



*"IF YOU'RE LOOKING TO SET
YOUR TEAM UP FOR PERSONAL
GROWTH THIS IS THE ONLY
PLACE TO START".*

ANNA GREEN, VP BRAND @ GOUSTO



badass

UNICORN

SKYROCKET POTENTIAL



Ready to turbocharge your team's badassery?

**IGNITE YOUR PEOPLES' POTENTIAL TO DRIVE R.O.I –
RETURN ON INDIVIDUAL.**

**GALVANISE SELF-AWARENESS, EMPOWERMENT,
AND TRUST THROUGH LIVE WORKSHOPS...**

THAT EXPONENTIALLY INCREASE OUTPUT AND MORALE.

*We specialise in working with high-growth
businesses, like...*



When I look at myself
in the mirror



I see a unicorn.
A badass unicorn.

© Sebastian Millon

WHAT'S BADASSERY?



BADASSERY | 'BAD,ASƏRI' | NOUN (INFORMAL)

AN INDIVIDUAL'S **UNIQUE POTENTIAL** I.E.,
WHAT MAKES THEM **FORMIDABLY IMPRESSIVE**.

"Her badassery catapulted our goals forward."

UNLEASH YOUR TEAM'S BADASS **BRILLIANCE**
AND AN **ATTITUDE** OF **FORTITUDE** BY FIRING UP:

- ♥ *Career "get up and go"*
- ♥ *Confidence and self-belief*
- ♥ *Resilience and bouncebackability*
- ♥ *Psychological safety and connection*



BADASS TOPICS

BRILLIANCE

STRENGTHS

Energise and motivate your team driving impact, retention, and engagement.



VALUES

Galvanise self-understanding about what makes your team tick and why.



CAREER CHECKLIST & VISION

Help your team create more of what they want and need to thrive at work.



PEOPLE MANAGEMENT

Ignite your leaders to unleash the badassery of their team.



PERSONALITY PREFERENCES

Foster collaboration by showcasing how different people see the world.



ATTITUDE

GROWTH MINDSET

Support your team to respond positively to challenges.



CONFIDENCE

Inspire your team to overcome self-limiting beliefs, like imposter syndrome.



RESILIENCE

Build your team's adaptability to withstand life's ups and downs.



MANAGING CHANGE

Harness change energy to guide your team to tackle change constructively.



PSYCHOLOGICAL SAFETY

Cultivate an environment where your team feel safe to bring out their best.



BADASS OPTIONS



PROGRAMME



MULTIPLE



VARIOUS

Craft a series of 3+ recurring development opportunities (3-12 months)...

Whether it's a specific session delivered multiple times, or a customised calendar of different yet connected sessions, let's...

BYOB i.e, Build Your Own Badass!



F - 2 - F



VIRTUAL

JOURNEY



½ OR 1 DAY



5 - 30

Invite your team on a profound self-discovery experience that nurtures deep trust and bonding.

Designed to ignite the potential of departmental groups F-2-F, our in-person workshops create a uniquely safe and inclusive platform for teams to learn and grow together as a unit.



F - 2 - F ONLY

ELEVATOR



2.5 - HOURS



15 - 50

Loaded with reflective exercises, breakout and group discussion, this thought-provoking space unites your team on a highly-relatable topic.

Inspire self-awareness and an empowering sense of common understanding amongst your mid-sized group.



F - 2 - F



VIRTUAL

POWER HOUR



60 - MINS



50+

Featuring polls and interactivity throughout, our electrifying keynotes pivot on audience participation making them impactful, high-octane, and energising.

Galvanise engagement by powerfully connecting a large audience around their shared experience.



F - 2 - F






VIRTUAL

BADASS WITH BENEFITS



Book 3+ sessions to qualify for concessionary programme pricing...

	PROGRAMMES	IN-PERSON JOURNEY	ELEVATOR	POWER HOUR
COMMS TEMPLATES	 <i>Bespoke</i>	<input checked="" type="checkbox"/> <i>Standard</i>	<input checked="" type="checkbox"/> <i>Standard</i>	<input checked="" type="checkbox"/> <i>Standard</i>
MATERIALS	<input checked="" type="checkbox"/> <i>Summary sheet</i>	<input checked="" type="checkbox"/> <i>Summary sheet</i>	<input checked="" type="checkbox"/> <i>Summary sheet</i>	<input checked="" type="checkbox"/> <i>Summary sheet</i>
FEEDBACK	<input checked="" type="checkbox"/> <i>Report + call</i>	<input checked="" type="checkbox"/> <i>Report + call</i>	<input checked="" type="checkbox"/> <i>Report + call</i>	<input checked="" type="checkbox"/> <i>Report + call</i>
RECORDING (VIRTUAL)	 <i>Three-months</i>	 <i>N/A</i>	<input checked="" type="checkbox"/> <i>One-month</i>	+ <i>£250 bolt on</i>

BADASS FEEDBACK



BADASS UNICORN PRIDES ITSELF ON OUR
CUMULATIVE FEEDBACK SCORE OVER FOUR YEARS:

♥ *Satisfaction = 9/10*

♥ *Would recommend = 9/10*

WHAT MAKES BADASS UNICORN TRULY BADASS:

♥ *Centred on 100% live sessions*

♥ *Inspiringly relatable*

♥ *Contagious energy & passion*

♥ *Practical & tangible approach*

♥ *Unique & fun*



Cat Četnik (She/Her) • 2nd
SaaS Head of Marketing 🚀

4d ...

Best webinar I've been to in years - thanks Alice! 🦄



John Cove MCIM • 2nd
Group Marketing Manager at Pyramid Travel Products

4d ...

It was terrific. Thoroughly enjoyed it and the hour flew by.



Romy Struijk (She/Her) • 2nd
E-Commerce Trading Executive at Popcorn Shed 🎁

4d ...

Your energy was ELECTRIFYING Alice!! Such a good and valuable talk and the energy made me smile throughout. Thank you so much!



Wendy M. • 2nd
B2B technology marketing leader with 20 years experience. Skills i...

4d ...

One of the best webinars I've ever attended and 1000% the one that's had the most immediate impact on how I show up and face the world. Thank you so so much



Larren Jeffries (She/Her) • 2nd
Marketing Executive | RunThrough UK 🇬🇧, Inspiring an active nation...

4d ...

I am still on an absolutely HIGH after yesterdays webinar! You smashed it [Alice ter Haar](#) and I have never felt more motivated 🚀



Samantha Price • 1st
Senior Marketing Manager at Blue Train Marketing Limited

4d ...

Best webinar I have attended in ages! Thank you 😊



READY TO SEE WHAT SOME BADASS
UNICORNS COULD DO FOR YOU?

ALICE TER HAAR

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