



CRAIG CARDEN LEADERSHIP ACADEMY

# Leadership Academy

Leadership Without Chaos™

**Focus Awards Level 5 Diploma in Management and Leadership (RQF)**

QRN: 603/3836/2

|                      |                            |                      |                                      |                             |
|----------------------|----------------------------|----------------------|--------------------------------------|-----------------------------|
| <b>9</b><br>Sessions | <b>38</b><br>Contact Hours | <b>49</b><br>Credits | <b>No EPA</b><br>No Exams · No Resit | <b>5</b><br>F8 Measurements |
|----------------------|----------------------------|----------------------|--------------------------------------|-----------------------------|

***“Knowing and doing are different things. If doing does not follow knowing, there will never be a becoming.”***

Craig Carden — Leadership Without Chaos™

Completion of IMPACT 23 From Fate to Destiny™ is the prerequisite for the Leadership Academy.  
The qualification records leadership that has already been installed.

◆ Craig Carden MBA MRes FCMl

◆ March 2026

[www.leadershipwithoutchaos.com](http://www.leadershipwithoutchaos.com)

## You installed self-mastery. Now you credential it.

Most qualification programmes begin with leadership theory and hope behaviour follows. The Leadership Academy reverses that. You arrive already governed. The qualification records what is already real.

Nine months. Nine sessions. A Focus Awards Level 5 Diploma — delivered through portfolio of evidence, built from your own organisation, your own decisions, your own team. No EPA. No academic writing. No resit risk.

### WHY THIS PROGRAMME WINS

|                           | OMS Apprenticeship<br>(closing Sept 2026) | CMI / ILM Level 5    | Leadership Academy               |
|---------------------------|-------------------------------------------|----------------------|----------------------------------|
| Duration                  | 24 months                                 | 12–18 months         | <b>9 months</b>                  |
| Qualification             | Level 5 (EPA)                             | Level 5 (assignment) | <b>Level 5 (portfolio)</b>       |
| Functional skills barrier | No                                        | No                   | <b>No</b>                        |
| Academic writing required | 4,000-word report                         | Yes                  | <b>No</b>                        |
| EPA / resit risk          | Yes                                       | No                   | <b>No</b>                        |
| Contact hours             | 418+ (employer cost)                      | Variable             | <b>38 contact hours</b>          |
| Coaching embedded         | Light-touch tripartite                    | Rare                 | <b>Monthly 1:1 — Craig-led</b>   |
| Self-mastery foundation   | None                                      | None                 | <b>Phase 1 prerequisite</b>      |
| Longitudinal diagnostic   | None                                      | None                 | <b>F8 — 5 measurement points</b> |
| Delivered by              | Skills coaches                            | Tutors               | <b>Craig Carden MBA FCMI</b>     |

The Operations Manager Apprenticeship (ST0385) closes to new starts in September 2026. Organisations that relied on apprenticeship funding for leadership development now require an alternative. The Leadership Academy is that alternative. The maximum cohort size of 12 is not a constraint — it is the product. At 100+ learners, individual coaching is economically impossible for large providers.

## THE PROGRAMME

### Nine sessions across nine months.

One session per month. Every session generates portfolio evidence drawn from your real organisation, your real decisions, your real team.

| #  | Session                                                                                                                                                                                   | Domain        | Hrs   | Units      |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------|------------|
| 01 | <b>Foundations: Self-Mastery, Identity and the Governed Leader</b><br>Personal Doctrine from Phase 1 becomes the PDP anchor. 5C Framework introduced. F8 Diagnostic baseline for Phase 2. | Commitment    | 4 hrs | M3, O5     |
| 02 | <b>Emotional Intelligence in Practice</b><br>Goleman EQ competencies applied to real decisions. Bias and perception. Kolb and Gibbs reflective cycles.                                    | Connection    | 4 hrs | M3, O5     |
| 03 | <b>Resilience, Adaptability and the Composure Domain</b><br>Resilience frameworks — Goleman, Fredrickson. Change management — Kotter, ADKAR, Lewin. Mid-point F8 Diagnostic.              | Composure     | 4 hrs | O5, M3, O1 |
| 04 | <b>Personal and Professional Development Mastery</b><br>PDP Pro methodology finalised. Growth mindset — Dweck. Grit — Duckworth. SMART and CLEAR goals mapped to units.                   | Commitment    | 4 hrs | O5, M3     |
| 05 | <b>Influence, Communication and Stakeholder Management</b><br>Cialdini influence principles. Power/interest matrix. Psychological contract — managing expectations when they diverge.     | Collaboration | 4 hrs | O6, M3     |
| 06 | <b>High-Performing Teams and Organisational Culture</b><br>Tuckman team development. Motivation — Herzberg, Maslow, McGregor. Culture — Handy, Schein. GROW coaching model installed.     | Collaboration | 4 hrs | O3, O7     |
| 07 | <b>Operations Management and Strategic Planning</b><br>PDCA cycle. Balanced Scorecard. McKinsey 7-S. Operational cadence design. PESTLE and SWOT.                                         | Control       | 4 hrs | M1, M2     |
| 08 | <b>Project Management, Change Leadership and Business Risk</b><br>Project lifecycle and RAID log. Kotter 8 steps applied in depth. Risk register built from your own organisation.        | Composure     | 4 hrs | O1, O2, M1 |
| 09 | <b>Portfolio Preparation and Assessment Readiness Workshop</b><br>Final F8 Diagnostic. Portfolio audit in pairs. Evidence gap identification. Assessor briefing. Celebration.             | All Domains   | 6 hrs | All units  |



### FACILITATOR

## Craig Carden

*Founder-CEO · Craig Carden Leadership Academy*

Craig Carden has spent 14 years designing and delivering accredited leadership and behavioural development programmes across private and public-sector organisations in the automotive, aerospace, professional football, healthcare, and financial services sectors. His work is built on lived experience, not theory. The doctrine behind IMPACT 23™ From Fate to Destiny™ was installed across 84 days — on himself — before it was delivered to others.

## QUALIFICATION UNITS

**Nine units. 49 credits. Portfolio of evidence only.**

| Code                   | Unit Title                                      | Ref        | Cr        | GLH        | Sessions |
|------------------------|-------------------------------------------------|------------|-----------|------------|----------|
| <b>M1</b><br>MANDATORY | Strategic Decision Making                       | M/617/3431 | <b>6</b>  | 32         | S7, S8   |
| <b>M2</b><br>MANDATORY | Strategic Business Management Planning          | T/617/3432 | <b>7</b>  | 40         | S7       |
| <b>M3</b><br>MANDATORY | Principles of Management Leadership             | A/617/3433 | <b>7</b>  | 24         | S1–S4    |
| <b>O1</b><br>OPTIONAL  | Principles of Innovation & Change Management    | L/617/3436 | <b>5</b>  | 30         | S3, S8   |
| <b>O2</b><br>OPTIONAL  | Business Risk Management                        | D/617/3439 | <b>5</b>  | 24         | S8       |
| <b>O3</b><br>OPTIONAL  | Successful Business Team Development            | F/617/3448 | <b>3</b>  | 22         | S6       |
| <b>O5</b><br>OPTIONAL  | Managing Personal & Professional Development    | D/617/3456 | <b>6</b>  | 20         | S1–S4    |
| <b>O6</b><br>OPTIONAL  | Stakeholder Engagement & Management             | K/617/3458 | <b>4</b>  | 13         | S5       |
| <b>O7</b><br>OPTIONAL  | Understanding Org Structure, Culture & Values   | H/617/3457 | <b>6</b>  | 20         | S6       |
| <b>TOTAL</b>           | <i>40 credits required minimum — 49 awarded</i> |            | <b>49</b> | <b>205</b> |          |

## PROFESSIONAL COACHING WITH CRAIG GARDEN

EMCC Professional Coach and EMCC Global Accredited Practitioner with more than 10,000 hours of coaching experience across some of the world's most recognised organisations. Every learner receives monthly 1:1 coaching delivered by Craig personally — not delegated, not automated, not replicated at scale.

### ◆ F8 Diagnostic Baseline

Eight governance domains measured before anything starts. Data-led. No coaching assumptions.

### ◆ Monthly 1:1 — Craig-led

30 minutes between each session. GROW model applied to a real live challenge. Output: Assessor Observation Record — coaching and assessment are the same conversation.

### ◆ Evidence from Coaching

Portfolio evidence generated through coaching touchpoints and session activities — not in addition to them. Real work, recorded.

### ◆ Cohort Peer Coaching

GROW model installed in Session 6. Learners coach each other in pairs from Session 6 onwards. Generates evidence for O3 and M3.

### ◆ Personal Doctrine as Anchor

Every coaching conversation begins with the Personal Doctrine written at Day 84 of Phase 1. Your operating framework across all nine months.

### ◆ Five-Point F8 Measurement

Phase 1 Day 1, Day 50, Day 84, Phase 2 Session 3, Phase 2 Session 9. Five data points. Measurable change, not anecdote.

## THE F8 DIAGNOSTIC JOURNEY

### Five measurements across 12 months.

No other provider can produce this. No other programme runs this long with this measurement discipline.

|                   |                                                                                             |
|-------------------|---------------------------------------------------------------------------------------------|
| Phase 1 Day 1     | <b>Baseline</b><br>Eight governance domains scored. This is the before.                     |
| Phase 1 Day 50    | <b>Mid-Point</b><br>First measurable movement. Six weeks into the 8R Cycle.                 |
| Phase 1 Day 84    | <b>Completion</b><br>Programme complete. Personal Doctrine written. F8 compared to Day 1.   |
| Phase 2 Session 3 | <b>Phase 2 Mid</b><br>Three months into Phase 2. F8 compared to Phase 1 completion.         |
| Phase 2 Session 9 | <b>Final</b><br>12 months of documented change. The evidence no other provider can produce. |

## INVESTMENT

### Three routes. All prices include everything.

All prices include the textbook, all programme materials, Focus Awards registration (£180–£200 per learner), assessment, IQA, and all coaching touchpoints. No hidden costs.

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| <p><b>LEADERSHIP ACADEMY</b></p> <p><b>Leadership Without Chaos™<br/>Level 5 Diploma</b></p> <p><b>£2,995</b></p> <ul style="list-style-type: none"><li>◆ Nine Facilitated Workshops.</li><li>◆ Monthly 1:1 coaching.</li><li>◆ Focus Awards registration included.</li><li>◆ All materials, handbook, templates.</li><li>◆ F8 Diagnostic at Sessions 3 and 9</li><li>◆ Cohort peer coaching from Session 6</li></ul> | <p><b>COMBINED — BEST VALUE</b></p> <p><b>IMPACT 23 From Fate to<br/>Destiny™ + Level 5 Diploma</b></p> <p><b>£3,995</b></p> <p>IMPACT 23 From Fate to Destiny™</p> <ul style="list-style-type: none"><li>◆ 84 days</li><li>◆ 12 Facilitated Workshops</li><li>◆ 22 Hrs CPD</li></ul> <p>Level 5 Diploma</p> <ul style="list-style-type: none"><li>◆ Nine Facilitated Workshops.</li><li>◆ Monthly 1:1 coaching.</li><li>◆ Focus Awards registration included.</li><li>◆ All materials, handbook, templates.</li><li>◆ F8 Diagnostic at Sessions 3 and 9</li><li>◆ Cohort peer coaching from Session 6</li></ul> | <p><b>CORPORATE / COHORT</b></p> <p><b>Leadership Academy For<br/>Your Team</b></p> <p><b>£2,750</b></p> <ul style="list-style-type: none"><li>◆ Per head — minimum 6, maximum 12</li><li>◆ Combined offer £3,950 per head</li><li>◆ Fixed cohort pricing available.</li><li>◆ 10% discount for 3+ cohorts</li></ul> |
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Post-data pricing: after two completed cohorts with published F8 comparison reports, Leadership Academy individual pricing moves to £3,495 and the combined journey to £4,995.



**STEP 1**

**Leadership Diagnostic**

**STEP 2**

**One conversation. 30 Minutes. No commitment required.**

*We discuss where you are following IMPACT 23 From Fate to Destiny™, what the Leadership Academy delivers, and whether this is the right next step for you.*

|          |                                                                                                                             |
|----------|-----------------------------------------------------------------------------------------------------------------------------|
| <b>1</b> | <b>Book a Conversation</b><br>leadershipwithoutchaos.com — 30 minutes, no commitment required.                              |
| <b>2</b> | <b>Review the Programme</b><br>Session-by-session detail and unit coverage at leadershipwithoutchaos.com/leadership-academy |
| <b>3</b> | <b>Confirm Enrolment</b><br>Places are limited to 12 per cohort. Founding cohort pricing closes when the cohort fills.      |

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