



# one hour to talk

**Helping people win**

**Exclusive insights into selected success programs**

WINNING LEADER

# Success programs

- Swiss Small Business, label printing industry (from page 3)
- HVAC company, Austria (from page 16)
- Software company, worldwide, 30 nationalities (from page 19)



## Companies that master change

Away from obstacles and worries, toward confident handling of AI and change.

**WINNING BUSINESS**

## Culture that supports

Away from a culture of complaining, towards a strong spirit that perseveres through challenges.

**WINNING CULTURE**

## Teams that deliver

Away from silo thinking, toward genuine team spirit and combined team power.

**WINNING TEAM**

## Leadership that provides direction

Less reacting in day-to-day business, towards more effective leadership.

**WINNING LEADER**



## LEADER AS A COACH

### A CURRICULUM FROM ONEHOURTOTALK:

**A genuine development process that prepares executives for their role as coaches.**

Middle management learns to lead in a motivating way, like a coach:

- Better quality of communication
- Stronger employee performance
- Greater personal responsibility.

**All supported by psychological precision, a sporting mentality, and a spirit that inspires your growth goals.**



## Maturity Level 1: Basic (2025-26)

Managers are familiar with the coaching approach, complete exercises, and achieve success through initial applications (asking good questions, giving feedback, etc.).



## Maturity Level 2: Intense

Managers consciously use coaching methods in conversations and team settings, reflect on Reflect on what you have learned and benefit from greater leadership effectiveness.



## Maturity Level 3: Mastery

Leaders are recognizable as multipliers, actively shaping culture and coaching other leaders through their distinctive standard of excellence.

### Training Camp 1



2 hours online



#### Self-management:

Presence and attitude

### Training Camp 2



2 hours online



#### Team leadership:

Trust and relationships

### Training Camp 3



1 hours online



#### Team leadership:

Communication and clarity

### Training Camp 4



1 hours online



#### Team leadership:

Communication and Impact

### Training Camp 5



2 hours online



#### Culture creation:

Team culture & winning mindset

### Training Camp 6



2 hours online



#### Completion & certificate:

Maturity Level 1 Exam.

After each module, we assess where the team stands: Where are they now, what has been established, what else is needed? Through ongoing consultation with senior management, we ensure that we remain fully on track together.

# Not just training. A system.

Our learning cycle makes the difference.

As psychological experts, we know that learning only counts when it has an impact on everyday life.



After completing Level 1, participants will have laid a strong foundation and thus the basis for the advanced development stages:



## Maturity Level 1: Basic (2025-26)

Managers are familiar with the coaching approach, complete exercises, and achieve success through initial applications (asking good questions, giving feedback, etc.).



### Self-control

Consciously creating and controlling one's own state.

### Systemic thinking

Ask systemic questions and use perspective shifts.



## Maturity Level 2: Intense

Managers consciously use coaching methods in conversations and team settings, reflect on what you have learned and benefit from greater leadership effectiveness.

### Building trust

Build genuine trust and generate resonance with others.

### Coaching conversations

Conduct coaching conversations that generate clarity and energy.



## Maturity Level 3: Mastery

Leaders are recognizable as multipliers, actively shaping culture and coaching other leaders through their distinctive standard of excellence.

### Strength orientation

Provide strength-oriented, validating feedback.

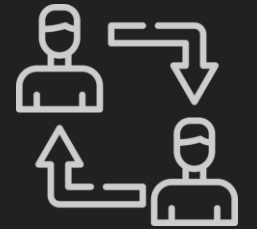
### Team leadership

Lead teams with a coaching mindset and remain solution-oriented.

# Matching and transfer: Our tandem coaching model

How is management involved?

**Leadership grows through direct sparring with senior management**



We connect three executives directly with a member of senior management. This creates an exclusive sparring tandem in which leadership is trained on an equal footing.

In each module, the executives work on specific challenges together with senior management. This allows what has been learned to be immediately put into practice.

These experiences are fed back into the next modules and reflected upon. A cycle that anchors impact, maturity, and growth step by step.

# Benefits of the Curriculum

## For executives

- ❑ **Lead like coaches** – create resonance instead of control
- ❑ **Stable teams** – through confident handling of pressure and conflicts
- ❑ **Greater commitment and personal responsibility** – leadership that truly supports decisions
- ❑ **From working side by side to working together** – genuine collaboration instead of mere coexistence

## For the company

- ❑ **Leadership that supports growth** – from management to executives
- ❑ **Managers as cultural multipliers** – role models who reinforce and accelerate
- ❑ **Measurable progress** – through a clear maturity model
- ❑ **From lone warriors to a winning culture** – leadership that builds the future



# Example of successful programs

- HVAC company, Austria



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Helping people win

 LEADERSHIP KICKSTART

Where leadership begins and the future grows

# Why investing in leadership pays off

**-€75,000**

## Reduce staff turnover

With 1 key employee lost per year (1.5× annual salary)

**-30,000**

## Increase productivity

Up to €30,000 loss per €10,000 order due to ineffective management, lack of clarity, and repetition of mistakes.

**-30**

## Motivation loss

A poor team culture leads to 30% more absenteeism. A negative working environment and incorrect feedback lead to inner resignation without it being addressed directly.

Leadership training is not a "nice to have." It is a clear success factor: costs down, employee retention up, projects faster and smoother for customers.



## LEADERSHIP KICKSTART: Where your leadership begins and your future grows

👍 Leadership Kickstart is your customized basic program: Selected key personnel lay the foundation for even greater cohesion, smoother processes, and a strong future in workshops and individual coaching sessions. **This makes leadership easier and improves everyday life for everyone.**

**Kickstart scan** -> Mini questionnaire with analysis to accurately assess your situation and needs:

- ✓ What is already going well today and gives you strength.
- ✓ Where there is still potential that we can leverage together



### Module 1

75 min. online



**Successful self-management:**  
Keeping yourself under control.

### Module 2

75 min. online



**Targeted communication:**  
Getting people on board effectively.

### Module 3

75 min. live



**Unleashing motivation:**  
Strengthen teams and attract skilled workers.

### Module 4

75 min. online



**Unbeatable leadership for young talent:**  
Retaining and developing young people.

### Module 5

75 min. live



**Achieving successful performance:**  
Encourage, challenge, and achieve results.



Accompanying individual coaching: Everyone is assigned a personal expert

# Examples of successful programs

- Software company, worldwide, 30 nationalities



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**LEAD TO WIN**

The Coaching Program for Tech Lead Managers to drive alignment, inspire teams, and deliver outcomes

# Why investing in leadership pays off

**-80,000**

## Retention Loss

Replacing just one key engineer per year costs 1.5x annual salary + including lost knowledge, rehiring, and onboarding.

**-30,000**

## Productivity Gaps

Ineffective leadership, unclear priorities, and repeated errors reduce delivery efficiency. Studies show that leadership quality explains up to 30% of productivity variance.

**-30**

## Motivation Drain

Poor team culture leads to 30% more absenteeism and "quiet quitting." Employees with ineffective managers are 3.5x more likely to be actively disengaged.

**Leadership training is not a "nice to have." It is a core business driver.** Every dollar invested in leadership coaching pays back many times over in retention, performance, and customer impact.



# All our leadership programs are built on one foundation

The Winning Operating System (WOS®)



## To Culture Shaping

How strongly do they shape the bigger picture, driving alignment across the trio (Engineering, Product, Design), inspiring people, acting entrepreneurially, and embedding values and Spirit of Excellence into the organization?

## From Self Leadership

How well can a Tech Lead Manager regulate themselves, reflect, make clear decisions, and handle pressure and emotions under demanding conditions?

## To Team Leadership

How effectively do they lead others, motivating engineers, setting clear goals, giving and receiving feedback, resolving conflicts, and creating psychological safety?

# Leading in three directions

Based on our extensive experience coaching tech leaders, we propose to strengthen these critical leadership skills that will ensure Tech Lead Managers will succeed.

**01**

## Leading their team

Building trust, giving & receiving feedback, empowering engineers, creating psychological safety.

**02**

## Leading with peers (the trio)

Driving alignment with Product & Design, handling conflicts constructively, influencing without authority, gaining decisions across perspectives.

**03**

## Leading up

Communicating effectively with senior leadership, managing expectations and presenting technical trade-offs with confidence and clarity.



# The onehourtotalk leadership training model

Highly proven and fully adaptable to Tech Lead Manager and leadership needs



## Maturity Level 1: Foundation

Leaders understand and adopt a coaching mindset, practicing core skills such as asking good questions, giving feedback, and setting clear goals. First successes are visible through improved conversations and stronger team engagement



## Maturity Level 2: Integration

Leaders apply coaching-based methods deliberately in team settings and 1:1s and rely on these practices during challenges. They demonstrate measurable increases in leadership effectiveness, such as motivating engineers, resolving conflicts constructively, and aligning across the trio (Engineering, Product, Design).



## Maturity Level 3: Mastery

Leaders act as multipliers: they actively shape culture, coach other leaders, and set visible standards of excellence across teams. They are recognized as role models who bridge technical and people leadership, driving alignment with senior leadership and embedding the company values into daily practice.



### **We make leadership progress measurable:**

To leave nothing to coincidence, we recommend including three formal assessments throughout the program. These act as milestones against the maturity model, allowing us to target development to each individual's unique needs and demonstrate progress in a transparent, data-driven way. While we prefer this approach, it remains optional depending on the company's priorities.

# Why this program works



## TAILORED TO ROLE

Every scenario (driving features, iterative improvements, mediating conflicts) from the job description is integrated into the coaching.



## PSYCHOLOGICAL DEPTH

As organizational psychologists, we work not only on tools but on mindset shifts — ensuring sustainable growth.



## PROVEN TRANSFER

Our coaching methodology includes impact tracking (72-hour rule, feedback loops, pulse checks) to guarantee visible behavioral change.



## OLYMPIC-LEVEL EXPERIENCE

We bring experience coaching Olympic champions and top to middle management tech executives, ensuring Cropster's leaders think and act at a world-class level.

We are inspired by the company's mission. When we say “yes” and engage with our clients, we are fully committed.

We expect the same passion and dedication from the leaders we coach.