



# THEORY OF CHANGE

**Here at Circl we're very passionate about changing the world of leadership.**

We aim to develop more inclusive and empathetic leaders through our two-way leadership programme, which has achieved impact for three major groups: our professional participants, our Future Leaders and the wider client organisations we partner with.

Our Theory of Change displays our intended impact within these different groups and how we measure this impact.

This will hold us to account; we plan to publish how we're tracking against each of these metrics on an **annual** basis.

# ALL PARTICIPANTS

## PROGRAMME OUTCOMES



Longevity of using coach approach



Improved communication skills



Achieved goal on programme



## WHAT THIS ACHIEVES

More inclusive and empathetic leaders

Leaders who are better listeners and can communicate the different perspectives of team members

Individuals who feel empowered through coaching

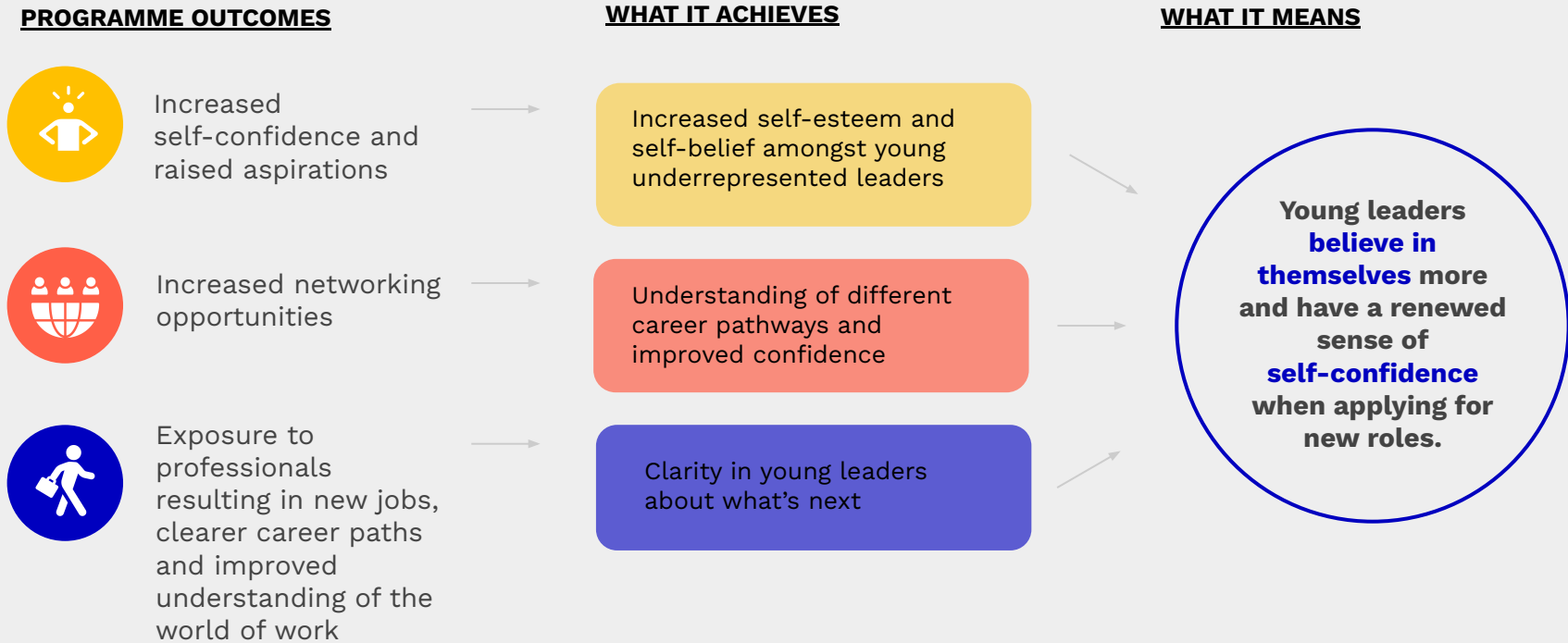


## WHAT THIS MEANS

A more **empathetic** and **diverse** workforce who are innovative and autonomous leaders.

Individuals leave the programme with an increased **motivation** and **self-esteem**.

# FUTURE LEADERS



# PROFESSIONALS

## PROGRAMME OUTCOMES



Become a more effective leader through the development of coaching skills



Improved understanding of people from different backgrounds



Improved career progression

## WHAT IT ACHIEVES

Professionals are better able to leverage the potential of their teams through bringing in different perspectives.

More inclusive and effective workplaces.

Professionals are able to utilise the coach approach in new leadership roles

## WHAT IT MEANS

**Professionals become more empathetic and inclusive leaders who thrive at work and understand the experiences of young colleagues better.**

# CLIENT ORGANISATIONS

## PROGRAMME OUTCOMES



Coaching culture is embedded creating organisational efficiencies



Attract and retain diverse talent at all levels



Wellbeing and job satisfaction of your employees is enhanced

## WHAT IT ACHIEVES

Increased job satisfaction and less staff turnover

Efficiency and productivity of teams who bring in different perspectives

Increased productivity due to enjoyment at work

## WHAT IT MEANS

Organisations will see an increase in **productivity** and **wellbeing** from individuals who graduate from the Circl programme. The behavioural change to bring in different perspectives and be a more **empathetic** leader will lead to a more **inclusive** work environment. This will have a knock-on positive effect for the people they work with.