STARBUCK & Associates

SERVICES GUIDE

Certified B Corporation

ISO 9001 ISOQAR UKAS MANAGEMENT SYSTEMS 0026

ISO/IEC 27001 ISOQAR UKAS MANAGEMENT SYSTEMS 0026

Cert No. 26069 – ISO 9001:2015 & ISO 27001:2022

elcas Enhanced Learning Credits Administration Service

Coaching, Leadership and ICF Coaching Training Development

2026

About us

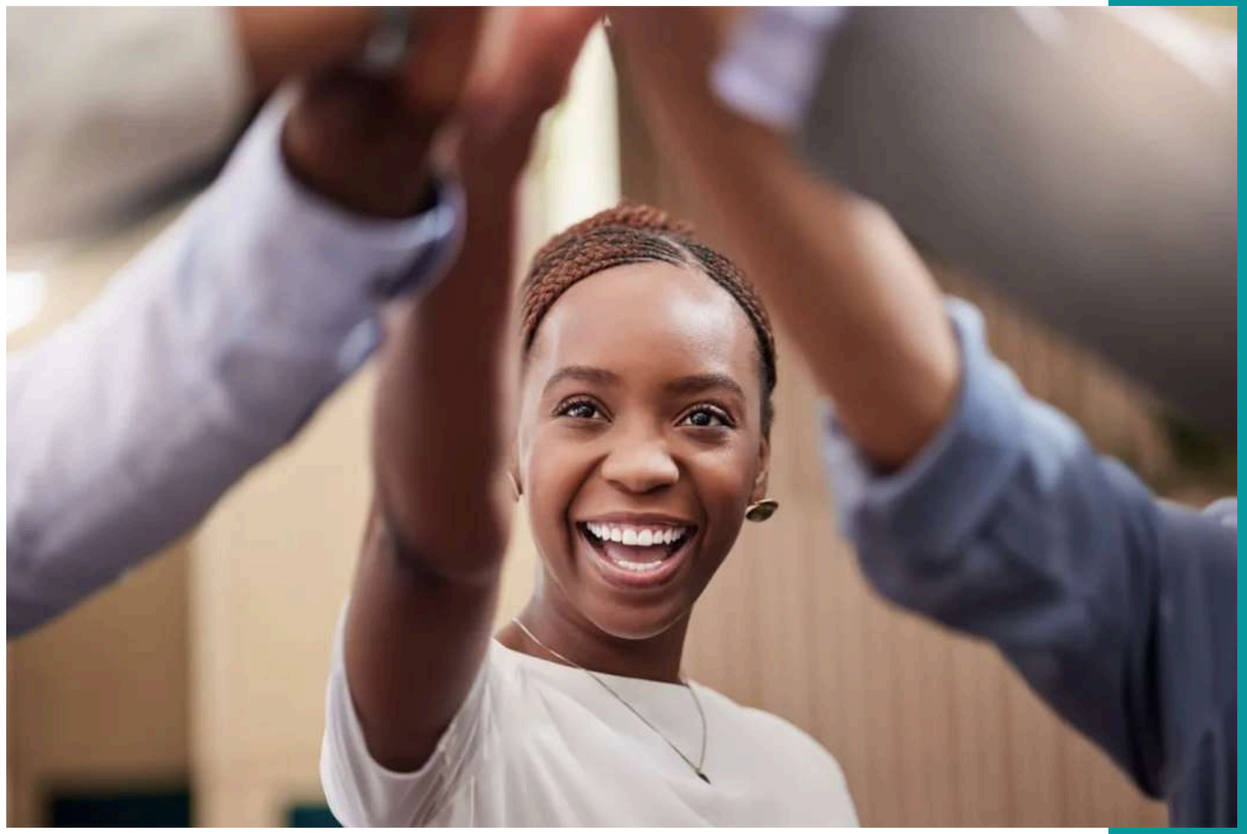
At Starbuck & Associates, we believe that your growth, both as a team, leader or executive is key to lasting success. Our mission is to accelerate development by guiding teams, individuals and organisations toward their fullest potential.

Whether you're striving to nurture high-performing teams, lead more effectively, or support the growth of other leaders, we're here to coach you every step of the way.

Our extensive bench of coaches are highly experienced and accredited. They have walked in your shoes.

"Getting it right for our clients is at the heart of what we do, which is why we proudly hold B Corp, ISO 9001, and ISO 27001 accreditations."

Our Why



We do what we do because we LOVE it

We built Starbuck & Associates with one key principle in mind: a deep love for building high-performing teams and accelerating success. We have always been driven by a passion for helping people and teams thrive, knowing first-hand the satisfaction of unlocking untapped potential. After years of leading successful teams at the highest levels, we wanted to create a coaching company that would do the same helping teams, leaders, and organisations rise to new heights.

But it's not just about coaching for the sake of it. We LOVE what we do. Nothing excites us more than seeing you achieve your goals and realise the greatness that lies within. We take pride in helping you discover new possibilities and empowering you to reach those milestones repeatedly.

Coaching Solutions For Our Clients

At Starbuck & Associates, we believe that every client is unique. That's why our approach is never one-size-fits-all. We don't believe in a cookie-cutter approach. Instead, we develop bespoke development solutions explicitly tailored to your needs, whether you're an executive, an emerging leader, or a team looking to reach new performance levels.

Everybody and every team is different, so we're always flexible in our approach. We'll always put you, the client, at the centre of everything we do, working hard and challenging ourselves to be the partner YOU need, in the context of YOUR goals.

We also like to keep things as simple as possible whilst being inspirational, challenging, and supportive.

Our Philosophy

Our Values

Trust

We believe in fostering productive, trusting partnerships that last the test of time. We create a safe environment to think, explore, and focus on your agenda, which helps you, your teams, and your business grow. We only work with the best, most reliable, and most talented coaches who are centred on your needs. We put your needs at the heart of everything we do.

Partnerships

Coaching is a meeting of equals based on unequivocal respect and contribution. We work hard with willing leaders to build productive partnerships focused on initiating change, fulfilling goals, and unlocking growth and potential. Change happens when we work together to get things done, solve problems, release potential, and make changes. We see building productive and robust partnerships as the fundamentals, and we are committed to your personal and business success.

Growth

Coaching and mentoring are very stretching and rewarding, developing growth for all parties involved. We relentlessly focus on helping you, your team, and your business grow. We help leaders have powerful, challenging conversations which initiate change and improve performance. We have an endless curiosity about what makes people 'tick' and help leaders fulfil their goals and potential. We see coaching as an investment in you, your ambitions and your business.

Authenticity

We create a culture where our actions and beliefs are congruent with our beliefs and values. We are in touch with the demands of the busy leader working to support your agenda. We are real, down-to-earth, experienced leaders and executive coaches who care deeply about unlocking executive potential.

Simplicity

We work to keep things simple, making the coaching process less overwhelming and more manageable for you, your team, and your business. Simple does not mean of less quality – it is a mindset of making every stage truly client centric underpinned by timely and effective communication – it means keeping things simple so you can move faster and with ease.

Fun

All underpinned by a healthy dose of fun on the journey – life's too short! We take our work very seriously and care about your needs including your well-being. Facing any form of change can be difficult, yet we work to blend challenge, support and change with the magic dust of fun and possibilities, making the coaching journey more engaging and exciting for you. We also free up time so you can spend more time with your colleagues, teams and family.

MEET THE LEADERSHIP TEAM

PAUL STARBUCK MCC

Managing Director, Executive Coaching, Team Development and Leadership Specialist

Providing leaders with guidance to unlock their full potential.

ZOE STARBUCK ACC

Director of Business Coaching and Leadership Development

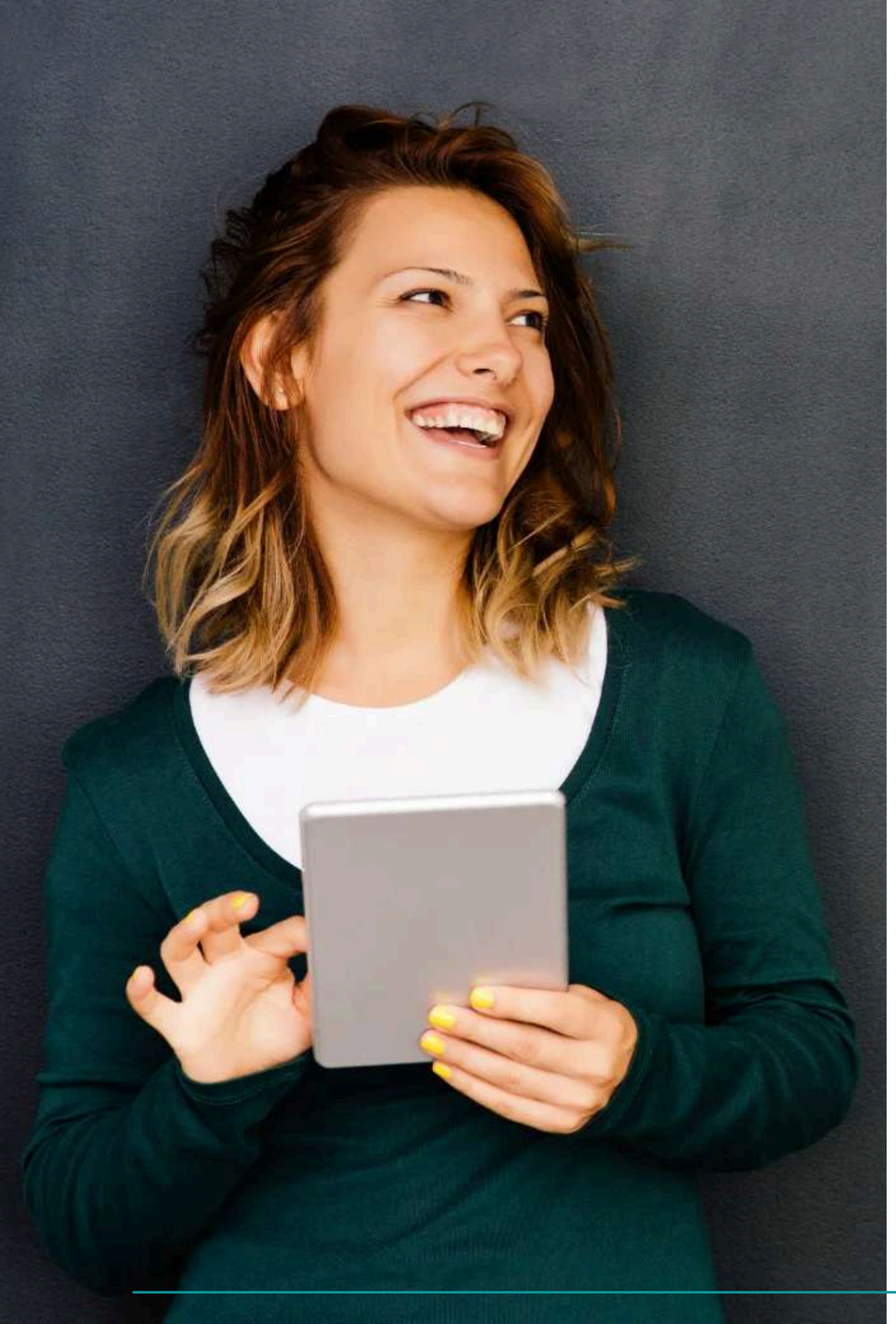
Developing and implementing strategic plans aligned with corporate goals.

PAIGE THOMSON

Head of Growth and Partnerships

Specialises in forging authentic partnerships that drive organisational success.

Our diverse team of coaches are highly skilled experenced and accredited, and they have firsthand experience of what you're going through.



Our Programmes

At Starbuck & Associates, we offer a comprehensive range of bespoke programmes designed to enhance leadership, team performance, and organisational success. From executive coaching and leadership development to team effectiveness and accredited coaching programmes, our solutions are tailored to meet your unique needs.

We focus on fostering growth, collaboration, and resilience through innovative, impactful approaches, ensuring measurable outcomes that align with your goals. Whether you're looking to empower individual leaders, build cohesive teams, or cultivate a coaching culture, our programmes deliver sustainable, meaningful change for organisations across all sectors.

- **Proven Expertise:** We have partnered with leading brands such as Emirates, Network Rail, The Adecco Group, CSL and hundreds more.
- **Tailored Approach:** Our diagnostic tools and personalised programmes are designed to align with your organisation's objectives.
- **Sustainability Focus:** As a certified B Corp, we commit to integrating sustainability and social responsibility into our practices.

Accelerating Teams

Accelerating Individuals

Non Executive Directors

Accelerating Organisations

The Coaching Craft: ICF Accredited Coach Training

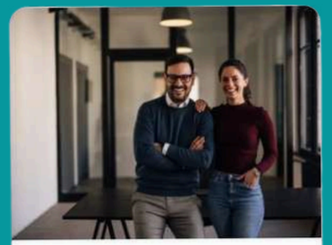
Mental Health First Aid

Outplacement Support

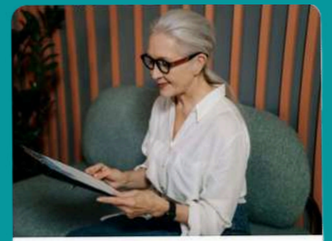
Facilitation Service

Accelerating Women in Leadership

Accelerating New Business



CEO Executive Coaching



Mentoring for Senior Leaders

Overview of Our Key Programmes:

- ***Executive Coaching Programmes:*** Empowering leaders through personalised one-on-one sessions.
- ***Team Programmes:*** Fostering collaboration, communication, and overall performance.
- ***Coaching Programmes:*** Training leaders to become effective coaches for building high-performing teams.
- ***Coaching Craft:*** We support developing coaches through our accredited ICF programmes.
- ***Specialised Programmes:*** We have over 45 programmes covering topics like resilience, mental health, and initiatives focused on diversity, all programmes are bespoke for the clients goals.

Executive Coaching Programmes

At Starbuck & Associates, our Executive Coaching Programmes are designed to unlock leadership potential, drive personal growth, and deliver measurable results. With over 30 years of experience, we have partnered with leaders across industries to empower them to achieve individual and organisational success.

Our Approach:

- Personalised coaching focused on each leader's unique needs.
- Building trust to create a safe space for growth.
- Tailored sessions, assessments, and feedback to equip leaders for complex environments.

Pre-Coaching Diagnostics:

- Comprehensive diagnostics include:
  - 360-Degree Feedback Assessments for diverse insights.
  - Trait Emotional Intelligence Questionnaire (TEIQ) for self-awareness.
  - Thomas International Assessments for behavioural traits.
  - Leadership and Team Surveys to align with organisational goals.

Programme Structure:

- Flexible, customisable coaching includes:
  - One-to-One Coaching with highly accredited coaches.
  - Leadership Strategy Development for actionable strategies.
  - Continuous support and resource access.

Post-Coaching Diagnostics:

- Measure impact with:
  - Reassessments using feedback tools.
  - Key Performance Indicators (KPIs).
  - Personalised progress reports.

Key Benefits:

- Enhanced self-awareness and understanding.
- Improved decision-making and confidence.
- Stronger emotional intelligence and collaboration.
- Sustainable leadership development for long-term success.

Who Should Enrol?

Our Executive Coaching Programmes are ideal for **senior leaders, emerging leaders, and executives** seeking to:

- Enhance leadership capabilities.
- Address specific challenges or transitions.
- Develop a vision for long-term success.

Organisational Programmes

Who Should Enrol?

Our Organisational Programmes are ideal for:

- Organisations looking to align leadership and culture with strategic goals.
- Companies navigating large-scale change or transformation.
- Businesses seeking to embed diversity, equity, and inclusion into their practices.

At Starbuck & Associates, our Organisational Programmes are designed to align leadership, teams, and culture with your strategic goals. We adopt a holistic approach to develop sustainable practices, nurture resilience, and drive impactful change across your organisation. Each programme is customised to meet your unique needs, ensuring alignment from senior leadership to operational teams because one size does not fit all.

Key Offerings:

- **Leadership Development:** Tailored workshops on strategic thinking and emotional intelligence.
- **Change and Resilience:** Support for transitions and adaptability.
- **Diversity, Equity, and Inclusion (DEI):** Workshops for an inclusive workplace.
- **Culture Transformation:** Initiatives for cultural change aligned with values.

Focus Areas:

- **Team Effectiveness:** Strategies for high-performance teams.
- **Personal Growth:** Techniques for self-talk and effective communication.
- **Organisational Strategies:** Best practices for recruitment and performance management.
- **Well-Being:** Promoting resilience and positive mental attitudes.
- **Emerging Leaders:** Training for new leaders on key principles.

We are committed to fostering mentally healthy workplaces. Our Mental Health First Aid Programme equips organisations to recognise and address mental health issues effectively.

Mental Health Programmes Include:

- **Mental Health First Aid Training:** Training for identifying mental health signs.
- **Mental Health Awareness Sessions:** Workshops to raise awareness and reduce stigma.
- **Custom Mental Health Initiatives:** Programmes tailored to your culture.
- **Mental Health Coaching for Leaders:** Coaching to support team well-being.

Integration: Programmes can be standalone or part of broader strategies, including pre-assessments, engaging workshops, and post-assessments to evaluate success.

Key Benefits:

1. Aligned leadership and culture
2. Enhanced resilience
3. Improved engagement
4. Sustained success

Team Programmes

At Starbuck & Associates, our Team Programmes are tailored to accelerate team performance, enhance collaboration, and foster a culture of trust and alignment. Whether delivered in-person or online, these programmes are designed to unlock the full potential of teams and equip them with the tools needed to achieve outstanding results.

Programmes Offered:

- **Teams Effectiveness Programme (Face-to-Face):**
  - Enhances team dynamics and aligns goals with strategies.
  - Encourages real-time collaboration.
- **Starbuck Team Effectiveness Programme™ (STEP) – Online:**
  - Unlocks leader and team potential with flexible delivery.
  - Offers transformative insights and practical tools.
- **High-Performing Teams Programme:**
  - Focuses on shared vision and strategic collaboration for sustained high performance.

Pre-Programme Diagnostics:

- Team Dynamics Surveys and Belbin Team Roles Analysis assess strengths and challenges.

Post-Programme Follow-Up:

- Includes reassessments, impact reports, and optional coaching for sustained results.

Key Benefits:

- Enhanced collaboration and trust.
- Improved performance and cultural transformation.
- Long-term success through ongoing support.

Starbuck Team Effectiveness Pyramid

Who Should Enrol?

Our Team Programmes are ideal for:

- Senior leadership teams seeking alignment and effectiveness.
- Teams undergoing transitions or facing specific challenges.
- Organisations looking to cultivate a culture of collaboration and high performance.

Women in Leadership Programmes

Who Should Enrol?

• Women at all career stages, from emerging to senior leaders.

• Organisations looking to foster diversity, equity, and inclusion in their leadership teams.

• Professionals seeking tailored development opportunities to excel in leadership roles.

At Starbuck & Associates, we empower women to become confident leaders through our Accelerating Women in Leadership Programmes, EmPowerHer and ElevateHer. These tailored programmes address the unique challenges women face, enhancing their skills and providing essential support.

Programme Overview:

1. **EmPowerHer**
   - Designed for aspiring and early-career female leaders.
   - Focuses on self-awareness, emotional intelligence, overcoming imposter syndrome, and building networking skills.
2. **ElevateHer**
   - Aimed at senior female leaders.
   - Emphasises strategic leadership, executive presence, decision-making, and managing life transitions such as menopause.

Pre-Programme Diagnostics:

- 360-Degree Feedback
- Confidence Assessments
- Organisational Feedback

Post-Programme Support:

- One-on-One Coaching
- Networking Opportunities
- Progress Reports

Key Benefits:

- Enhanced confidence and leadership skills.
- Promotes diversity in leadership roles.
- Cultivates empowered, high-performing female leaders.

The Coaching Craft: Empowering Leaders

Who Should Enrol?

- Aspiring coaches seeking to gain ICF accreditation.
- Experienced coaches looking to advance to PCC or MCC certification.
- Leaders who want to integrate coaching into their leadership style.
- Organisations seeking to foster coaching cultures and empower teams.

Starbuck & Associates offers The Coaching Craft, a suite of **ICF-accredited** coaching development programmes aimed at empowering leaders and coaches. Key reasons to choose these programmes include:

- **ICF Accreditation**: Ensures global recognition and credibility.
- **Expert Facilitators**: Programmes led by seasoned ICF Master Certified Coaches.
- **Comprehensive Training**: Suitable for all experience levels.
- **Flexible Delivery**: Online formats with live sessions and self-paced learning.
- **Practical Impact**: Focus on actionable strategies for coaching effectiveness.

Programme Offerings:

1. **ICF Associate Certified Coach (ACC)**: Foundational skills for beginners. ***Eligible for ELCAS funding through Starbuck & Associates as an approved ELCAS learning provider.***
2. **ICF Professional Certified Coach (PCC)**: Advanced training for experienced coaches.
3. **ICF Master Certified Coach (MCC)**: Mastery level for elite coaches.
4. **Mentor Coaching Programme**: Personalised feedback for certification preparation.
5. **The Coaching Craft for Leaders**: Equips leaders with coaching skills to enhance team performance.

Approach:

- **Customisation**: Tailored content for individual needs.
- **Engagement**: Interactive learning environments.
- **Support**: Continuous mentoring and networking.

Key Benefits:

- Globally recognised ICF credentials.
- Enhanced coaching skills and confidence.
- Leadership development and empowered teams.
- Supportive professional community.

Starbuck & Associates is committed to supporting your coaching career and organisational transformation.

Starbuck Academy

Starbuck Academy is a digital learning ecosystem aimed at helping leaders, teams, and coaches develop and thrive. It consists of three core pillars:

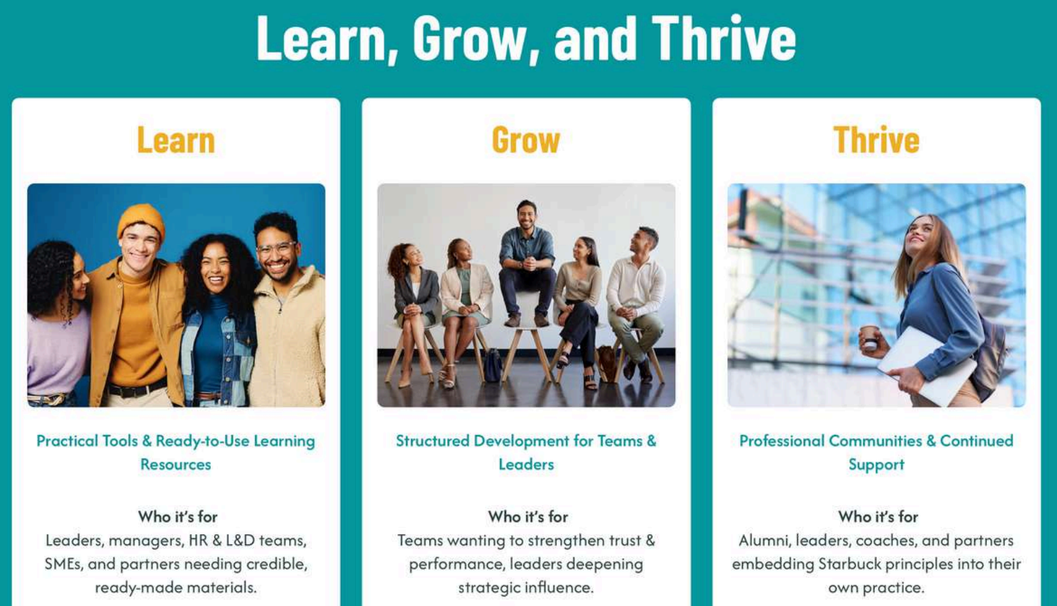
LEARN: Offers practical tools for leadership and team effectiveness, including a Learning Library, Ready2Go Team Sessions, and the Step-Lite Team Effectiveness Programme.

GROW: Provides deep-dive, transformative online learning through the STEP Team Effectiveness Programme, which spans 6–12 months and focuses on long-term behavioural change and Leadership Learning Hub

THRIVE: Features specialist hubs for career support, Coaching and Executive Boardroom development including NED's - Coaching Hub, NED Support Hub, and Career Transition Hub

Prices Start from £99/year and include VAT

Additionally, Starbuck Academy offers white-labelled learning solutions and bespoke content for organisations. Created by experienced practitioners, the academy provides practical, relevant, and scalable resources for effective development at all organisational levels.



Step-by-Step Process: From Diagnostics to Post-Survey

Step 1: Initial Consultation

This phase involves a discovery session to understand the organisation's challenges, objectives, and priorities. The output is a set of clear goals and a tailored approach aligned with client needs.

Step 2: Pre-Programme Diagnostics

This stage uses tools such as psychometric assessments (e.g., Thomas International, TEIQ) and cultural surveys to evaluate strengths, gaps, and opportunities. The outcome is a detailed diagnostic report highlighting focus areas for development.

Step 3: Programme Design

This stage uses tools such as psychometric assessments (e.g., Thomas International, TEIQ) and cultural surveys to evaluate strengths, gaps, and opportunities. The outcome is a detailed diagnostic report highlighting focus areas for development.

Step 4: Programme Delivery

The delivery phase includes one-to-one coaching sessions, facilitated workshops on leadership and team growth topics, and continuous feedback for real-time adaptation. Participants gain enhanced skills, knowledge, and actionable strategies.

Step 5: Post-Programme Diagnostics

Progress is reassessed using follow-up surveys and feedback tools to measure the programme's impact. This step generates comparative data showcasing growth and key outcomes.

Step 6: Progress Reporting

A comprehensive report is compiled, summarising measurable improvements, achievements, and areas for sustained growth. This provides a clear demonstration of ROI and actionable recommendations.

Step 7: Ongoing Support

The process concludes with continued follow-up coaching sessions, access to resources, and ongoing support to maintain momentum, ensuring sustained improvement and long-term organisational success.

Step 8: Reviewing and Continuing Development

At the end of the programme, we review outcomes, integrate feedback, and align future goals with organisational needs. This step ensures sustained growth and long-term impact, creating a roadmap for continuous improvement.

STARBUCK™ & Associates

Making an Impact That Matters

Over the years, Starbuck & Associates has grown, but our commitment to our founding principles has remained strong. Each milestone in our journey represents growth and a testament to the relationships, innovations, and transformations we've championed in the industry. Our legacy is about the services we provide and the impact we leave on the individuals and organisations we work with.

Through sustainable business practices, B Corp certification, gaining ISO 9001 and 27001 and pioneering programmes redefining leadership, we're driving progress and positive impact. Every partnership we form, and every programme we deliver is a continuation of Paul's vision—one that believes in building a better future for people, businesses and society.

Our Legacy

Why Choose Us

What sets us apart at Starbuck & Associates is the coaching team behind the company. We don't just coach clients; we are a team that constantly challenges and develops ourselves to be the very best at what we can do.

We also have two MCCs in the Company. Only 4% of the world's coaches reach MCC status, so you know you're in safe hands.

Masters of change

We specialise in mastering change quickly. Whether you're an executive, a team, a C-suite leader, a director, or an aspiring coach, your success drives us. We're passionate about helping you reach your fullest potential.

Clients We Have Worked With

Adecco | Amazon | Angel Trains | AstraZeneca | BP | BT | Catnic | Cleveland Clinic | CSL (Behring, Seqirus, Plasma, Vifor) | Diageo | Eldorado Gold | Emirates | Envivo Group | Expedia Group Inc | Farfetch Fastmarkets | FIS Global | Fitch Ratings | Fresh Direct Ltd (Sysco GB Group) | Funding Circle | G4S | General Electric | George Eliot Hospital | Google | Greene King | Groupe Campari SpA | HSBC

IBM | Iceland | Intertek | IVC Evidensia | JDE | Kingfisher | Knight Frank LLP | KPMG | Lambeth Council | Markel International | Merck KGaA | Metro Bank | Morgan Stanley | National Trust | Netflix | Network Rail | NHS Birmingham | NHS Digital | Tata Consultancy Services | Techstars | Teleperformance France The Adecco Group | The Bathroom Showroom | The Coca-Cola Company | Unilever

Universities Scotland | University Dundee | University Hospitals of Leicester NHS Trust | Virgin | Volvo Group UK Limited | Walgreens Boots Alliance | Well Pharmacy | Wiley | WLP Success | Worley | Yoox Net-a-Porter Group

Our Clients

At Starbuck & Associates, we are proud to collaborate with over **250 organisations** across a wide range of industries, including healthcare, technology, finance, retail, and professional services. Our esteemed client roster features renowned global leaders such as Amazon, AstraZeneca, Boots, BP, and The Coca-Cola Company, along with significant institutions like NHS Birmingham, Universities Scotland, and Network Rail.

We have provided support to businesses of all sizes, from startups to multinational corporations, offering customised solutions in leadership development, team effectiveness, and executive coaching tailored to their specific needs. This extensive experience underscores our capability to adapt and deliver exceptional results in diverse organisational contexts.

Start your Journey to Success

Whether you're looking to enhance your career, grow your business, or unlock your full potential, Starbuck & Associates is here to guide you every step of the way.

Get in Touch

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We Are Open 7 days A Week!