.

Included when you work with us

A professional coaching platform. Sessions, goals and progress are managed in one secure, branded place.

Starbuck Academy. Access to the hubs that support your programme, so the learning has somewhere to live.

COACHED Magazine and our eBook library. Fresh thinking on leadership and coaching, delivered every month.

HOW WE WORK WITH YOU

DIAGNOSE. DESIGN. DELIVER. EVALUATE.

We partner with you at every stage, so the programme is designed around the outcome you need and you can see what changed at the end of it.



01
A complimentary consultation
We start by understanding the problem you are trying to solve, your objectives and your priorities. If we are not the right answer, we will tell you at this stage.

02
Diagnostics where they add value
Psychometrics, 360 degree feedback, team surveys and culture assessment show strengths, gaps and opportunities before anything is designed.

03
A tailored design
You see the shape of the work, the outcomes it targets and how success will be measured before anything is scheduled.

04
Delivery, in person or online
One to one coaching, facilitated workshops, team sessions or a blend, with continuous feedback so we can adapt as we go.

05
Measured and reported
We reassess against the starting point and report on progress, achievements and the areas that need continued focus.

06
Sustained
Follow up coaching and Starbuck Academy keep momentum going, and we review future goals with you.

How we deliver
- Face to face, online through secure video, or a blend of both
- Coaching engagements typically run from 3 to 12 months
- Confidentiality is a cornerstone of our practice
- Coaches are matched to the individual, because chemistry matters as much as credentials

What procurement asks us
- Certified B Corporation
- ISO 9001, ISO/IEC 27001 and Cyber Essentials certified
- CPD Standards Office accredited provider
- ICF accredited coach training provider
- Transparent pricing at the first consultation, with flexible payment options on many programmes
- Policies, insurance details and references on request

SECTORS WE WORK IN

Finance, infrastructure, healthcare and life sciences, technology, retail, education, professional services, the public sector and charities, from growing businesses to global enterprises.



ACCELERATING TEAMS

TEAM EFFECTIVENESS

FOR INTACT TEAMS AND LEADERSHIP GROUPS

SCAN FOR TEAMS

Even the most talented individuals cannot succeed without strong team dynamics. Teams rarely fracture through bad intent. They fracture through misalignment, unspoken tension and missing clarity.

The Starbuck Team Effectiveness Pyramid™

Our own model, built from the bottom up, starting with trust.



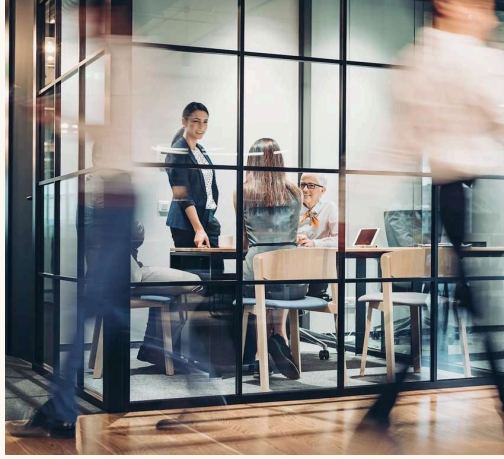
Team Effectiveness - STEP™	Our flagship programme. Delivered through in person workshops, virtual sessions or 11 self paced online modules, covering trust, communication, decision making, conflict, goal alignment and accountability.
STEP™ Lite	A six module starting point, completed individually or as a team.
Team Coaching	Structured coaching and our High-Performing Teams programme, building shared purpose, collaboration and stronger collective results.
Senior Leadership Transformation	For executive teams aligning on strategy and driving change.
Facilitation Service	Experienced executive coach facilitators for strategy sessions, workshops and complex discussions.

WHAT CHANGES

Open communication in place of guarded conversations. Disagreement that produces better decisions. Clear priorities, real ownership and results the whole team stands behind.

ACCELERATING TEAMS

LEADERSHIP DEVELOPMENT



Programmes that build capability across a cohort or a whole leadership population, from managers taking on their first team to senior leaders carrying the strategy. Each one is tailored to your organisation.

Developing First Line Leaders	For emerging managers: engaging and influencing, effective communication, performance management, goal setting and the conversations that drive delivery.
Developing Leaders for the Future	For the people you have identified as your next generation, unlocking potential before promotion.
Starbuck Manager Pathway	A 12 week online programme for new and developing managers, with three one hour coaching sessions included.
Influencing and Negotiation	For managers who need to get things done without formal authority.
The Coaching Craft for Leaders	Coaching skills for people who lead, so managers develop their people through conversation, not instruction.
Resilient Leadership	Building the capacity to lead through sustained pressure without burning out the leader or the team.
Calm Leadership	Healthier workplace cultures that balance performance and wellbeing.
Diverse and Inclusive Culture	Tools and strategies for building an inclusive culture through what leaders do every day.
Executive Revival	For senior leaders experiencing burnout or high pressure, to reset and lead with resilience.
Tailor Made Development	Where nothing existing fits, we design the programme around your context, sector and culture.

CULTURE AND PERFORMANCE

FOR EXECUTIVE TEAMS AND HR DIRECTORS

Most leaders track financial performance, operational metrics and sales results. Few measure the culture driving all three. Our Culture and Performance Assessment, powered by Cultiv8tiv, gives you objective evidence on the people factors helping or limiting performance.

The data supplies the evidence. Our coaches supply the judgement about what to do with it.

4

Weeks from launch to action plan

Honest employee insight gathered anonymously, the issues affecting engagement, retention and productivity, and a prioritised plan focused on highest impact.



ACCELERATING INDIVIDUALS

EXECUTIVE AND CEO COACHING

FOR BOARDS, CEOS AND SENIOR LEADERS

SCAN FOR INDIVIDUALS

Developing confident, capable and future ready leaders. One to one coaching for people whose decisions carry consequence, in a confidential space where they can think clearly, be challenged and grow.

CEO Executive Coaching	Confidential coaching for CEOs and senior leaders operating at the highest level of responsibility.
Executive Coaching Packages	For senior leaders navigating complex leadership challenges and strategic decisions, with psychometrics and 360 degree feedback where useful.
Leadership Accelerator Programme	For professionals stepping into greater responsibility, visibility and influence.
Business Pioneer	Coaching for founders and leaders building and scaling new businesses.
Mentoring for Senior Leaders	Board level mentoring from people who have held the role.
Outplacement and Career Transition	Support through redundancy, career change and new opportunities, including CV, LinkedIn profile and interview preparation.

Diagnostics we can draw on

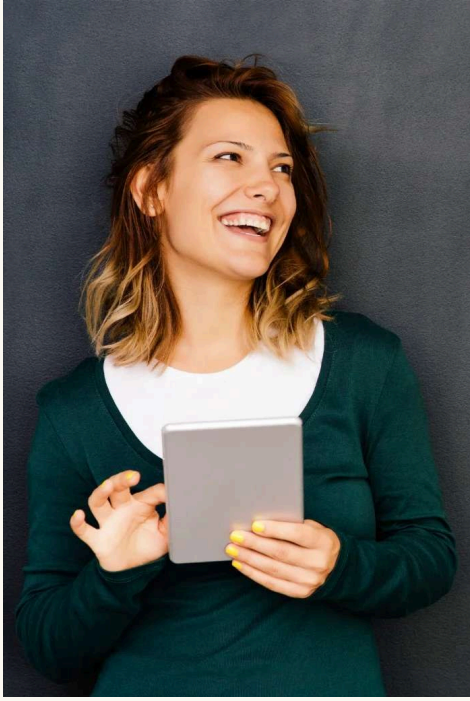
Hogan Assessment, Thomas International behavioural and emotional intelligence profiling, Leadership 360 feedback and psychometric feedback sessions.

"He stretched my thinking, really challenged me to step out of my comfort zone, providing useful tools and insight which benefitted my development as a leader."

STEPHEN BUTTERWORTH · CHIEF OPERATIONS OFFICER, HC-ONE

ACCELERATING INDIVIDUALS

BOARD AND NED DEVELOPMENT



Boardroom confidence. Strategic impact.

Many senior executives expect the move into a non-executive role to be a smooth one. The boardroom asks for something different: influence without authority, constructive challenge and sound judgement on governance, risk and finance. We prepare leaders for that, and we support them once they are in the seat.

THE EFFECTIVE BOARD MEMBER · THREE LIVE ONLINE MODULES

In the Boardroom

What a board is for, where the line between executive and non-executive sits, and how the good ones behave when it gets difficult.

Governance, Risk and Assurance

Governance that is proportionate and purposeful, risk that is more than a register, and the difference between being told everything is fine and knowing it.

Finance in the Boardroom

Finance for non finance board members. What the statements tell you, and the questions that surface a problem early.

Six-Week NED Transition Programme	A practical six week programme for experienced leaders moving into a first non-executive role.
Non-Executive Director Coaching	Coaching for leaders preparing for, or developing in, a non-executive role.
Non-Executive Director Mentoring	Helping non-executive directors build confidence, influence and strategic impact in the boardroom.
Board Development Hub	Online tools for boards, directors and non-executive directors in Starbuck Academy.

WHO THIS IS FOR

Organisations that want new board appointments delivering value early. First time non-executive directors who want structured preparation. Experienced executives moving to a portfolio career.

SCAN FOR BOARD AND NED

"Paul is an excellent coach who is able to combine challenge and support really well."

SUSANNA FROST · CHIEF PEOPLE OFFICER AND NON EXECUTIVE DIRECTOR, FRED. OLSEN LIMITED



ACCELERATING INDIVIDUALS

WOMEN IN LEADERSHIP AND WELLBEING

FOR HR AND WELLBEING LEADS

SCAN FOR INDIVIDUALS

Women in leadership

EmpowerHer	Women's leadership coaching to grow confidence, influence and impact, from newly promoted leaders to senior roles.
ElevateHer	Coaching support through menopause in leadership, so experienced women stay, and thrive, in senior roles.

- Strategic mindset and promotion readiness
- Self belief in place of imposter feelings
- Confidence and presence that hold under pressure
- Stronger professional relationships and networks

Credentials that matter here

Paul Starbuck sits on the Menopause Friendly Independent Panel, and we work in partnership with Henpicked: Menopause in the Workplace.

Workplace wellbeing and mental health

Mental Health First Aid	MHFA Aware, Champion, Refresher and the Full Certificate course, delivered by an MHFA England approved instructor.
Mental Health Skills for Managers	Giving managers the confidence to notice, ask, listen and signpost.
Coaching Support for MHFAiders®	A safe, confidential space for Mental Health First Aiders to process their experiences and sharpen their skills.
Resilience and Wellbeing	Workshops, coaching and Academy hubs that help people perform well and stay well.

WHAT THE ORGANISATION GAINS

Experienced people who stay. Managers who can have the conversation. A culture where performance and wellbeing support each other.



ACCELERATING COACHES

THE COACHING CRAFT

FOR INTERNAL COACHES, LEADERS AND COACHING PROFESSIONALS

SCAN FOR COACHES

Developing exceptional coaches and coaching informed leaders. Our ICF accredited programmes are led by Master Certified Coaches, including our founder Paul Starbuck, and used by organisations building coaching capability of their own.

ICF COACH TRAINING

The Coaching Craft Level 1 Programme	Leads towards the ICF ACC credential.
The Coaching Craft Level 2 Programme	Leads towards the ICF PCC credential.
The Coaching Craft Level 3 Programme	Our MCC pilot, register your interest.
ELCAS funded coach training	A recognised pathway for service leavers and veterans.

PROFESSIONAL DEVELOPMENT

Mentor Coaching	Refine your skills against the ICF core competencies and prepare for credentialing.
Coaching Supervision	A reflective space to strengthen practice and explore ethical dilemmas.
The Coaching Craft for Leaders	Coaching skills for managers and leaders across your organisation.
Launchpad	A bespoke programme for turning a coaching vision into a credible, sustainable business.

Building a coaching culture

Train a group of your own leaders together as a dedicated cohort. They learn alongside colleagues, practise on real situations and bring a shared coaching language back into the business.

Starbuck Academy for coaches

The Coaching Hub, ICF practice question packs and the AI Coach Hub support coaches between and beyond their training.

STARBUCK ACADEMY

LEARN. GROW. THRIVE.



Development becomes lasting change when people practise it. Starbuck Academy is our ecosystem of learning and practice, built from our own work with leaders and teams, and it is where everything we do with you is embedded.

HOW CHANGE IS MADE TO LAST

01
Insight
Surveys, diagnostics and assessment show where you are starting from.

02
Development
Coaching, bespoke leadership development and team effectiveness, in person and online.

03
Practice
People practise and embed what they have learned through Starbuck Academy.

04
Change
New habits become the way people lead and work together every day.

WHY WE BUILT LEARN, GROW AND THRIVE

People keep developing long after a programme ends, whether they are moving up through the organisation or growing in the role they love. The Academy gives them somewhere to go at every stage.

Learn
Practical tools and ready to use resources that build knowledge and confidence, for leaders, managers, HR and L&D teams.

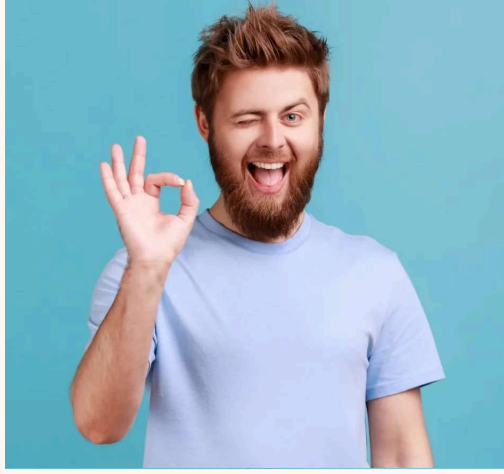
Grow
Structured development for teams and leaders as they take on more, from first time managers to senior leadership.

Thrive
Continued support and professional communities, so leaders, coaches and boards keep developing and performing well.

Support between sessions
Short video lessons, workbooks, toolkits, masterclasses, leadership diagnostics and the AI Coach Hub, a thinking partner for the space between coaching sessions. All of it was designed by ICF credentialed coaches to fit into a working week.

STARBUCK ACADEMY

AN ACADEMY FOR YOUR WHOLE ORGANISATION



Give every leader, at every level, a place to keep practising. You can use our academy as it is, build your own from it, or carry it under your own brand. 25 of our programmes are accredited by The CPD Standards Office.

READY MADE

Leadership at Every Level

Our ready made leadership academy for organisations. It brings together video programmes, hubs and tools for each leadership audience, from emerging leaders to the board, with the Leadership Diagnostic, the AI Coach Hub and a People team dashboard included.

BUILT AROUND YOU

Organisation Learning Academy

Your own academy, built from ours. Our hubs and programmes sit alongside your SCORM courses, mandatory training and bespoke programmes, under your name with one login. We build a prototype before you commit.

UNDER YOUR BRAND

White labelling and partnerships

License Academy content inside your own learning environment. We can build custom hubs, accredit your facilitators, support integration and produce materials in other languages for teams around the world.

HOW THE ACADEMY SUPPORTS YOUR PROGRAMME

Before

Diagnostics and short introductions mean people arrive prepared, with a clear picture of their strengths and their starting point.

During

Tools, workbooks and team sessions give people something to practise between coaching sessions and workshops, while the learning is fresh.

After

Continued access keeps the learning alive, so new behaviours are embedded and people have a route to their next stage of development.

What your people can explore

- Team Effectiveness - STEP™, our flagship team programme, online
- The Starbuck Manager Pathway for new and developing managers
- Leadership programmes on strategy, change, influence, inclusion, psychological safety and leading with AI
- Mental health, resilience and wellbeing for managers
- Board development, career transition and coaching hubs
- Masterclasses, ready to go team sessions and a library of frameworks and templates

SEE IT FOR YOURSELF

Explore the Academy at academy.starbuckassociates.com, or book a demo at calendly.com/zoestarbuck/the-starbuck-academy-demo and we will show you how it would work for your organisation.

SCAN ME

WHAT OUR CLIENTS SAY

REAL CHANGE, REAL RESULTS

SCAN FOR CLIENT STORIES

NETWORK RAIL · A THREE YEAR PARTNERSHIP

"A reliable and effective partner, with strong governance, clear communication, and a genuine focus on outcomes. Their coaches bring real-world senior leadership experience alongside strong professional accreditation, which has resonated well with our leaders."

ADAM CHECKLEY · INFRASTRUCTURE DIRECTOR, NETWORK RAIL

AZURITY PHARMACEUTICALS · EXECUTIVE TEAM

"The quality of delivery and the tailored approach were outstanding, and the outcomes were tangible across our leadership group."

DR VINICIUS GOMES DE LIMA · CHIEF MEDICAL OFFICER, AZURITY PHARMACEUTICALS

CLIENT STORY · NETWORK RAIL

A bespoke journey in leadership and team transformation

Tailored coaching, leadership development and team effectiveness work through which leaders built greater trust, resilience and collaboration.

CLIENT STORY · HEALTHCARE

From fragmented to formidable

Executive coaching that grew into a team effectiveness programme, moving a senior leadership team from fragmentation and mistrust to alignment, psychological safety and performance.

SENIOR LEADERS ON WORKING WITH US

"As a leader, I find the space and time to think invaluable and the time to talk confidentially and openly, essential."

CLARA GOVIER · MANAGING DIRECTOR, PEOPLE'S POSTCODE LOTTERY

"With Paul's guidance, I made huge steps forward and secured an exciting new role."

JO LAVENDER · CHIEF MARKETING OFFICER, TRUSTEDHOUSESITTERS

"He challenged my thinking, provoked conversations that drove my views forwards and really made me consider things which I was missing."

HYWEL PRICE · COMMERCIAL DIRECTOR, SMART INDUSTRIES LIMITED

THE TEAM, IN OUR CLIENTS' WORDS · RATED 4.8, EXCELLENT ON TRUSTPILOT

"The session was thought-provoking, informative and practical; leaving us all more confident and better equipped for conversations with our team."

SUE · TRUSTPILOT REVIEW

"A great team with good insights. The lectures inspired a lot of discussion with input from a lot of different perspectives."

XPATRICK · TRUSTPILOT REVIEW

"Paul and team ensure engagement and by educating in a group they facilitate useful networking and a collaborative approach to learning."

COLIN WHALEY · TRUSTPILOT REVIEW

WHO WE ARE

WE DO WHAT WE DO BECAUSE WE LOVE IT



Starbuck & Associates was built on one principle: a deep love for building high performing teams and accelerating success. After years of leading teams at the highest levels, we created a coaching company that helps teams, leaders and organisations rise to new heights.

OUR VALUES

Trust
Productive, trusting partnerships that last, and a safe environment to think.

Partnerships
Coaching is a meeting of equals based on respect and contribution.

Growth
A relentless focus on helping you, your team and your business grow.

Authenticity
Real, down to earth, experienced leaders and executive coaches.

Simplicity
Every stage made client centric, with timely and effective communication.

Fun
A healthy dose of fun on the journey. Life is too short.

OUR PEOPLE



Paul Starbuck MCC
Managing Director. Executive Coaching, Team Development and Leadership Specialist.



Zoe Starbuck
Director of Business Coaching, Leadership Development and ICF Executive Coach.



Paige Thomson
Head of Partnerships and Client Experience.



Selina Shuttleworth
Head of Development.

Our coaching bench. Our core team is supported by Ramon Mehra, Non Executive Director, our associate coaches and facilitators, and a wider bench of over 100 ICF credentialed coaches with board and senior leadership experience across every sector.

A business for good
As a certified B Corporation we are committed to accountability, transparency, social and environmental impact and continuous improvement, and to making a positive, inclusive and credible difference for the benefit of all.

Be Kind Give Time
Our charity initiative gives time and expertise to business professionals who need it, from interview coaching and career advice to LinkedIn and business guidance. Find out more at bekindgivetime.org



NEXT STEP

START YOUR JOURNEY TO SUCCESS

The most useful first conversation is about the thing you most want to change: the team that is not working as one, the leader stepping up, the culture you want to build. Book a complimentary consultation and we will tell you honestly how we can help.

BOOK A CALL
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STARBUCK ACADEMY
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SCAN TO GO STRAIGHT THERE

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