



Case Study: Foundations in Leadership Skills Programme

Delivered by RedOnBlue Leadership in Action Ltd | CMI Recognised

1. Origin & Rationale

The *Foundations in Leadership Skills* programme was conceived by Daniel Neil, CEO of RedOnBlue Leadership in Action Ltd, inspired by the disciplined leadership development found in military environments. Daniel observed that while the military and some within the elite sports industry often invest early in leadership and team development, this level of investment is largely absent in most sectors for junior-level employees. Recognising the strategic value of cultivating leadership capabilities from the ground up—not just for succession planning but also for employee retention a programme that would fill this crucial gap was conceived and designed.

2. Programme Design

Built on Daniel's own junior leadership experience in the military, the programme develops core competencies in leadership, teamwork, and self-management. It blends neuroscience-informed coaching with practical skill-building to foster high-performance behaviours.

Core Modules:

- Leadership & Followership
- Team Dynamics
- Values, Personal Brand & Reputation
- Effective Communication
- Time Management
- Dealing with Change

Learning Outcomes:

Participants gain the ability to:

- Understand their role and influence in team and leadership contexts
- Build foundational leadership and followership skills
- Manage time and stress effectively
- Collaborate confidently with internal and external stakeholders
- Apply principles of resilience and accountability in everyday work



3. CMI Recognition & Flexibility

Following the early success of the programme, Daniel secured mapping and endorsement from the *Chartered Management Institute (CMI)*, making it an officially recognised development pathway.

CMI Accreditation Details:

- Optional bolt-on for organisations seeking certified progression
- Grants participants *Certified CMI Manager Status*
- Includes *1 year of CMI Membership*
- Opens access to CMI resources, networks, and ongoing development opportunities

The programme remains flexible and scalable:

- Can be delivered **with or without** the CMI bolt-on
- Available in both **in-person** and **online formats**
- Suitable for organisations seeking a cost-effective yet high-impact leadership foundation

4. Partnership with a well-known large organisation within the recruiting and resourcing sector

Whilst already delivering programmes for middle, senior and executive leadership levels RedOnBlue Leadership in Action Ltd were approached by their client who was seeking a leadership development programme for junior staff that would align with their senior-level pathways—enhancing retention and creating a cohesive development pipeline. RedOnBlue Ltd designed and tailored delivery of this new product to the client’s needs, launching and successfully delivering for three cohorts from 85 junior employees.

Organisational Goals:

- Provide leadership development at all levels
- Improve retention by investing in junior staff
- Foster a culture of growth and accountability

5. Impact & Feedback

The programme was met with enthusiastic praise across all three cohorts. Participants valued the opportunity, feeling empowered and more connected to their roles and colleagues.



Participant Testimonials:

“I can’t believe I’ve been given the opportunity to attend this course—it was just brilliant.”

“It opened my eyes, and my understanding of leadership and myself, is much better than before.”

“The delivery team from RedOnBlue were amazing, engaging, and knowledgeable, fun too!”

The client reported:

- Strong engagement from participants
- Greater cross-team collaboration
- Early indicators of enhanced retention and morale

6. Strategic Outlook

By embedding leadership capability early in career journeys, the client and RedOnBlue have built a scalable model for holistic talent development. The success of this foundational programme signals a shift toward more proactive leadership cultivation, setting the tone for future internal development offerings.