

CPHD LTD | HUMANEDGE

EXECUTIVE & LEADERSHIP DEVELOPMENT COACHING

Human Intelligence In Leadership

Because leadership behaviour is the real financial risk to your company, not the economy and not a lack of tech.

£257bn

lost to disengagement a year

9.4 days

sick leave, per employee, a year

82%

of new managers untrained

213%

of salary: replacement cost

Your biggest financial risk isn't the economy

It's leadership capability, behaviour and identity

£Hundreds of thousands are lost from UK businesses every quarter due to human related issues. Not economic risks, product gaps, project delivery or having incorrect tech stacks. **It's the behaviour of leaders** that cause disengagement, record absence, low retention rates and general low performance across cultures. Adding bottom-line cost, and operational and occupational complexity to the job of C-Suite teams, People functions and every member of staff.

£257bn

annual cost of disengagement to the UK economy, comparable to the entire NHS budget (Gallup)

9.4 days

average sickness absence per employee in 2024, the highest since CIPD began tracking in 2010

82%

of new UK managers take on the role with no formal leadership training (CMI)

213%

of salary: the potential cost of replacing a departing senior leader

It is said that *“people leave managers, not companies”*. Worryingly, trust in managers has fallen 37% since 2022. The disengagement this collapse in trust causes is not the only risk to businesses. Churn, that is, people leaving the company and/or being replaced due to underperformance comes with the huge costs of advertising, fees, hiring, onboarding and training/time-to-ramp.

TL;DR Leadership behaviour is not a soft metric sitting alongside business risks. It is *the* business risk costing companies like yours millions over time.

There isn't a training gap *per se*

There's confidence in capability gap

Only 27% of workers rate their manager as highly effective, even after years in post. More courses and frameworks won't fix that, because the problem isn't just a lack of knowledge. **It's a lack of self-awareness, emotional intelligence and courage.** It's the leader's who don't do the deep work who hesitate to communicate with confidence and motivate high performance in others. It's these leaders who aren't sharpening their human edge.

That's the work I do: Whole-human executive and leadership development coaching to develop the competitive human edge for leaders from the inside out, not top down. I provide a solution for companies to save hundreds of thousands, if not millions of pounds a year by improving the quality and consistency of decision-making in their leadership community. My clients become more effective as purpose-driven authentic leaders contributing to and building high performance culture every day.

This method is philosophical and practical, not procedural and passive: I help leaders to identify who they are, what they need to do to become who they need to become, and what's currently holding them back from performing at that level. I then actively push them to take responsibility for their leadership identity, I do this by building highly challenging yet unconditionally supportive relationships in which I can deliberately create the necessary conditions for growth.

For leaders navigating change and complexity, and organisations with a strategy for human development

I work with individuals and cohorts of leaders who are committed to self-discovery and self-awareness as the foundation of their leadership. Across a decade of this work, the same six patterns show up more than any others.

They already know they're the obstacle to their own progress, but don't know what to do about it

They have clear plans that somehow never get acted on, regardless of how important they are

They're navigating a culture shift that demands a different kind of leadership than the one that got them here

Their decision-making lacks clarity or consistency even when their thinking is sound

Imposter syndrome is undermining of confidence and capability, even at senior levels

Team chemistry has broken down and needs mending before performance can recover

Twenty years in relationship building roles has taught me that it's rarely resources that stand in the way of high performance. The missing piece, more often than not, is effective communication and confidence in undertaking the roles and responsibilities that come with leadership. Tapping into human intelligence for leadership in the modern age is what's missing.

Three shifts, held for the long term

Every engagement is built around the same three outcomes. They compound and self-fulfill to create a feedback loop of continuous learning and improvement: confident leaders communicate more clearly, and leaders who communicate well are the ones who lead with authenticity and discover high performance. Authenticity is the root of confidence, and so the cycle continues...

Confidence +

Leaders become more confident and consistent problem-solvers, no longer "accidental" in the role, but deliberate in how they think, choose and handle pressure. Confidence here isn't bravado, it's the calm that comes with knowing yourself

Communication ++

Leaders become sharper, more honest communicators who build engagement across their teams and peers. Coaching surfaces what's actually being avoided in conversations, and gives leaders the courage to speak up and the balance to avoid overwhelm

Authenticity +++

Leaders become unstoppably motivated when they are resilient, grounded, and lead with purpose. This is what makes the change durable. It isn't techniques applied on someone they aren't, it's who they already are but unblocked and unrestricted

Individualised support, delivered at scale

This is not group coaching and it isn't a collection of workshops. Every participant gets a genuine 1:1 relationship and support agent for a full year with multiple touch-points every month. This way an organisation can move a whole leadership population at once without diluting the depth any one person receives, and those individuals get the exact support each needs.

1–40 people	12 months	20+ sessions	5 days a week
leaders per cohort. Ideal range is 4–40; pilots work well with 4-12 people	minimum term per engagement per person for one-time life-long transformation	a year, per person: one session every two weeks, 10 months a year	email support for every participant, plus ad hoc urgent support

The core cadence is one session every two weeks, with two months off a year. The breaks are deliberate. To protect the impact of the program, gaps create space for processing and avoiding fatigue. Cadence flexes where it needs to; some leaders prefer 30 minutes weekly, others a single 2-hour deep-dive once a month.

Between sessions, I'm available by email to every participant, Monday to Friday, for anything they need. I proactively send session summaries, insight and behaviour reminders, and additional resources to each person individually, written personally, not generated by AI. Session delivery is through Zoom by default, and I've coached leaders across the world, so this isn't a UK-only offer.

If I can, if it's possible, I prefer to deliver coaching in-person at your offices. Either as part of an encouraged return to office policy or simply to elevate the experience of coaching by being face-to-face.

I deliver every session personally, up to my own capacity. If a cohort grows beyond 40, or if a specific participant and I simply aren't the right match, I bring in a vetted coach from my own network rather than compromise on fit or quality.

From first conversation to embedded change

01

Discovery call

We scope the problem you're solving for, explore if coaching will help, and agree the metrics we'll both use to judge ROI and impact before anything else is decided.

02

Individual enrolment and chemistry sessions

Every prospective participant meets me directly for a free introductory session to find out if we're a good fit together.

03

A yes or no, from each person

Each participant decides, in their own words, whether the working relationship is right for them. A "no" gets a recommendation to another coach from my network, never a hard stop.

04

The coaching cycle begins

Every "yes" starts their programme on the agreed cadence, with full access to support from day one.

05

Reviews at six months, and at close

We check progress against the agreed metrics twice across the engagement, so impact is never left to assumption and your reporting into the business is clear.

Evidence of impact, without breaking trust

Coaching only works if it's genuinely wanted by each person and if it is guaranteed to be a trusting relationship. An organisation investing in a cohort of leaders is also entitled to know the investment is working which requires some degree of feedback and sharing.

What stays private

Everything said inside a session. I share nothing from inside a coaching conversation with the sponsoring organisation, ever. Participants are free to share whatever they choose, with whoever they choose, on their own terms.

What the organisation sees

Attendance, session ratings, and reflections submitted directly by participants. This data informs the ROI and metric progress. Regular individual progress reviews are automated into a dashboard for high level oversight*

*This is the structure that lets a CPO or CEO defend the investment to a board without ever asking a leader to hand over what was actually said in a session. The evidence is in the pattern (attendance, ratings, reflections and measurable data) not in the content.

Trusted by leaders and organisations who couldn't afford to guess

250+

leaders coached

1,500+

sessions delivered

50+

partner orgs

8+

years experience

Client organisations include: BBC · British Airways · Microsoft · Logitech · PepsiCo · Heineken · Ableton · DICE · Mixcloud · EDP · World Economic Forum + more

Chris Pickering: I hold a master's in coaching, I'm a coach trainer, and a former guest module leader on the MSc in Existential Coaching Skills at The NSPC, Middlesex University. Before moving fully into the coaching profession in 2018, I spent around 20 years specialising in relationship building; in sales, business development, account directorship and leadership. In those 20 years in corporate environments, I discovered that the biggest gaps between vision and reality are rarely about resources. They're about interpersonal dynamics, emotional fluidity and self-awareness. The gap is human intelligence in leadership, which is why I train and coach the way I do: I take a hard stance on excuses and push people to grow by being highly challenging and unconditionally understanding. HUMANEDGE exists to rapidly close that gap between vision and reality, I help professionals discover their most authentic potential and their most limiting blind spots.



A deliberately modest number, set against the risk it addresses

Set against the UK economy losing £257bn a year to disengagement alone, or up to 213% of salary to replace a single senior leader, this is not a large number for the risk it's addressing and is deliberately priced-to-win against executive coaches who typically charge much more for less time.

Individual engagement (12 months, minimum term)	£6,000
Billed as a monthly retainer	£500 / mo
Paid in full discount	£5,000
Pilots/Cohorts of 4–40 leaders	Priced on application

Cohort pricing is discounted by size, not calculated as a straight per-person multiple of the individual rate, and every engagement is scoped and priced around the specific need and available budget rather than a fixed rate card. The right next step is a conversation, not a quote from this page.

What this buys back, on the evidence: CMI's own research links management development of this kind to a 23% increase in organisational performance and a 32% increase in engagement and productivity, worth roughly £62,000 a year in additional revenue per manager developed, and around £310,000 over five years. Set against the £6,000 individual rate, that is a net gain of roughly £56,000 in year one alone, per person, before any discounts are applied for cohort size, pilot programs or budget-availability adjustments for certain organisation types.

CPHD LTD | HUMANEDGE

Let's talk about what leadership
behaviour is currently costing your
business.

→ Book a Call Now ←

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Sources: Gallup State of the Global Workplace; CIPD Health & Wellbeing at Work 2025; CMI ("Bad managers and toxic work culture" 2023) and CMI Better Management Report; DDI Global Leadership Forecast 2025; Fortune / Spencer Stuart CHRO tenure reporting; Vestd C-Suite Churn Report 2025; executive replacement cost range per industry benchmarking (Centric HR). Full citations available on request.