

About Katie DaCosta Founder & CEO Purple Nyx

After 25 years in Corporate leadership leading International teams from Individual Contributor to Director level, I've experienced and seen the challenges both myself and my teams have faced when put into a management role with no experience. You are expected to just know what to do, develop a strategy, lead and inspire a team whilst navigating the leadership landscape

[Katie DaCosta Profile](#)



It's not easy being a new manager. Get the basics and tactics to go all the way.

Ditch the course and talk reality and workplace application from someone who has been there.



You want to be a Manager? Well, it's not about you anymore! Group development & Coaching



contact@purplenyx.com

When individuals get promoted to a manager, the transition is never easy!.

This program is for Brand new managers and those aspiring to be one.



It's not easy being a new manager, and stepping from "I to We" "Execution to Delegation" Talking Strategy, Budgets, Performance and developing the Team.

Most New managers struggle and lack confidence. They suffer in silence and don't want to ask for help.

Employees are also now expecting more from their managers, and that takes work!

Get prepared for the leadership journey.
Find your management style and confidence.
Inspire & engage your team.
Know what Inclusion looks like.

Group Development & Coaching program



Join peers just like you with similar struggles, and gain insights across industries. Become an Inclusive Leader.

- Program is spread across 3 months starting November 2023
- 9 x 1-hour sessions (some may be 45 minutes based on the topic)
- Pre-information prior to each session for reflection
- Virtual & Collaborative
- Supporting environment with others

01

Together we will explore Manager capability topics required to be successful in the leadership journey.
Truly understand what your role now entails and how you impact employee engagement and profitability.

02

Together we will strategise and plan using workplace templates which you will receive as part of the program. This includes Strategy map, Team development matrix, IDP, Coaching questions guide.

03

We will support each other in a collaborative and safe environment and community. It will be thought-provoking!
We will embed what we have learnt on the job and share lessons learnt and insights across industry.

Tip: Why not ask your organization to fund this development for you.

The program develops and inspires managers to:

Manage their language, actions, communication and demonstrate Inclusion in the workplace

Understand what being a manager is all about in today's diverse workplace

Develop a Career and development plan for everyone
Grow skills & capability creatively

Motivate through recognition, reward and inclusive language

Manage work-life balance, prioritise workload and support equity in the workplace



Create a Connected Team, Vision & Strategy that everyone understands. Provide direction even in change.

Play to each one of their Team's strengths, and foster diverse opinions and solutions safely

Recognise and embed the value of Coaching, Listening and adjusting performance feedback to everyone in their team

V1. So, what are we going to cover - together

It will be thought-provoking, collaborative and educational designed for workplace application.

Why are you here?

How did you get here?
What challenges & fears do you have?
What sort of manager do you want to be?



What's the value in Strategy?

Create and align your team to a Strategy that they understand.
Prioritise, set goals, give direction as a team.



Team development

Explore facets of growing skills, driving performance and fostering a team solutions and growth mindset. Delegate.
Create a development and career plan for all.



The Manager of today

The workplace and demographics are changing, and so are the expectations on managers. We talk about transition priorities, business impact measures and manager capabilities.



Sum of your Team

Get to know your team strengths & diversity of thought.
Develop a Skills matrix.
How to create an environment to promote effective team working/performance.



What is Inclusion?

We explore what Inclusion looks like and feels like in the workplace and your role as a manager to foster it.
Equality vs Equity
How Bias shows up.
How to spot gaslighting.

Find your Style

Become the leader you want to be.
We explore leadership theories, Situational leadership, and the theory around supporting levels of Competence



Manage Performance

How to manage the good, not so good and the bigger challenges.
Inclusive Coaching basics
Effective 1-1
How to reward & recognize with compassion.



What is Emotional Intelligence?

Your every word, action and emotion is magnified when you are a manager
Facets of Emotional Intelligence (EI)
Power of language & cultural awareness.



Still interested - How to secure your place

01 EXPRESS INTEREST

Let me know a little more about you and to customize some content.

- How long have you been a manager?
- Why do you want to be a manager?
- What is your biggest challenge?

Click here to submit: [Pre-questions for great managers!](#)

02 MATCH

You'll get a personal email from me, welcoming you to the program. I'd be happy to connect 1-1 as well to say hello and answer any questions you have.

03 SECURE YOUR PLACE

You will receive further details of the program, logistics details for payment. In the build up to the Program, you will also receive information on the topics.

04 LET'S GO!

This is the exciting part. We will have our first session getting you prepared to be the best manager you can be!

Tip: Why not ask your organization to fund this development for you.



Places are limited in the coaching session. Therefore it is a first come first served basis.



2023 DISCOUNTED PROGRAM COST
9 sessions
On the job application

£500 for the full program
Payment can be spread over 2 installments.

1-1 Manager Coaching also available. This will be in depth, and personalised to the individual's management journey

If you would like to chat, please email: contact@purplenyx.com

Or connect with Katie DaCosta on LinkedIn.