

Overcome Self-Limiting Beliefs

THE THRIVING LEADER



A Uniquely Holistic Program for Leaders & Executives

www.cocoondevelopment.co.uk

Are self-limiting beliefs holding you back from reaching your full potential as a leader? Our Executive Coaching and Hypnotherapy program is designed to help you overcome self-doubt, fear, perceived limitations, and thrive rather than survive, in your leadership role.

Key Benefits:

Overcome Self-Limiting Beliefs

- Identify your cognitive distortions and conquer your self-limiting beliefs
- Embrace your worthiness and silence the inner critic.
- Fulfill your role as a confident, capable leader.

Reduce Stress and Improve Well-Being:

- Learn to manage stress effectively.
- Achieve work-life balance and mental clarity.
- Transform your personal and professional life.

Maximise Leadership Capability:

- Enhance your decision-making, communication, and problem-solving skills.
- Boost your confidence, assertiveness, and adaptability.
- Lead with inspiring authenticity and vision.

A Personalised Holistic Approach:

- A transformative program led by a certified executive coach and experienced clinical hypnotherapist.
- Tailored sessions to address your unique needs and aspirations.
- A combination of coaching and hypnotherapy for lasting change.

Who Should Enroll:

- Executives and senior leaders
- Aspiring leaders and high achievers
- Anyone seeking to break free from self-limiting beliefs and elevate their life and career



THE BENEFITS OF OUR PROGRAM

Program Key: (Co) = Coaching Session (Hyp) = Hypnotherapy Session (Di) = Digital Content

**This program provides the opportunity for learners to select modules that meet their unique needs. Modules 1 & 8 are mandatory elements, you then select the modules you wish to include in your program (a minimum of one optional module is required)*

Module 1: Introduction and Self-Discovery (Mandatory)

- Orientation and Goal Setting (Co)
- Understanding Self-Limiting Beliefs, Cognitive Distortions, and Their Impact (Di)
- EQi 2.0 Leadership Psychometric Report, Workbook & Exploration Session (Co)

Module 2: Imposter Syndrome Transformation (Optional)

- Identifying Imposter Syndrome Patterns (Co)
- Building Confidence and Authenticity (Di)
- Challenge Your Imposter Syndrome (Hyp)

Module 3: Conquering the Fear of Failure (Optional)

- Recognizing Fear of Failure Triggers (Co)
- Embracing Resilience and Risk-Taking (Di)
- Overcome the Fear of Failure (Hyp)

Module 4: Breaking Free from Perfectionism (Optional)

- Frost Perfectionism Scale; Results Exploration (Co)
- Adopting a Growth Mindset and Flexible Thinking (Di)
- Embracing Imperfection (Hyp)

Module 5: Facing Fear of Rejection and Criticism (Optional)

- Exploring Fear of Rejection and Criticism (Co)
- Removing the Fear From Feedback (Di)
- Building Emotional Resilience (Hyp)

Module 6: Embracing Worthiness and Assertiveness (Optional)

- Discovering Self-Worth, Finding Your Voice, and Articulating Your Needs (Co)
- Transactional Dynamics; Ego States and Drama Triangles (Di)
- Knowing Your Worth (Hyp)

Module 7: Advanced Leadership Excellence (Optional)

- Leadership Style Enhancement (Co)
- Decision Clarity and Strategic Thinking (Di)
- Optimising Performance (Hyp)

Module 8: Post-Program Support and Resilience Building (Mandatory)

- Building a Personal Resilience Plan (Co)
- Strategies for Long-Term Success (Di)
- Recognising Success and Maintaining Momentum (Hyp)

BASE PACKAGE

- Module 1
- Module 8
- 1 x module of your choice

Corporately funded - £1250

Personally funded - £1060

ADDITIONAL MODULES

Corporately funded - £400 each

Personally funded - £340 each



PRICING & PAYMENT OPTIONS

For those who are personally funding we can also offer an installment plan across three months.

OUR VIRTUAL APPROACH

Our programs can be conveniently accessed virtually from your home, office, or wherever you feel most comfortable. Making the most of current technologies to deliver live sessions alongside digital and audio content.

We offer both private and corporate rates for our services, so whether you are self-funding or being supported via organisational sponsorship, we can provide a comprehensive quote that breakdowns the cost of each element within your program.

Knowing how busy leaders often are, we also offer weekend and evening appointments, so you can fit in personal development alongside your role.

This can help minimise distractions, freeing you up to be fully present while you focus on goals. It also allows us to get to know the authentic you, as we can engage with you beyond your corporate environment.



EXECUTIVE COACHING, PSYCHOMETRICS & DEVELOPMENT

Amanda leads our program development, and is a courageous and insightful executive coach, with over 20 years of learning & organisational development experience.

With a leadership background in a range of different sectors (including medical regulation, finance, utilities, and insurance) she works with senior leaders and those transitioning from operational to strategic roles, helping them discover their authentic style, overcome imposter syndrome, challenge limiting self-beliefs and realise their potential.

Being someone who embraces change, innovation, and creativity, she is committed to helping her clients evolve, build resilience and rekindle enthusiasm for their passions, aligning their careers with their core strengths. With a direct and honest style, she values confidentiality and psychological safety in service of navigating the 'elephant in the room' and getting to the heart of what is being left unsaid or avoided.

As comfortable with bringing sensitivity as challenge, she approaches her coaching practice both with a genuine sense of curiosity and positive intent. She uses a range of methods, tools, and approaches to help clients discover core strengths, untapped potential, and overcome potential derailers.



Amanda Leonard-Embury ACIPD, Executive Coach, Learning & Development Professional, Lead Facilitator

Having raised a neurodiverse family, Amanda has a passion for celebrating diversity and empowering self-advocacy in those she works with. Subsequently, she also has keen professional interests in wellbeing, work/life balance, neuromindfulness, cognitive behavioural therapy and neurolinguistic programming.

Amanda has experience in developing a wide range of organisational development programs, amongst which the following topics hold particular interest for her:

- Navigating difficult conversations
- Developing confidence and self-awareness
- Self-advocacy and assertiveness
- Building resilience
- Facilitating feedback conversations
- Team dynamics
- Transactional analysis
- Collaborating inclusively
- Personal effectiveness
- Facilitating feedback conversations

She is a confident and authentic facilitator, balancing professionalism with humour to bring warmth, energy, and compassion to her sessions. This encourages engagement and creates a space in which clients can feel at ease.

Amanda is a member of the International Coaching Federation (membership number 0095588791), and commits to their code of ethics. She also aligns her continuous professional development with their core competencies and undertakes regular 1:1 and group supervision.

Beyond this, she is an Associate Member of the CIPD (membership number 82970002), and holds the following professional qualifications:

- ILM level 5 certificate in Coaching & Mentoring
- ILM level 7 certificate in Executive Coaching
- Certificate in Learning & Development Practice (CLDP)
- NLP Master Practitioner Accreditation (CTAA)
- Transactional Analysis 101 (MIP)
- Certified Mental Health First Aider (MHFA England)
- ILM accredited 360 Insights through Talent Innovations
- LoA Coach Practitioner Certificate (CTAA)
- Accredited BELBIN practitioner (working styles psychometric)
- Accredited EQi 2.0 & EQi 360 practitioner (emotional intelligence psychometric)
- Studying NeuroMindfulness® Practitioner



HYPNOTHERAPY, COACHING & WELLBEING

Lee is a qualified hypnotherapist & coach, with a passion for personal development and helping others find peace and self-fulfillment. He takes the lead on our well-being programs and inspired Cocoon's holistic approach.

He developed an interest in well-being during his time working within the corporate sector as a coach, mentor, and people leader. He noticed that taking a holistic approach to developing his team resulted in happier, healthier colleagues who demonstrated high levels of commitment and empowerment.

This helped him realise his true passion was helping others grow, build confidence and attain work/life balance. He also observed that many people struggled with their mental health and self-esteem as a result of societal pressures and limiting self-beliefs. This drives his passion for helping clients find joy in their lives, feel good about their achievements, and re-evaluate what 'success' means to them.

Lee has a professional interest in cognitive behavioral therapy, neuro-linguistic programming, and using visualisation techniques to help his clients rewrite negative subconscious scripts. He has a warm, non-judgemental style, using humour and sensitivity to put clients at ease.



Lee Leonard-Embury Dip.Hyp.HWHP, JP
Qualified Hypnotherapist, Coach & Wellbeing Facilitator

Lee has over 30 years of experience in a range of public and private sector settings including Medical Regulation, Civil Service, Banking, and Telecoms. During this time, he has held a number of leadership roles and led large-scale change projects. He uses this experience to develop Cocoon's unique programs and strategies that deliver outstanding customer service to our clients.

Lee excels in working with clients who want to bring balance to their lives, overcome self-limiting beliefs, and find fulfillment. Beyond his work with corporate clients, he specialises in helping people overcome phobias, fears, and addictions through his private hypnotherapy practice.

Lee is responsible for the development of our digital content, including our innovative hypno-worm audio files. These bespoke recordings are created to aid the embedding of hypnotic scripts beyond a client's live sessions. Each hypno-worm is recorded especially for them, so no two are the same.

As a coach, Lee commits to the International Coaching Federation's (ICF) code of ethics and aligns his continuous professional development with their core competencies. Alongside this, he commits to and undertakes regular 1:1 and group supervision for both his coaching and hypnotherapy practice.

He holds the following memberships and accreditations:

- Practitioner Diploma in Hypnotherapy (GHSC & ACCPH accredited)
- Full Member of the Professional Hypnotherapy Practitioner Association
- Hypnotherapy Practitioner Diploma (Achology Certified)
- ILM level 5 certificate in Coaching & Mentoring
- NLP Master Practitioner Accreditation (CTAA)
- ILM Certificate in Leadership & Management
- CBT Practitioner Diploma (IWA)



PROFESSIONAL
HYPNOTHERAPY
PRACTITIONERS
ASSOCIATION

GHSC
General Hypnotherapy Standards Council
Accredited Practitioner



ACCPH
Accredited Counsellors, Coaches,
Psychotherapists and Hypnotherapists



EXECUTIVE COACHING

This thought-provoking, creative, client lead activity, will help you to develop a greater sense of self-awareness, discover your strengths, consider ways in which you can navigate the challenges of your role, overcome self-limiting beliefs, and maximise your leadership impact. It also creates a space to consider work/life balance and wellbeing.



HYPNOTHERAPY, DEEP RELAXATION & MEDITATION

Hypnotherapy works by allowing us to focus on our inner experiences, unlocking the powerful potential of our unconscious. Alongside, traditional leadership hypnotherapy, we also offer deep relaxation and meditation sessions to help you reduce stress and build resilience



PSYCHOMETRICS

We are accredited to work with the EQi 2.0 psychometric tool. This provides deep exploration into your leadership style, communication skills, empathy, assertiveness, resilience, and wellbeing. It also provides an interpretation of your emotional intelligence, linking back to your current leadership strengths and potential derailers.



VIRTUAL WORKSHOPS & DIGITAL RESOURCES

Alongside our coaching and hypnotherapy services, we also offer bitesize 1:1 workshops and digital resources (videos, audio files, and workbooks) to complement your development program. Topics include resilience, inclusion, team dynamics, cognitive distortions, challenging interactions, personal effectiveness, and identifying your leadership style.



MEMBERSHIP PROGRAMS

For those that enjoy learning as part of a community and are able to commit to longer-term personal development programs, we periodically offer annual membership opportunities. To learn more about these we recommend you sign up for our mailing list so you are amongst the first to hear about new programs as they are launched.

WHAT OUR CLIENTS SAY

Samantha B,
Director & Co-Founder

'Amanda, what a difference you've made. And you have given me the tools to make my own difference. I feel energised by the whole experience of working with you and I genuinely can't believe, in such a short stretch of time, I have such a significantly different perspective.

The pace of my program worked really well, as did the tools and techniques you used. This included succinct, memorable phrases that resonated with me so well, they themselves became practical tools for me to use.

Your style also really worked for me. Our conversations have been highly engaging and you anticipated well where I might be cynical, and challenged it brilliantly. Then was proven right – I found value in everything we did, usually the most from the things I was skeptical about.

I cannot thank you enough. This program is a catalyst for some very long-term benefits for me.

Andy S,
Creative Director & Founder

I have had coaching sessions in the past, but without much success as practitioners have struggled with having the empathic approach that I believe is needed to work with neurodiverse clients effectively. Therefore, I started my first session with the mindset of 'What have I got to lose?', but not expecting much. But it quickly became clear that Amanda is a strong exception.

Not just does she have the wisdom and expertise to enable transformation, but she is innately inquisitive and creative. She planned the sessions based on our agreed ideas and goals but was also able to instinctively adapt them based on my emotional state/level of stress during each session.

Rather than the usual 'done to' approach where we are told what to do and how to do it – I felt connection, and we went on a transformative journey together which also factored in my personal skill set, values, and beliefs. Within just a few sessions, I went from feeling completely overwhelmed to having complete clarity on what I needed to do moving forward.

The insight I have gained didn't just enable me to reach my short-term goals, but it will have a positive impact on the rest of my life and I am eternally grateful for that

Guy C,
Recording Artist

With Lee's guidance, I was able to really see myself and my role a completely new perspective. I was helped to identify and objectively view significant events of my past that had been holding me back. I now see these events with far more understanding and acceptance, which has led to a significant degree of closure.

Working with Lee also led me to discover my core values, which has resulted in me having a much more clear and focused view of my desired future.

I found these sessions not only to be very enlightening but also very enjoyable, and definitely something I looked forward to each time. I recommend Cocoon's programs to anyone, from any walk of life or profession. They provide invaluable insight and understanding, which I now believe is essential to finding career fulfillment

Lois B,
Director

I am currently working with Lee and can say he is brilliant! the 30-minute deep relaxation session we've been having always leave me feeling filled with energy and potential and have changed my productivity and joy levels. I would highly recommend working with him.

WHAT OUR CLIENTS SAY

Lucy T,
People Leader

I wanted to share how much of a positive impact working with Lee has had. He helped me feel at ease in our initial conversation and I never felt awkward or uneasy, and I felt I could genuinely open up to him.

I loved that he had a holistic approach to coaching and felt that he was genuinely interested in helping me move beyond the situation I believed I was in. I now have much more clarity and perspective, and feel confident on how to move forward.

Dan O,
Head of Operations

Working with Amanda as an Executive Coach has been massively helpful to my career. This has resulted in two promotions within the space of 18 months.

She has helped me build confidence, identify my strengths, where I'm getting in my own way, and fulfil my full potential. I'd highly recommend working with her.



Contact us today at Cocoon Development to schedule your initial consultation and embark on a holistic journey where success is defined not just by achievements, but by your sense of confidence, fulfilment and well-being.

LET'S GET IN TOUCH

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