



Empowering change that sticks.

Build the foundations that make transformation last, not just awareness.



THEME: *Teach an org to FISH: foundations, iteration, skills, habits. Capability that compounds.*

<p>01 PROGRAMS Build capability</p> <p><i>Skills-based cohort programs that turn awareness into habit.</i></p> <p>WHAT IT INCLUDES</p> <ul style="list-style-type: none">■ The Art of Inclusive Leadership■ Successful Team (Re)Launch■ Open Space facilitation■ High-performance teaming	<p>02 ENGAGEMENTS Reshape a team</p> <p><i>Done-with-you work for leaders facing real change.</i></p> <p>WHAT IT INCLUDES</p> <ul style="list-style-type: none">■ Successful Team (Re)Launch■ Build & Scale Teams■ Outsourced delivery, owned outcomes■ Co-created roadmaps	<p>03 TIERS Scale across</p> <p><i>From one program to enterprise-wide transformation.</i></p> <p>WHAT IT INCLUDES</p> <ul style="list-style-type: none">■ Tier 1: Foundations■ Tier 2: Accelerator■ Tier 3: Cross-Team■ Tier 4: Full Org
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Where change efforts stall.

70% of change initiatives fail because organizations skip the foundations and jump to implementation.

THE COST

From scattered effort
to capabilities that
compound.

Without foundations, change does not stick. The bill comes due: attrition, failed change, lost time, stalled growth.

Siloed communication

Misalignment slows momentum and duplicates work across teams.

Outdated leadership

Behaviors do not match today's teams, formats, or expectations.

Disengagement

Low trust, low energy, stalled innovation, rising attrition.

WHAT WE KNOW

70%

of change initiatives fail

\$1M+

wasted on failed change in large orgs

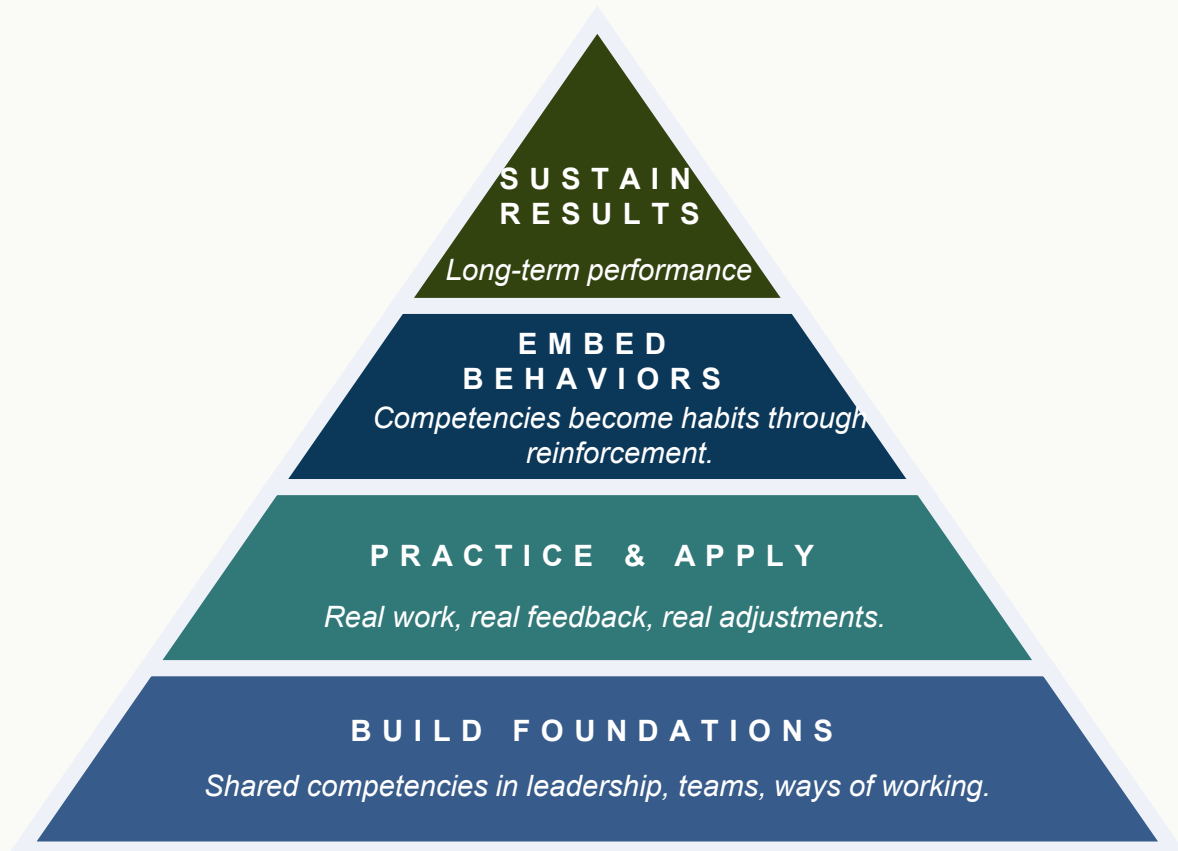
33%

of salary lost per turnover



Awareness fades. Capabilities compound.

Sustainable change requires foundational capability, not just awareness or enthusiasm.



WHAT THIS MEANS IN PRACTICE

1. Skills over slides

Every session ends with a capability your team can use Monday morning.

2. Reinforcement, not single events

New behaviors stick through coaching, micro-practices, and real-work application.

3. Measured, not assumed

Live ROI tracking ties participation to behavior change and business outcomes.

WHAT SETS US APART

Coaching, Clarity, and ROI. Not slide decks.



Three things you do not get from a typical training vendor.

01 Live dashboard

ROI Tracker

Participation, behavior change, and business outcomes tied together by team, program, and timeframe. You see what is working in real time.

Clients report ROI within 90 days

02 24/7 AI coach

Chief Clarity Officer™

Sharpens goals, questions, and next steps between sessions. Coaching time starts focused and ends with momentum, not catch-up.

Available between every session

03 Veteran global bench

Coach-Backed

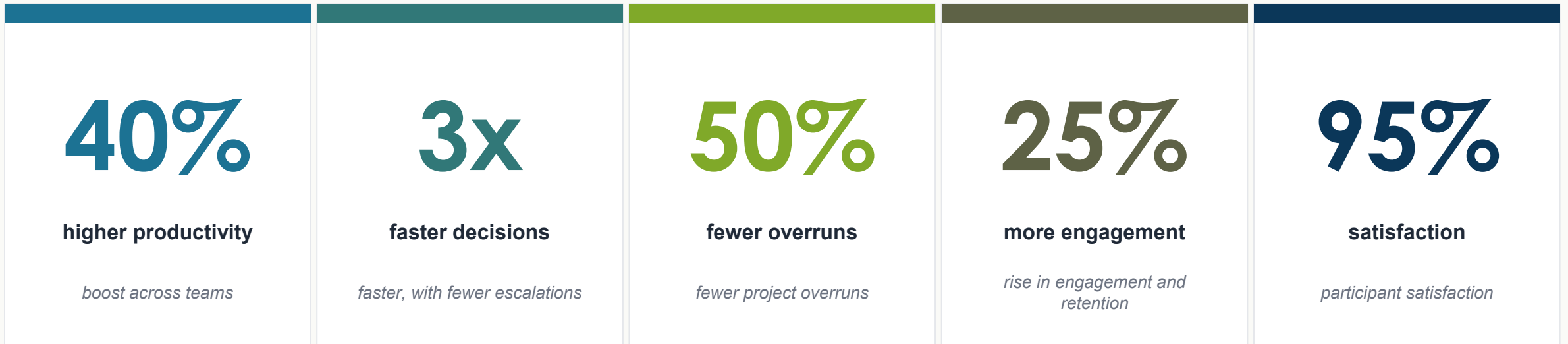
Real coaches turn playbooks and micro-practices into repeatable habits. Frameworks alone do not change behavior. Coaches do.

46 countries. 30+ years experience.



Numbers, not narratives.

What clients see, on average, within 90 days of program delivery.



THE BOTTOM LINE

We measure what others promise.

Live dashboards tie participation to behavior change to business results. You see the work pay back.



Signature programs.

Five programs. One foundation-based approach. Choose what your team needs most.

01 MID TO SENIOR LEADERS

The Art of Inclusive Leadership

Lead confident, diverse, high-performing teams. Build muscle memory for inclusive behaviors that show up under pressure.

02 NEW OR REORGANIZED TEAMS

Successful Team (Re)Launch

Align, activate, and accelerate new or struggling teams in weeks, not months. Master collaboration that sticks.

03 CROSS-FUNCTIONAL LEADERS

Open Space: Right People in the Room

Create ownership, ideation, and rapid decision-making. Develop facilitation skills that drive innovation.

04 MANAGERS, HR, L&D

Build & Scale Teams

A five-day intensive for managers, HR, and L&D. Liftoff, coaching frameworks, and talent strategy in one week.

05 DELIVERY EXECUTIVES

Outsourced Delivery, Owned Outcomes

You outsourced the work. You still own the result. For leaders buying delivery from external partners.

FLEXIBLE DELIVERY

Choose what fits.

Online cohorts, in-person intensives, or offsite immersives. Hybrid available for distributed teams.



Start focused. Scale across.

From a single program to enterprise-wide transformation, on your timeline.

01

Foundations

One program, fast results

- 1 program, virtual or in-person
- 10-25 participants
- 2 expert facilitators
- Digital platform + CEUs

From €47k

02

Done-With-You

Custom for one team

- Discovery + in-person reset
- Coaching for the leader
- Tailored intervention
- For leaders with one team

From €70k

MOST
POPULAR

03

Cross-Team Acceleration

Most popular

- 3 signature programs
- 40 hours of coaching
- In 90 to 180 days
- ROI tracking included

From €130k

04

Full Org

System-wide change

- Quarterly programming
- 4 quarters of capability
- Executive check-ins
- Live ROI dashboards

From €425k



People first. Foundations always.

Five working principles that show up in every engagement.

01 Foundation-based change

Sustainable outcomes, not short-term hype. Skills become habits, not knowledge that fades.

02 Experiential learning

Real-world practice with coaching. Every tool reflects actual work situations your team faces.

03 Reinforcement & coaching

High-touch support turns practice into habits through structured reinforcement, not one-and-done.

04 Co-created solutions

Tailored to your team's culture and challenges. Competencies adapted, not pulled off a shelf.

05 Flexible delivery

Online, in-person, or offsite. Cohort or done-with-you. Hybrid for distributed teams.

T H E T H R O U G H L I N E

Skills you can use Monday.

Habits that stick. Outcomes you can measure.



What changes when skills stick.

Three stories from recent engagements. Numbers from many more.

BOTTLENECK BUSTER

Six-month roadblock to ten weeks

Foundation-first training cleared a stuck product team. Shipped on time, exceeded delivery expectations.

ELITE DECISION-MAKING

Decision speed, tripled

Inclusive leadership rituals turned meeting debates into real-time decisions across the leadership team.

CULTURE CATALYST

Disengagement to momentum

A burned-out leadership team rebuilt trust, aligned on strategy, activated their teams. Engagement up 40%.

IN THEIR WORDS

“Indra got the leadership team aligned. A new team was hired and performing in slightly over a month. She brought way more to the table than I realized.”

PROJECT MANAGER

Finance sector

46

countries

30+

years

5

continents



Why clients choose AFA.

Foundation-based change with measurable results, not surface-level training.

01	02	03	04
Tailored to your culture <hr/> <p>Proven frameworks adapted to your context. Not generic templates dressed up.</p>	Experienced experts <hr/> <p>Three decades of global transformation across 46 countries and five continents.</p>	Evidence-based methods <hr/> <p>Skill development grounded in research, not the latest leadership fashion.</p>	Measurable outcomes <hr/> <p>Productivity, engagement, and retention lift you can actually track.</p>

05 True partnership <i>We co-create, adapt, and celebrate success with your teams. No vendor distance.</i>	THE DIFFERENCE <i>Behavior change, not slide decks.</i>
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IN THEIR WORDS

What clients say.

From senior leaders, project managers, and the teams they lead.



You empower people as well as teams to define for themselves what it means to be successful. You are not dogmatic of any one methodology. You are 100% present and listen, really listen, to what everyone is saying.

The tools you help us develop have helped us rise much higher. It is refreshing to see someone in a training role not have a canned narrative.

SENIOR DEVELOPER

Technology sector



This program can shatter what you believed to be good leadership techniques, and turn them inside out.

COMMUNICATIONS DIRECTOR

Transportation



The fastest I have seen a product developed. The only product that met and exceeded all expectations.

TECHNICAL LEAD

Air traffic safety

READY TO BUILD FOUNDATIONS THAT STICK?



Let's make *change happen.*

Build the foundations that make change stick. Faster, smarter, with measurable impact.

01

BOOK A CALL

A real conversation about your goals. No obligation.

02

REQUEST A QUOTE

Custom programs scoped to your context and team.

03

EXPLORE THE BLOG

Practical writing on leadership, teams, and change.