



Serve Well

If ten new clients signed up tomorrow, could your delivery model handle it?

Without late nights? Without firefighting? Without relying entirely on you?

You may already be running a programme that works but feels harder than it should. Or perhaps you're preparing to launch something new and want to build it properly from the start.

In either case, the questions are similar:

- How do I deliver this well without holding everything together myself?
- How do I scale without increasing stress and firefighting?
- How do I protect my energy as the business grows?
- What does a clear, repeatable customer journey actually look like?

You care about quality and your clients, and you want growth to feel sustainable rather than stressful.

Serve Well helps you design and refine your programme so it is clear, engaging, and scalable, while protecting your time and energy.

What is Serve Well?

Serve Well is a four-month small-group cohort designed for trainers, coaches, and consultants who want their programmes to be:

- Clear
- Engaging
- Repeatable
- Scalable
- Sustainable for their energy

This is not a marketing programme. It focuses on what happens after someone says yes.

Serve Well ensures that when your sales and marketing investment pays off, your onboarding, delivery, communication, and follow-up remain consistent.

Serve Well strengthens the operational and relational foundations of your programme so growth does not create chaos or cost more and more of you.

What Changes Over Four Months

By the end of Serve Well, you will:

- Know exactly who your key stakeholders are and what success means for each
- Have mapped and refined your customer journey
- Understand where energy is leaking from your delivery model
- Feel confident that if ten new clients joined tomorrow, your programme would support them without chaos or compromise.
- Hold a clear, usable process inventory for at least one core programme

Participants often describe the shift as moving from reactive to intentional.

As one recent participant shared:

“Before Serve Well, I felt like I was flying blind when supporting my clients. It was hit or miss. Serve Well helped remove the blindfold. I now have real clarity about what I need to do.”

What's Included

Over four months, you receive:

- Four live online two-hour interactive workshops, one per month
- Monthly one-hour live online Q and A implementation calls
- Personalised written feedback on submitted work
- Direct access to me between sessions for questions and strategic input
- A structured Serve Well workbook to guide your thinking and capture your decisions
- Ongoing discussion and support via a private group space, so you can ask questions, share reflections, and get input between sessions
- Access to session recordings
- The Emotions Card Deck, used in Month 2 to help you define what “good” feels like for your clients and embed that intentionally into your programme design

Because the cohort is small, you receive meaningful input and personalised feedback. Some participants choose to use short focused one-to-one conversations. Others send work for detailed written feedback. Either way, the support is specific to your programme, not generic advice.

Serve Well is supported implementation over time. You are not left to work this out alone.

What We'll Cover (and why it matters)

Month and Topic	So that...	Even if...
Month 1: Stakeholder Identification	You know who really matters in your business and where to focus your energy	You think you know your customers already or don't see yourself as strategic
Month 2: Customer Feelings	You get clear on what 'good' feels like for you and your customers	Emotions or wellbeing feel hard to pin down or talk about in business terms
Month 3: Customer Commitment Mapping	You define success for your programme and plot the path to commitment for your key stakeholders	You don't enjoy thinking in processes or prefer to keep things fluid

Month and Topic	So that...	Even if...
Month 4: Process Inventory Creation	You create a process inventory (your first version of Standard Operating Procedures) for at least one of your programmes, breaking things down into clear steps and uncovering ways to streamline, delegate, or improve	You worry that documenting processes will box you in or limit your creativity

Who It's For

Serve Well is for service-based business owners who:

- Run or are launching a programme and want to build it to scale sustainably
- Rely too heavily on themselves to hold delivery together
- Notice engagement, clarity, or energy slipping as they grow
- Care about protecting their time and energy as much as their reputation
- Want growth without compromising quality

This experience is not passive learning. It requires reflection, honesty, and a willingness to look under the bonnet of your business.

Your Investment

The more you engage, the more you gain.

Time investment:

- One two-hour workshop (1 to 3pm) on the second Monday of each month
- One one-hour Q and A session (1 – 2pm) on the fourth Monday of each month
- Approximately one to two hours per week for reflection, workbook completion, and implementation

This is thinking work. You will be asked to observe your current delivery, test ideas, and apply what you learn in real time.

Financial investment: £760

Payable upfront or £190 per month over four months.

A Small Cohort By Design

Serve Well is limited to eight participants. You will not be lost in a large group. You will be seen, challenged, and supported.

The small cohort also creates space for shared insight. Hearing how other practitioners approach similar challenges often sparks clarity and ideas you would not reach alone.

Next Step

If you are interested in joining the next cohort, please [email me](#) with a few details about what you are building and where you feel stuck. I will review your message and let you know whether I believe Serve Well is a good fit.

If it is, we can arrange a short conversation to discuss next steps.