

**meta team
par awair**

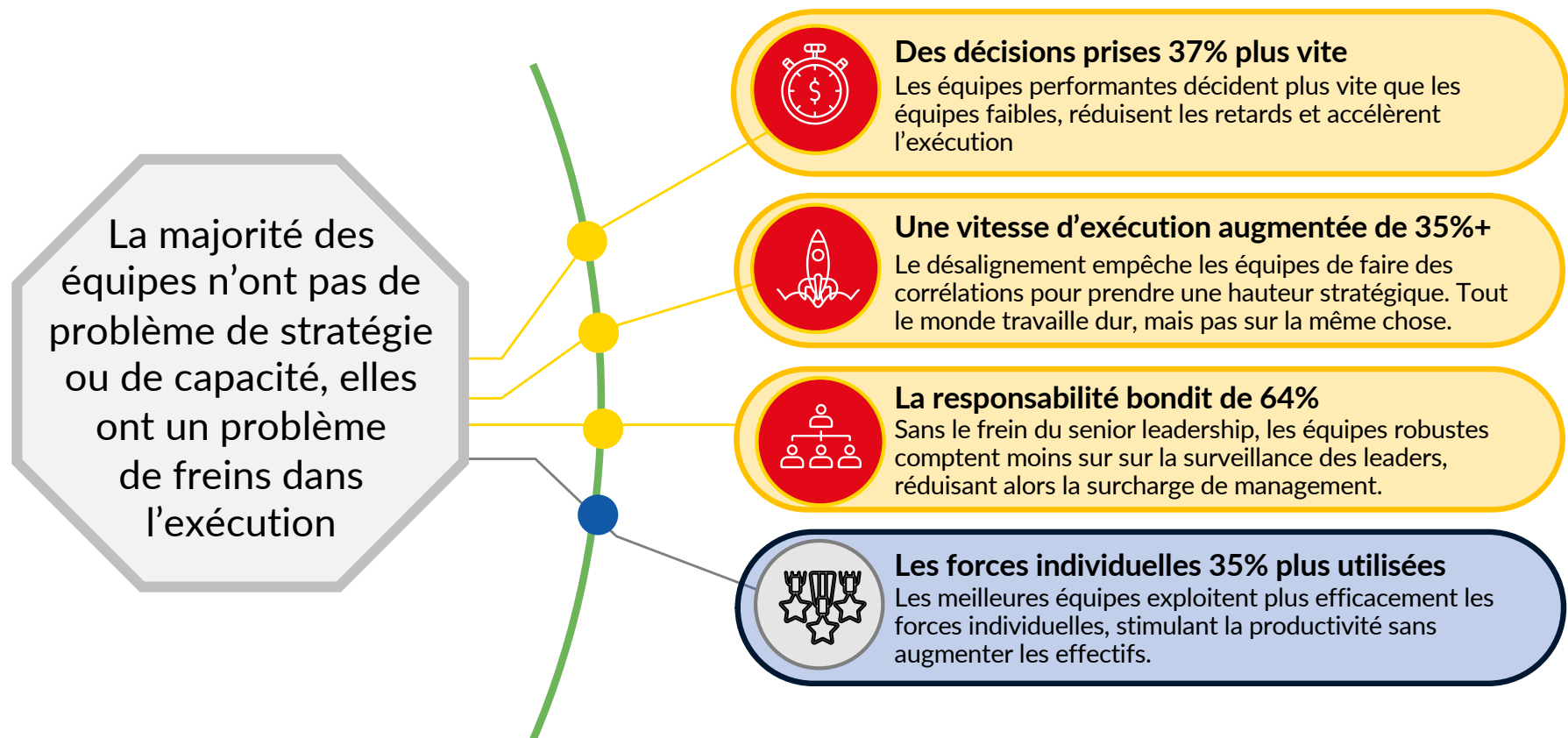
**programme
d'accréditation**

janvier 2026





clarté | rapidité | résultats



Sur la base du groupe normatif global de Meta Team (n = 100.000 réponses individuelles avec 95% de confiance et +/- 5% d'erreur)



la vitesse d'exécution est inégale et c'est là que se trouve l'opportunité

Meta  Team



La vitesse d'exécution varie fortement selon les équipes

- La majorité fonctionnent à 60–70% de leur potentiel.



Quand la variabilité est élevée dans l'équipe, la stratégie décroche.

- La variabilité fait dépasser les délais, recommencer, et prendre un retard stratégique.



Quand la variabilité réduit, la vitesse augmente.

- L'alignement permet aux équipes de lever le pied du frein.



l'histoire de meta team

2013

McKinsey
& Company



Test auprès de 500 équipes de BT et 700 équipes parmi les clients de McKinsey

2012



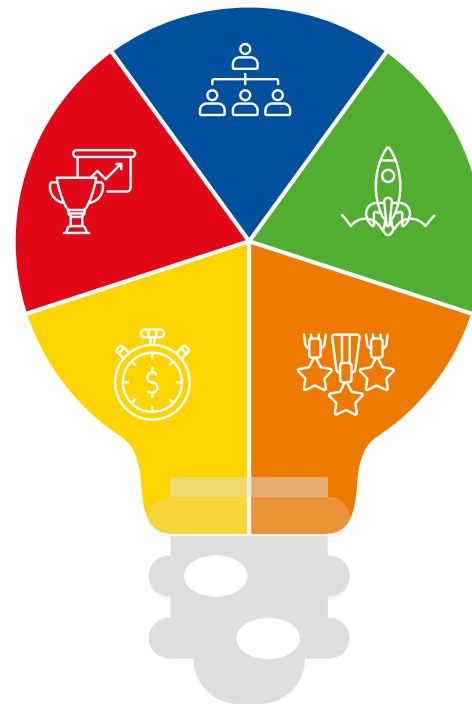
Harvard

Etude des Equipes Extrêmement Performances ('High Performing Teams') et identification de 8 habitudes courantes qui sont régulièrement fortes, creation d'un diagnostic 360 validé par des psychologues du travail.

2011



Amélioration de 6% de la performance de l'équipe après un Programme de Leadership au sein de l'indice boursier FTSE 100 PLC



2014



Performance
d'équipe
+23%

Une analyse d'impact de 1.200 équipes en utilisant le score de bonus comme indicateur de substitution identifie une amélioration de la performance de 23%

2015 et au-delà >>>



accélérer la performance d'équipe

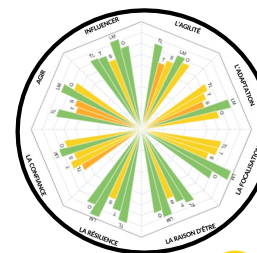
MetaTeam

Un système guidé
par les données,
global et éprouvé
pour accélérer
la collaboration, la
responsabilité
et les résultats


135+
Coaches
accrédités ICF


75+
Partenaires
Stratégiques


21+
Pays




250+
Organisations
clientes

100,000+
réponses


7+
Plate-forme
digitale multi-
langages


10-30%
Amélioration
vérifiable

Clients récents :

IEQT

Legal &
General

Nasdaq

ZURICH

Unilever



un système opérationnel d'équipe qui accélère les décisions et la production

MetaTeam

MetaTeam

Permet :

- Des **décisions** plus rapides et propres
- Des **priorités** claires et partagées
- Une forte **responsabilité** et fiabilité
- Des rythmes d'**exécution** prévisibles

Tous mesurables en quelques **semaines**.



'Team Performance Profiler'

Guidé par les données plutôt que les suppositions :

Un diagnostic d'équipe inclusif qui génère une perspective approfondie en considérant les perceptions de l'équipe, de son leader, de son supérieur, et de ses parties prenantes



'Team Journey Planner'

Personnalisé plutôt que générique : il existe 652 millions de façons de séquencer 6 entraînements parmi 32 options. Notre algorithme IA propriétaire identifie la séquence optimale pour libérer le potentiel de chaque équipe.



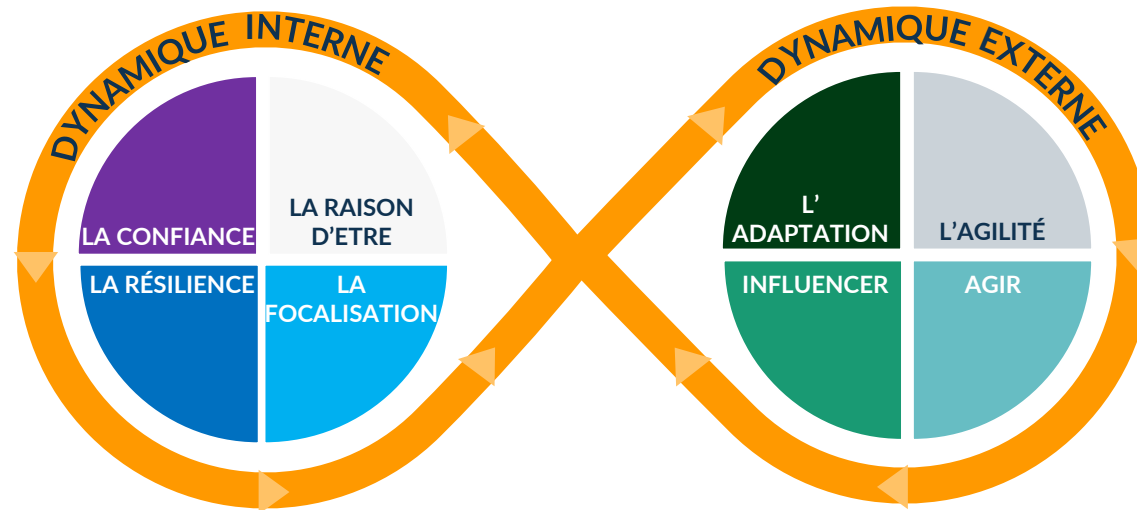
'Team Performance Accelerator'

Un impact durable plutôt que des événements : Une série d'entraînements expérientiels à la fois exigeants et pratiques, qui donnent la priorité à la création d'habitudes sur la connaissance théorique



le système complet de meta team

Les équipes exceptionnelles maîtrisent à la fois une **Dynamique interne**, qui façonne la collaboration et une **Dynamique externe**, qui impacte le système plus large dans lequel elles évoluent.

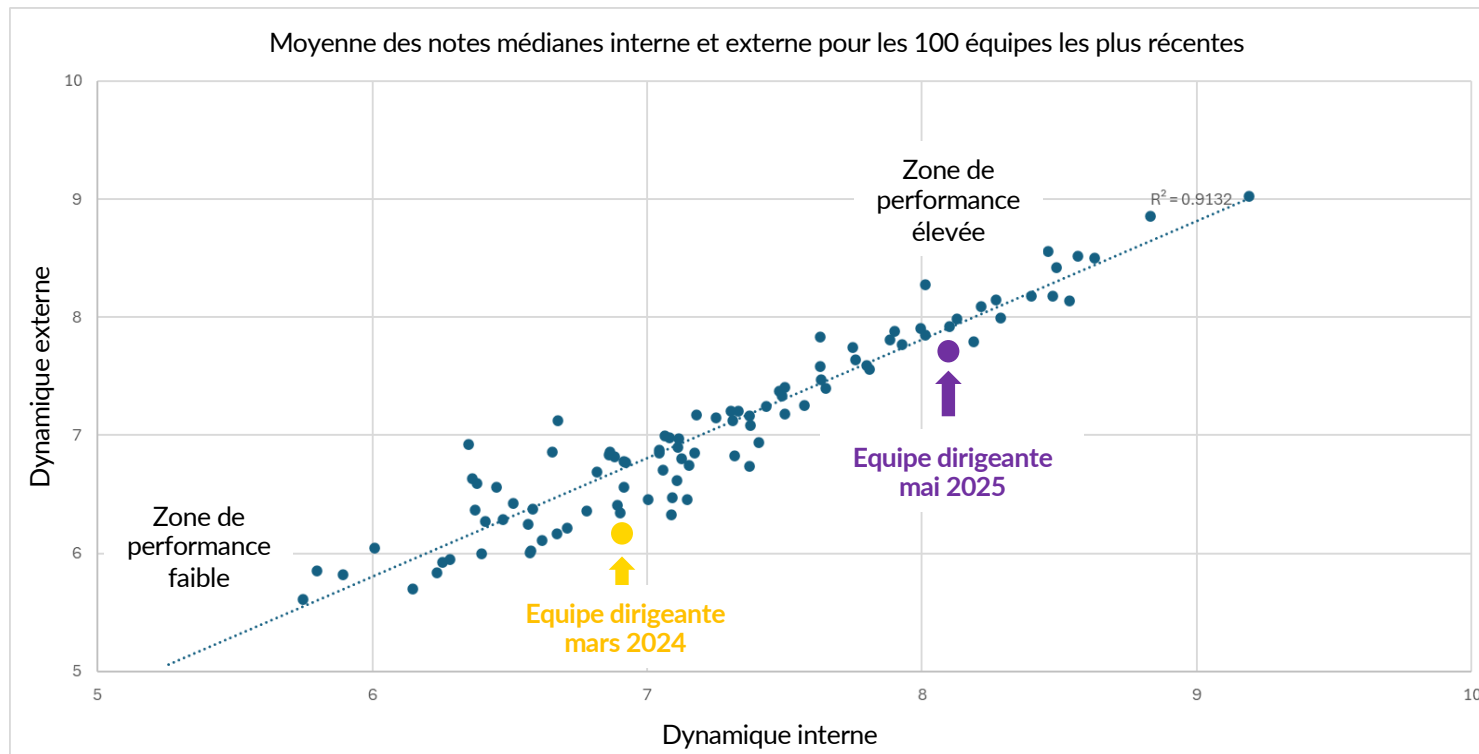


Meta Team permet d'améliorer la performance en guidant les équipes dans l'intégration complexe et évolutive entre **collaboration interne** et **impact externe**.



le 'team profiler' : un impact vérifiable dans le temps

Des gains durables de +10% à +30% dans la performance de l'équipe en 6 à 12 mois.





développer les équipes avec précision et un maximum d'impact

Commencez par ce qui compte → Suivez le cheminement sur mesure → Réduisez l'investissement en temps

DYNAMIQUE INTERNE

DYNAMIQUE EXTERNE



LA CONFIANCE

Instaurer
la confiance
dans l'équipe

Exploiter les
différences

Aborder
les sujets
difficiles

Esprit de
collaboration,
de solidarité



LA RÉSILIENCE

Prendre
l'initiative

Surmonter
les revers

S'investir
dans le travail
collectif

Partager
la confiance
et la conviction



LA RAISON D'ÊTRE

Comprendre
les attentes

Clarté
de la stratégie

Alignement
du travail
quotidien sur
la raison d'être

Responsabilité
mutuelle



LA FOCALISATION

Planification
rigoureuse

Suivi
et ajustement

Maîtrise
sous pression

Recherche
d'impact



AGIR

Agir avec
détermination

Partager
l'information

Respecter
les délais
en rythme

Ajuster
les ressources



INFLUENCER

Connaître nos
influenceurs /
influenceuses

Obtenir le
soutien
nécessaire

Inspirer par
notre vision

Développer des
relations de
confiance



L'AGILITE

Les yeux rivés
sur l'avenir

Détecter les
opportunités

Créer de la
valeur nouvelle

Avoir une vision
d'ensemble



L'ADAPTATION

Apprendre de
perspectives
diverses

Trouver
le temps
de la réflexion

Identifier
les pistes
d'amélioration

Mener le
changement
pour grandir



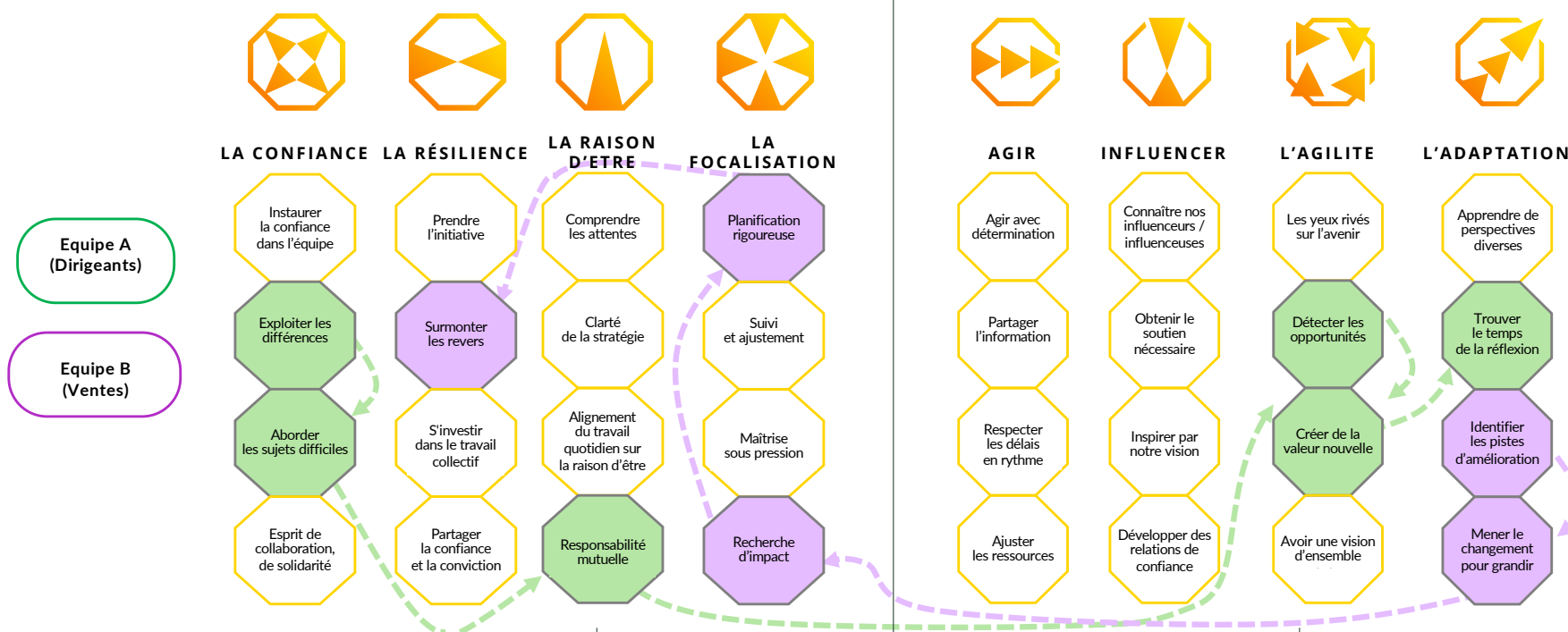
l'algorithme : des parcours d'équipes sur mesure et séquencés

MetaTeam

Les équipes exceptionnelles libèrent la performance en maîtrisant les habitudes internes et externes qui produisent leurs résultats et leurs relations, une micro habitude à la fois. L'algorithme de Meta Team cible les comportements déterminants qui vont générer le plus gros changement dans la performance de l'équipe – réduisant alors la perte d'énergie et accélérant le retour sur investissement.

DYNAMIQUE INTERNE

DYNAMIQUE EXTERNE



Commencez là où ça compte : L'algorithme de Meta Team associe l'IA et la science comportementale pour identifier les habitudes qui feront la plus grosse différence pour que chaque équipe commence au bon endroit.

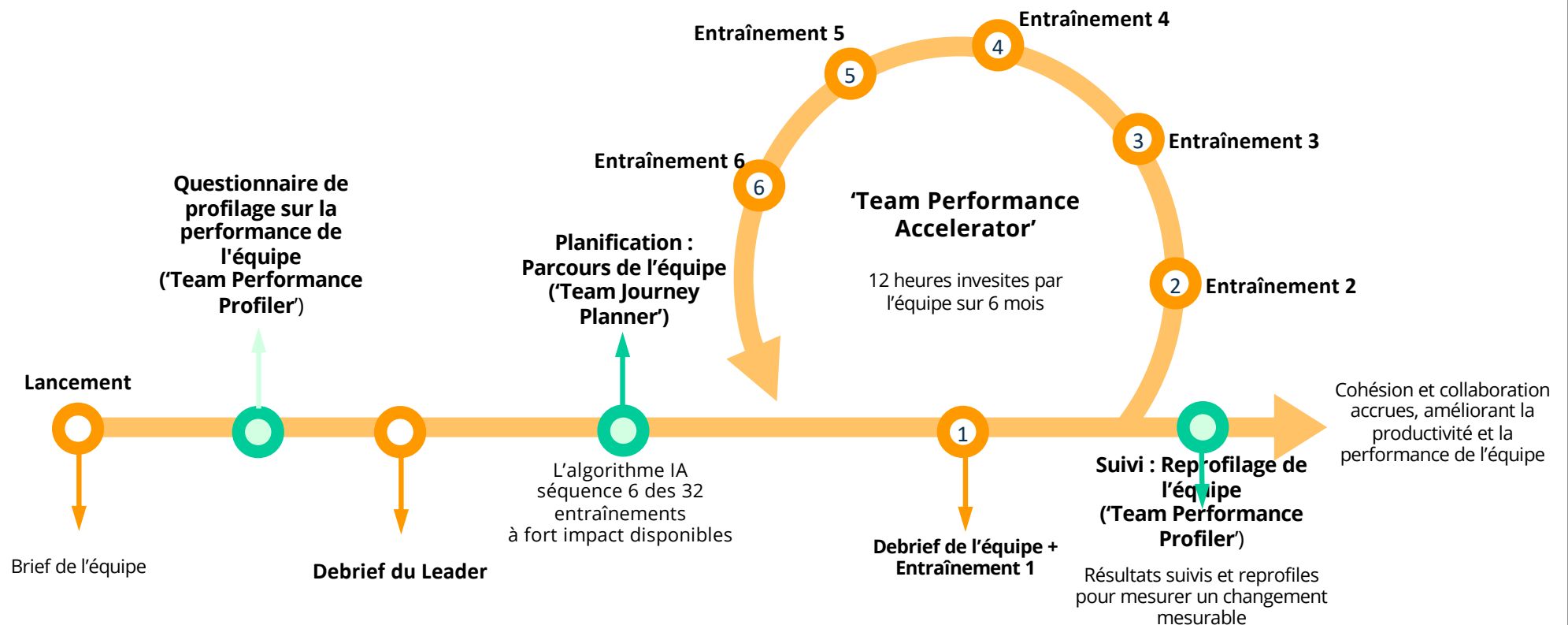
Un parcours personnalisé pour chaque équipe : Il cartographie un parcours basé sur la façon dont les habitudes s'influencent mutuellement et sur ce qui a fonctionné pour des équipes similaires en séquençant les étapes successives les plus impactantes.

L'impact sans la surcharge : Le système montre le temps et l'effort minimum nécessaires pour progresser, on est dans les managers à amener le changement sans ralentir leurs équipes.



le 'team journey planner' : le séquençement compte

Les diagnostics ne changent pas les comportements dans les équipes : la transformation au rythme de l'organisation se produit par le travail qui suit et par la façon dont il est séquéncé.

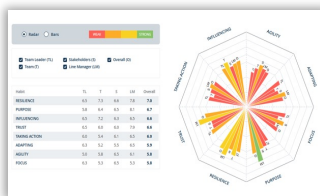




l'expérience des entraînements de 90 minutes

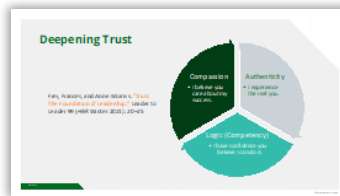
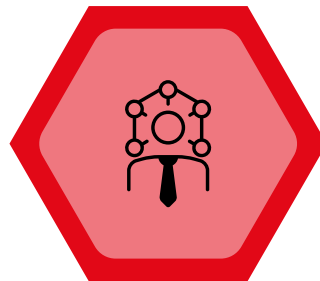
"Je sors d'une réunion de 90 minutes avec une solution essentielle dont je ne savais même pas que j'avais besoin quand je suis entré dans la pièce." DRH Global

RÉFLEXION



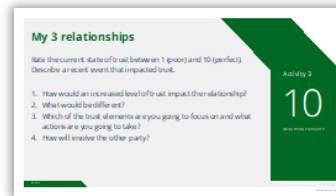
... apprendre de vous-même

LA SCIENCE



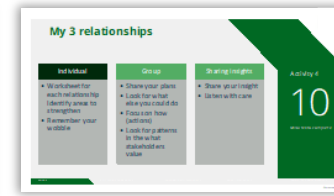
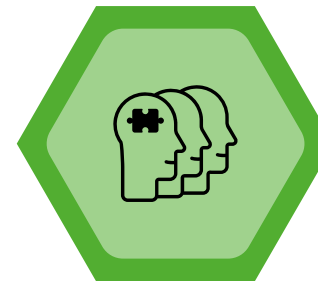
... renforcement

LA PRATIQUE



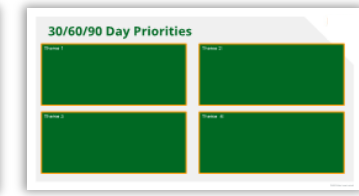
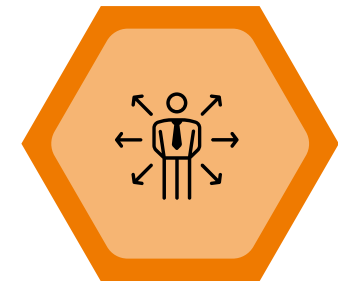
... la pratique plutôt que la théorie

DES ENGAGEMENTS



... la connexion plutôt que l'isolement

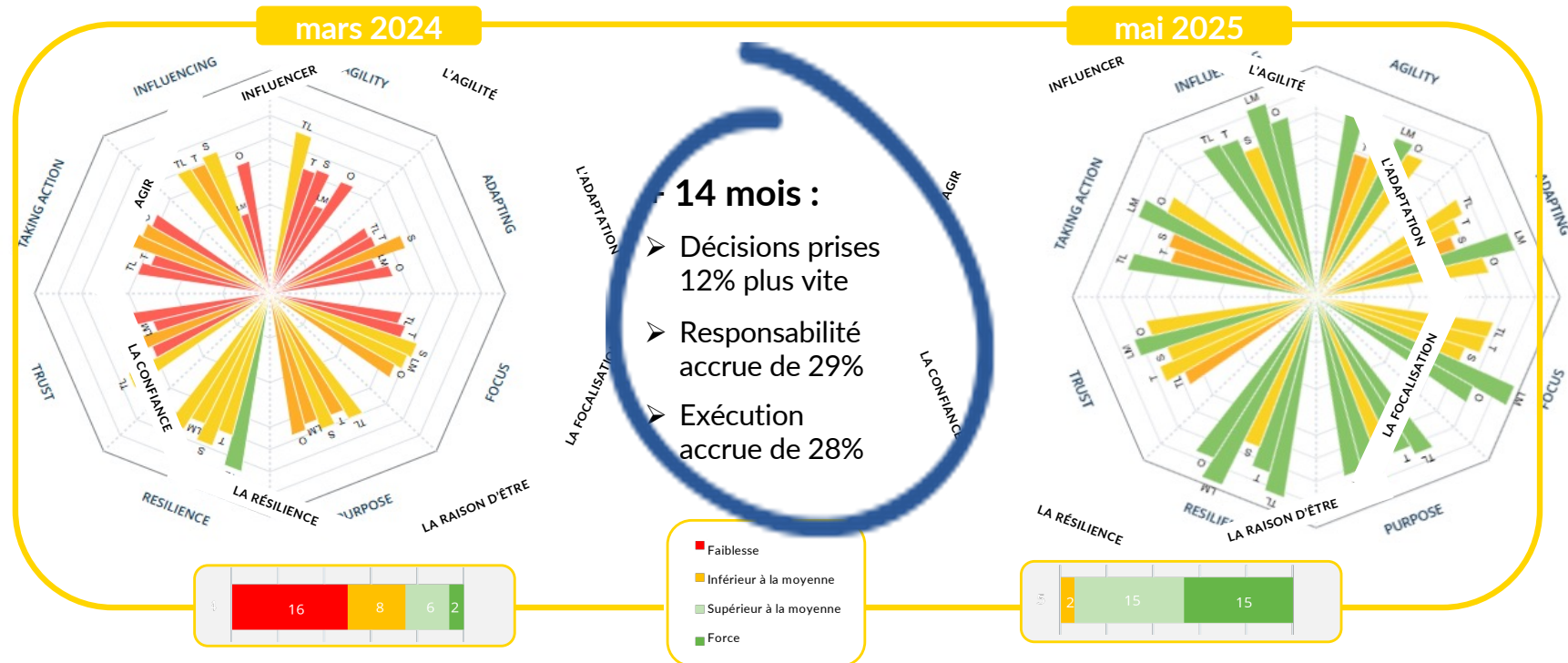
DES PLANS D'ACTION





amélioration rapide de l'exécution : mesurée et reproductible

Etude de cas – Equipe dirigeante du Nasdaq

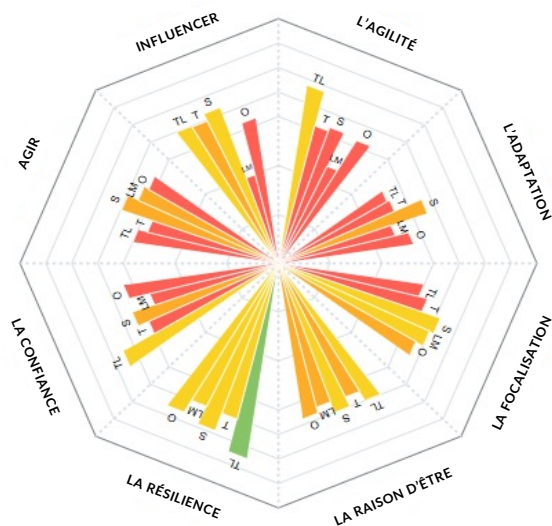




des gains notoires : un instantané de haut niveau

Dans les placements en infrastructures, ces changements apparaissent sous la forme de compromis plus rapides, de remontées moindres et d'une responsabilité plus claire sous pression.

janvier 2025



+14.3%

Collaboration approfondie et collaboration

+8.5%

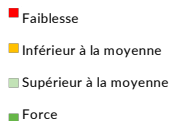
Plus grande Raison d'être et alignement renforcé

+8.5%

Résilience renforcée et stabilité sous pression

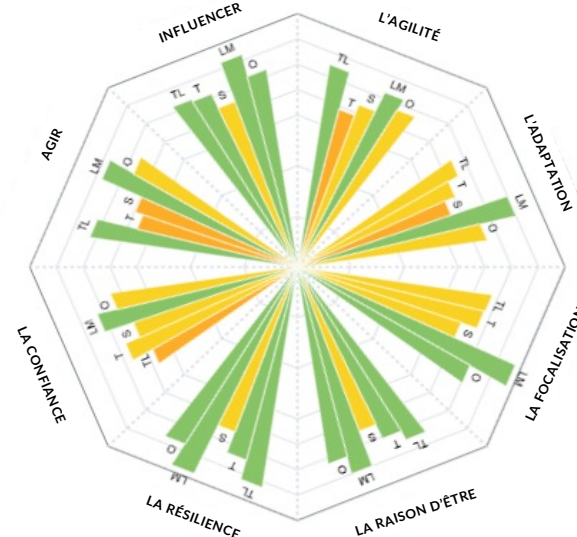
+7.4%

Amélioration de Agilité et réactivité au changement



14 18

décembre 2025



1 31

Quels risques pourraient réapparaître si cette discipline s'arrêtait ?



pourquoi devenir partenaire accrédité par awair ?

Créez de nouvelles source de revenus pour votre activité

Autonomie complète dans la tarification à vos clients des diagnostics d'équipe et des entraînements, ce qui alimente vos objectifs commerciaux.

Offrez du nouveau à vos clients

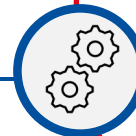
Tirez parti de notre approche pointue dans le domaine de l'apprentissage en équipe, perfectionnée depuis plus d'une décennie. Positionnez-vous comme un leader dans le développement innovant des équipes.

Un produit éprouvé et une stratégie marketing à votre service

Awair et Meta Team vous fournissent le soutien dont vous avez besoin en termes de propriété intellectuelle, stratégie commerciale, et marketing. Vous bénéficiez de solutions sur mesure et du support fourni par Awair et par la plateforme Meta Team.

Un réseau global

Rejoignez un réseau prestigieux de Partenaires Accrédités dans le monde entier, collaborant avec des professionnels alignés sur ce type d'approche pour innover, partager des idées et obtenir de meilleurs résultats au service des clients.

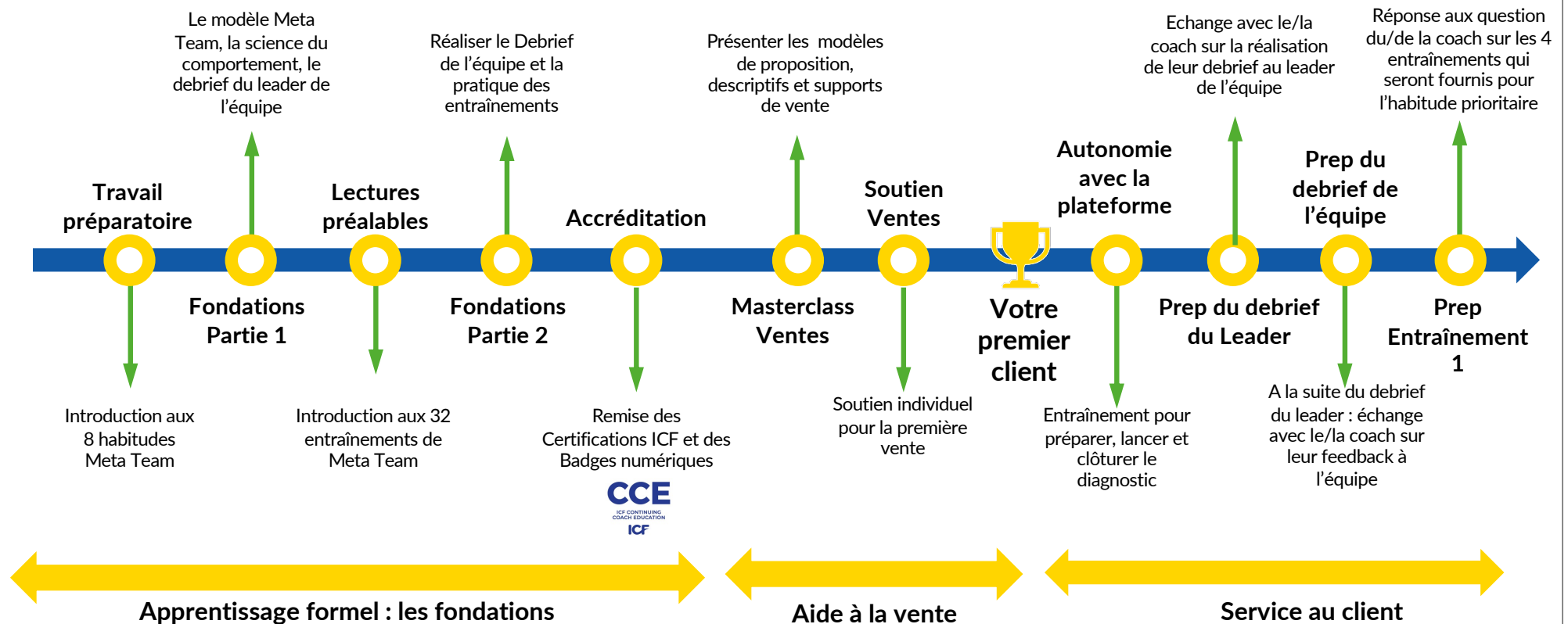


**Faites grandir
votre activité en
toute confiance**



un parcours accrédité par l'icf

Le programme d'accréditation Meta Team par Awair est accrédité par l'International Coaching Federation. Chaque coach suivant le programme complet peut comptabiliser 20 heures de formation continue dans le cadre de sa qualification de coach ICF.





tarification : accreditation & vente de produits

1. Accréditation & Habilitation

Programme d'Accréditation	Tarif	Ce qui est inclus
Programme inter-entreprise (par personne)	2.850 €HT (hors lieu si présentiel)	• Deux sessions de 3 heures sur l'approche Meta Team –en ligne ou en présentiel • Sessions de travail "Aide à la vente" 90 minutes + "Excellence Client" 60 minutes • Trois sessions de 1 heure en individuel au moment du premier projet vendu
Programme intra-entreprise (pour 5 personnes : 20% de réduction)	11.500 €HT	• Soutien à la vente et sur la plateforme, guides, documentation client • Certification accréditée ICF & Accréditation numérique Meta Team

2. Diagnostics d'équipe & Entraînements

Offre	Tarif de 2 Diagnostics 'Team Performance Profilers' par équipe	Tarif	Ce qui est inclus
'Plus' : analyse et entraînements	175 €HT par membre de l'équipe *	1.380 €HT pour 6 entraînements	• Deux diagnostics en ligne inclus pour évaluer l'impact en début et fin de démarche • Pas de frais pour la participation des parties prenantes car elle est essentielle à l'analyse de l'équipe • Benchmark et analyse externes pointues • Saisie en temps réel des productions
Management de projet : pour configurer et gérer le projet		575 €HT Par équipe	• Le client peut gérer ses projets. • Ce tarif ne porte que sur les cas où Awair le ferait pour eux
'Multi-team' : Benchmark interne + analyse pour l'entreprise	1380 €HT per team *	N/A	• Service 'Plus' pour 5+ équipes minimum • Benchmark interne entre les équipes • Analyse au niveau de l'entreprise • Recommandations pour activer une culture pilotée par la data

* Tous les tarifs des diagnostics reposent sur l'auto-administration. Awair peut gérer les diagnostics pour le compte de ses partenaires accrédités au tarif de 575€HT par équipe, ou 290 €HT pour le Service 'Multi Team'



le benchmark

Comparaison sectorielle

- Services financiers et investissement
- Secteur public et gouvernement
- Santé et sciences de la vie
- Technologie, data et numérique
- Immobilier et infrastructures
- Services professionnels et conseil
- Consommation et commerce de détail
- Ingénierie

Comparaison par type d'équipe

- Equipes dirigeantes
- Equipes opérationnelles : ventes, opérations etc
- Equipes projet et conseil : RH; finance, marketing, communication

Comparaison par région

- Amérique du Nord
- Royaume-Uni
- Europe
- Moyen-Orient et Afrique du Nord
- Asie du Sud-Est
- Asie-Australie

meta team
par awair
programme
d'accréditation

merci





pre-acquisition d'un client : les principaux défis

1 2 3

Manque de Raison d'être et de Focalisation

Le PDG/fondateur reconnaît que l'ambition pour l'entreprise a besoin d'être définie et affinée.



Manque de Confiance

Beaucoup de bruit dans l'entreprise, à commencer par l'équipe dirigeante dont les intentions créaient de la confusion et un manque de direction.



Manque de cohérence et de collaboration

Différents dirigeants et leurs équipes essaient individuellement de comprendre comment se comporter avec le PDG.



Une société de gestion privée pour compte de tiers, pesant 1.3MM€ avec 600 employés dans 8 pays est financée par un fonds d'investissement et dirigée par son propriétaire, et engagée dans un parcours de capital-investissement. Le dirigeant a reconnu qu'il avait besoin d'aide pour définir clairement sa raison d'être et ainsi aligner l'équipe sur la direction à suivre pour l'année à venir. Cela améliorerait à son tour la dynamique de l'équipe, renforcerait la collaboration et optimiserait la performance globale. Avec l'approche de Meta Team, alignée avec leur culture, l'initiative visait à résoudre les tensions sous-jacentes et à accroître l'impact et la performance de l'équipe.



de l'analyse à l'impact en moins de 8 semaines

1 2 3

L'APPROCHE

01

Le 'Team Performance Profiler' TPP

Le diagnostic de Meta Team a été utilisé pour générer les observations et analyses parmi tous les groupes de parties prenantes.

02

Alignement des parties prenantes

Des ateliers ont initialement été menés pour aligner les parties prenantes clés sur l'intention, les objectifs principaux, clarifier les priorités en permettant au dirigeant propriétaire de clarifier sa vision et sa mission.

03

Des entraînements d'équipe sur mesure

Les entraînements ont été conçus et animés pour approfondir la qualité et l'impact de la réflexion stratégique de l'équipe, favoriser une collaboration plus étroite, traiter les tensions, et fournir des outils pour améliorer la communication et la prise de décision.

LES RÉSULTATS

Amélioration de la collaboration

Grâce aux données du TPP, toutes les perceptions, subjectives ont été mises de côté. L'équipe a fait preuve d'une amélioration sensible de sa capacité à s'appuyer sur les contributions de chaque personne, ce qui a renforcé la cohésion et l'alignement.

01

Une Raison d'être claire

Une fois que le propriétaire a clarifié une direction, l'équipe a pu comprendre la mission et la vision est apparue toutes ses idées dans le cadre de la définition de sa Raison d'être.

02

Davantage de cohésion et d'impact

Les leaders ont compris individuellement le contexte du comportement des autres, ce qui a augmenté la cohésion et l'impact au sein de l'équipe. Ils sont devenus plus stratégiques dans leur réflexion, ce qui leur a permis de passer plus de temps à travailler *sur* plutôt que *dans* l'entreprise.

03

Des analyses actionnables

Les entraînements ont mis à jour des dynamiques et des opportunités cachées pour que l'équipe accélère, sa progression et améliore son efficacité. Le programme lui a finalement permis de lever le pied du frein.

04



le retour d'expérience

MetaTeam

1 2 3

CPO

"There is definitely more accountability amongst individuals and the leadership team."



Leadership Team

"The meetings are now markedly more on point and far more productive since engaging in the Meta Team process."



CEO

"We are more open and engaged as a result of using the Meta Team workouts and have absolute clarity on where we are heading. ."





me - us - it

MetaTeam

RELATIONS

Le 'Nous' concerne le collectif :
Les relations et les équipes que les
leaders catalysent, développent et
conduisent.

Nous

110%

RÉSULTATS
EXCEPTIONNELS E
T DURABLES

Moi

78%

SOI

Le 'soi' concerne les dirigeants en tant
qu'individus :
L'état d'esprit des leaders, leurs
compétences et leurs comportements.

TÂCHE

Il s'agit du système plus vaste :
L'objet plutôt que le sujet du
changement. Ce que les leaders
veulent impacter.

Ça

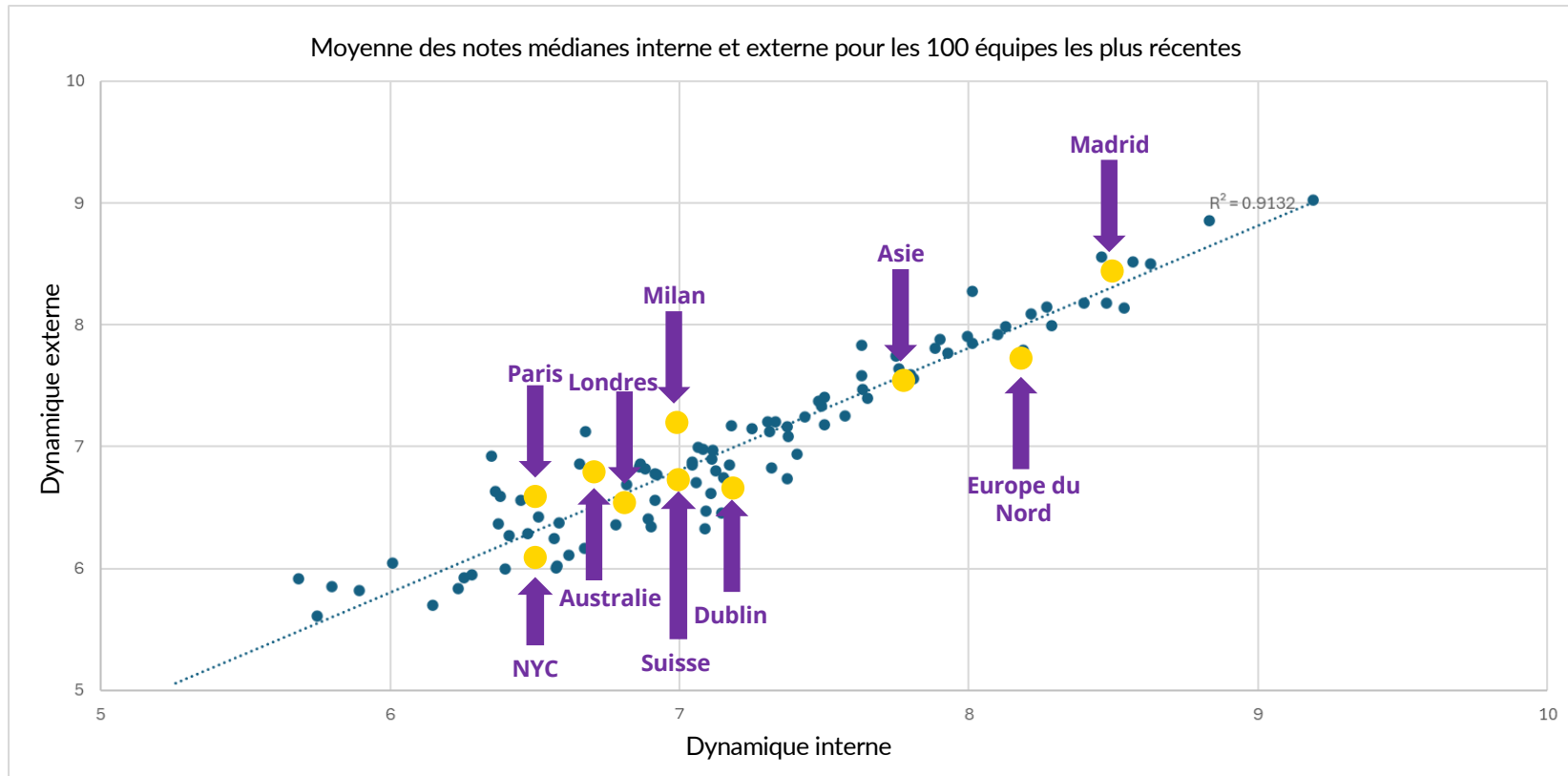
50%

390%



inner and outer game mean scores | location

100 équipes ayant récemment répondu au Team Performance Profile



meta team
by awair
programme
d'accréditation

merci



Meta Team

Insight to Impact

Transforming Team Performance Globally

Clarity | Speed | Results

Leadership drag is the #1 brake on speed

Most teams don't have a strategy or capability problem, they have an execution drag problem



Decisions made 37% faster

High-performing teams decide faster than weak teams, cutting delays and accelerating execution.



Execution speed increased by 35%+

Misalignment gets in the way of teams connecting the dots to see the bigger picture. Everyone is working hard, but not on the same thing.



Accountability up 64%

Without senior leadership drag, strong teams rely less on leadership oversight, reducing management overhead.



Individual strengths used 35% more

The best teams leverage individual strengths more effectively, boosting productivity without increasing headcount.

Execution speed Is uneven and that's the opportunity



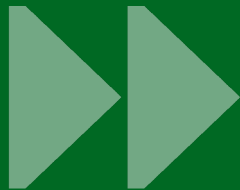
Execution speed varies dramatically across teams

- Most operate at 60–70% of their potential.



Where variability is high within the team, strategy stalls.

- Variability compounds into missed deadlines, rework, and strategic delay.



Where variability narrows, speed increases.

- Alignment enables teams to take the foot off the brake.

Meta Team's Story

Meta  Team

2012  Harvard

Studied High Performing Teams and identified 8 common habits that are consistently strong and created a 360 diagnostic that was validated by business psychologists.

2011 

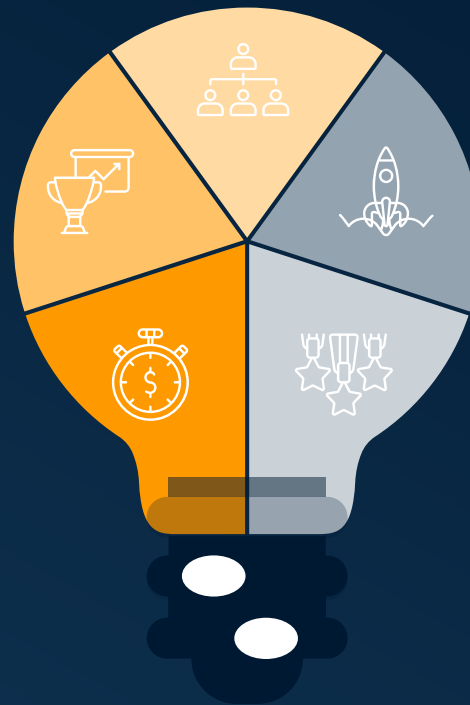
6% improvement in team performance after Leadership Programme across FTSE 100 PLC

2013

McKinsey
& Company



Tested with 500 teams at BT and 700 teams with McKinsey's clients



2014  **23% Team Performance**

Impact analysis from 1200 teams using bonus score as proxy identified 23% performance uplift

2015 and beyond >>>

Accelerating Team Performance

Meta  Team

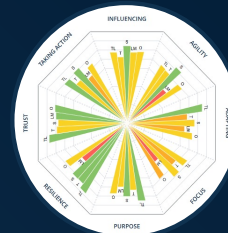
A quantified, global and proven system to accelerate collaboration, accountability, and results

*Built for real teams -
grounded in
behavioural science
and validated by
business psychologists
Proven in both high-
growth and highly-
regulated
environments*


135+
ICF accredited
coaches


75+
Strategic
Partners


21+
Countries



100,000+
team profiler responses


250+
Client
Organizations


7+
multi-language
digital platform


10-30%
trackable
improvement

Strategic Partners



©2024 Meta Team Limited

Meta Team provides a team Operating System that accelerates decisions and delivery

Meta Team

Enables:

- Faster, cleaner **decisions**
- Clear shared **priorities**
- High **accountability** and reliability
- Predictable **execution** rhythms

All measurable within **weeks**.



Team Performance Profiler

Data-driven over guesswork: An inclusive Team diagnostic that generates deep insight considering the views of the team, team leader, team leader's boss, and team stakeholders.



Team Journey Planner

Customised over generic: There are 652 million ways to sequence 6 workouts from 32 options. Our proprietary AI algorithm identifies the optimal sequence to unlock each team's potential.



Team Performance Accelerator

Lasting impact over events: A series of challenging and practical experiential workouts that prioritise habit building over theoretical knowledge.

Why Meta Team Works Where Others Don't

Meta Team

An insight-to-impact operating system for building teams that deliver more

01

Uncover Insights Fast

Meta Team's diagnostic tool reveals hidden team dynamics and alignment gaps in minutes not months

02

Beyond Insight into Action

Many tools stop at insight, Meta Team's diagnostic output drives habit and action

03

Bespoke Journeys backed by Data

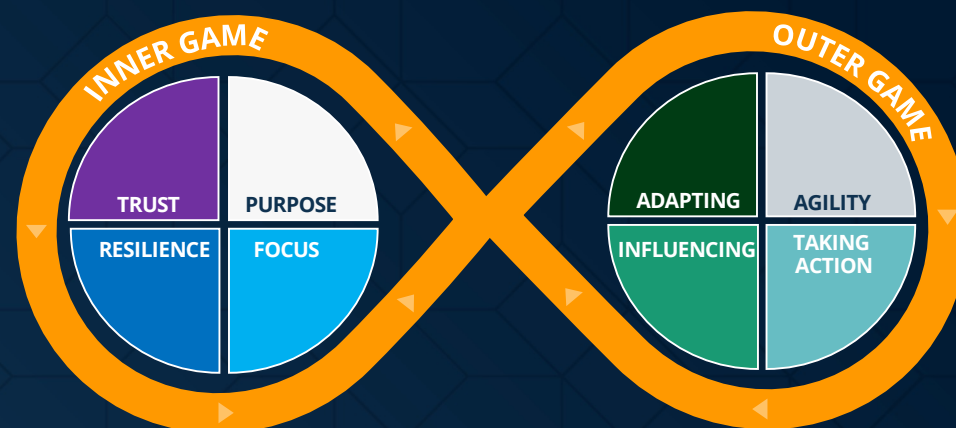
No generic playbooks - the right shift at the right time, based on what will move your team fastest

04

Shifting what matters Inside + Out

Meta Team drives traction and measurable shifts in how teams think, connect, and act.

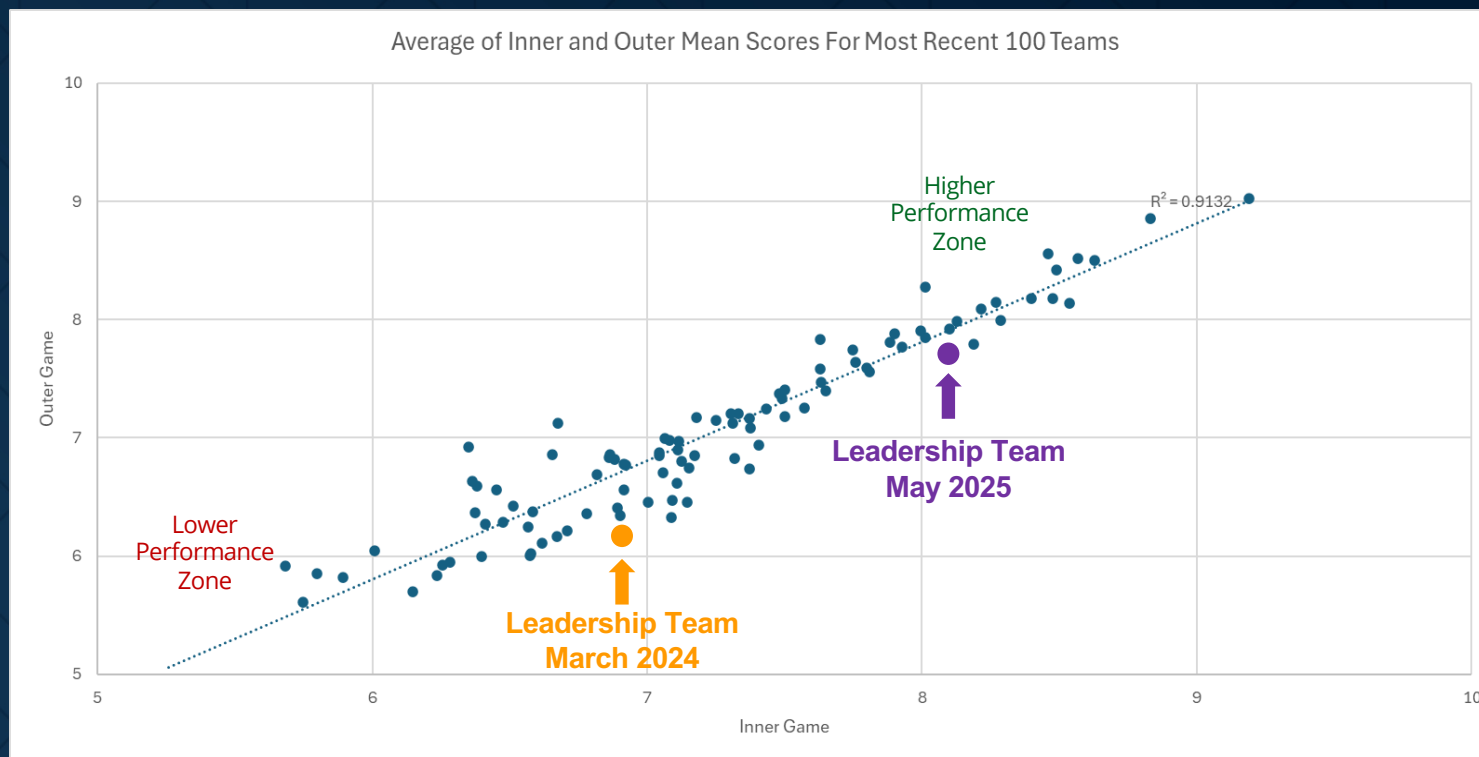
Exceptional teams master both an **Inner Game** (the internal dynamics that shape how they work together) and an **Outer Game** (the impact they create across the wider system they operate in).



Meta Team enables performance breakthroughs by guiding teams through the complex and dynamic interplay between **internal collaboration** and **external impact**.

Team Profiler | Trackable impact over time

Sustained gains of +10% to +30% in team performance within 6 to 12 months



Most recent 100 teams who completed Meta Team's Team Performance Profile

Your Team vs Financial Services Sector

Your scorecard: 8 team habits

Habit	You	Sector	Top 25%	Status
Trust	7.4	7.2	8.7	Above
Resilience	6.9	6.6	8.2	Above
Purpose	6.5	6.8	8.5	Below
Focus	7.0	6.9	8.4	At Avg
ADAPTING	6.2	6.4	8.1	Below
Agility	7.3	7.0	8.6	Above
Influencing	7.6	7.4	8.8	Above
Taking Action	6.3	6.2	8.0	At Avg

ADAPTING = YOUR CONSTRAINT
Gap to excellence: 1.9 points = Competitive opportunity

Your strategic insight:

YOU HAVE THE FOUNDATION:

- Trust (7.4) - Safety exists
- Influencing (7.6) - Strong narrative
- Agility (7.3) - Brings innovation

YOU NEED THE ACCELERANT:

- Adapting (6.2) - Too slow to pivot
- Purpose (6.5) - Alignment gaps

The multiplier effect:

When Adapting improves +1.0 point:

- Shared Clarity +68% faster
- Taking Action +54% faster

Fix the constraint → Existing strengths compound

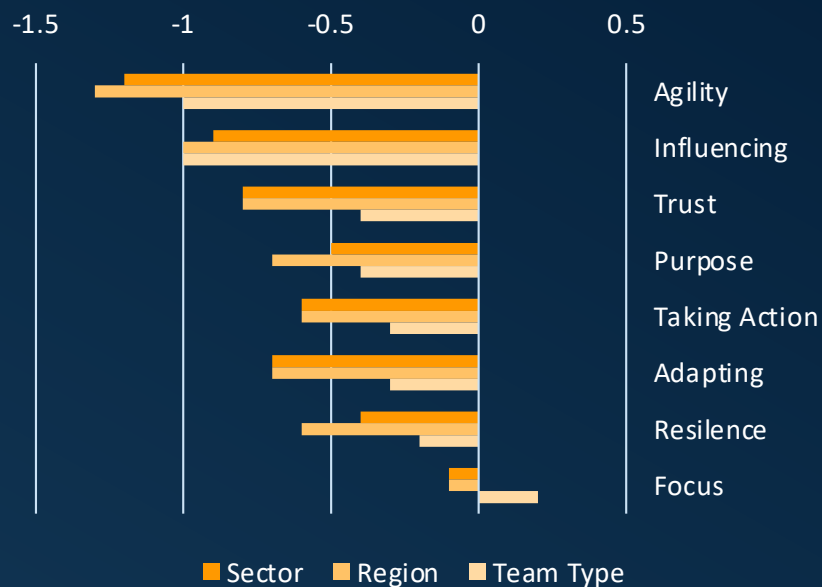
Data from 100,000+ diagnostics across financial services teams | Benchmarked against 60+ FS firms

Your team vs the market

Benchmarking that shows where you're ahead and where competitors are pulling away. Available across Sector, Region and Team Type so you prioritise with confidence

Your position vs Benchmark

Overall: 6.0 vs 6.4 (n=240 comparable leadership teams)



Benchmarks available across multiple sectors, regions and team types.
Your team n=18 | Sector n=567 | Sector+Region n=371 | Sector+Region+Team Type n=240

What this tells us:

- Focus is a relative strength: you can execute once aligned
- The biggest constraints are Agility and Influencing: decisions and momentum don't travel fast enough across the system
- Trust and Purpose sit below peers, which increases friction when stakes are high and trade-offs are real

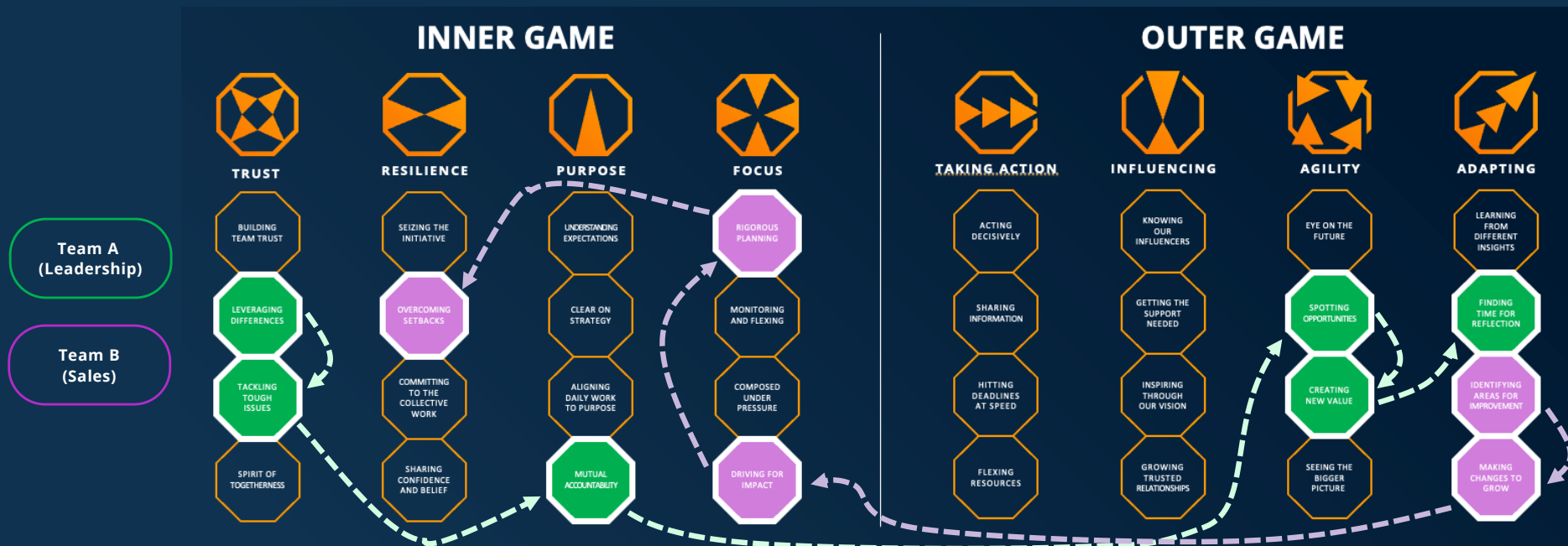
So what:

- This is a measurable performance gap, not a "soft" issue as it predicts slower delivery and weaker cross-team alignment than peers
- Benchmarking gives you a defensible baseline and a way to show progress versus the market, not just internally

If you're not calibrating against the market, you're relying on internal perception while competitors are using data to move faster.

Algorithm | Customized and sequenced team journeys

Exceptional teams unlock performance by mastering the inner and outer habits that drive their results and relationships, one micro-behaviour at a time. Our algorithm pinpoints the critical behaviours that will unlock the biggest shift in each team's performance - reducing wasted effort and accelerating return on investment.



Start Where It Matters: Our algorithm combines AI and behavioural science to identify the habits that will make the biggest difference helping each team start in the right place.

Personalised Path for Each Team: It maps a journey based on how habits influence each other and what's worked for similar teams sequencing the most effective next steps for impact.

Impact Without Overload: The system shows the minimum time and effort needed to make progress helping managers create change without slowing their teams down.

Team Development with precision and maximum impact

Start where it matters → Follow customized pathway → Minimum effective time investment

INNER GAME



TRUST

BUILDING
TEAM TRUST

LEVERAGING
DIFFERENCES

TACKLING
TOUGH
ISSUES

SPIRIT OF
TOGETHERNESS



RESILIENCE

SEIZING THE
INITIATIVE

OVERCOMING
SETBACKS

COMMITTING
TO THE
COLLECTIVE
WORK

SHARING
CONFIDENCE
AND BELIEF



PURPOSE

UNDERSTANDING
EXPECTATIONS

CLEAR ON
STRATEGY

ALIGNING
DAILY WORK
TO PURPOSE

MUTUAL
ACCOUNTABILITY



FOCUS

RIGOROUS
PLANNING

MONITORING
AND FLEXING

COMPOSED
UNDER
PRESSURE

DRIVING FOR
IMPACT

OUTER GAME



TAKING ACTION

ACTING
DECISIVELY

SHARING
INFORMATION

HITTING
DEADLINES
AT SPEED

FLEXING
RESOURCES



INFLUENCING

KNOWING
OUR
INFLUENCERS

GETTING THE
SUPPORT
NEEDED

INSPIRING
THROUGH
OUR VISION

GROWING
TRUSTED
RELATIONSHIPS



AGILITY

EYE ON THE
FUTURE

SPOTTING
OPPORTUNITIES

CREATING
NEW VALUE

SEEING THE
BIGGER
PICTURE



ADAPTING

LEARNING
FROM
DIFFERENT
INSIGHTS

FINDING
TIME FOR
REFLECTION

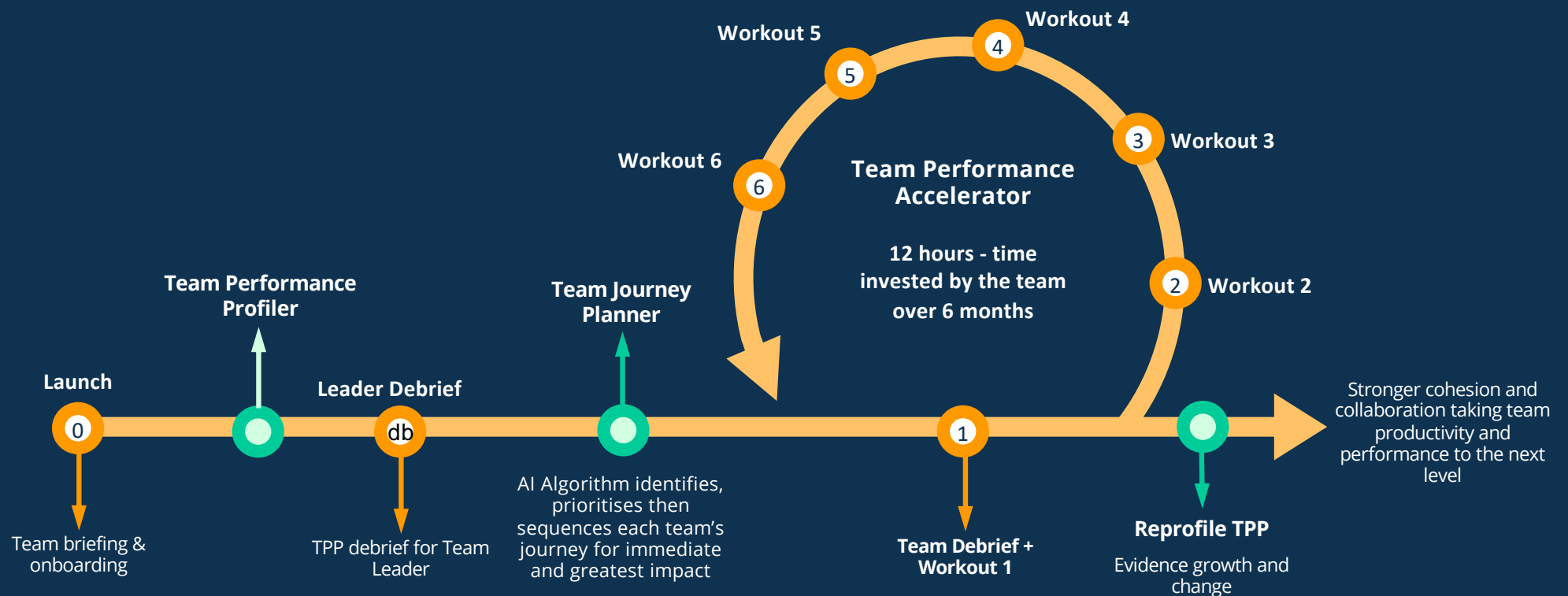
IDENTIFYING
AREAS FOR
IMPROVEMENT

MAKING
CHANGES TO
GROW

Team Journey Planner | Sequencing matters

Meta Team

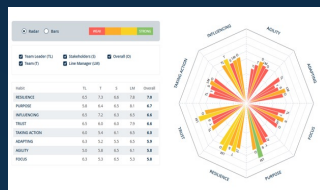
Diagnostics don't change team behaviours: transformation at speed happens through the work that follows, and how it's sequenced.



The Experience of a 90-minute Workouts

"I have just come out of a 90-minute meeting with a business-critical solution I wasn't even aware I needed when I came in the room" Global HRD.

REFLECTION



...learn from within

THE SCIENCE



...reinforcement

PRACTICE



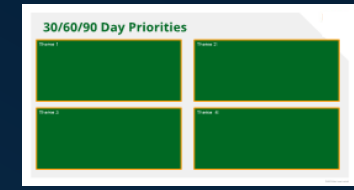
...practice over theory

COMMITMENTS



...connection over isolation

ACTION PLANS

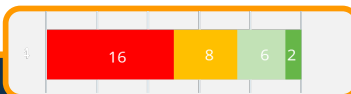
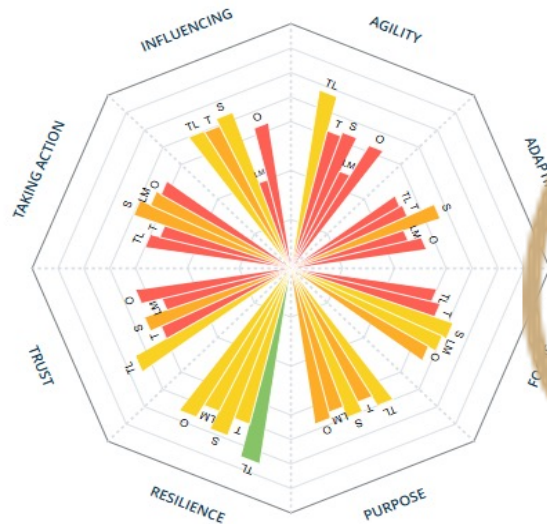


...focus on small wins

Fast execution uplift: measured and repeatable

Case Study – Nasdaq's Leadership Team

March 2024

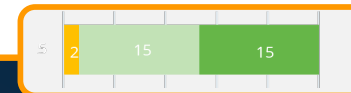
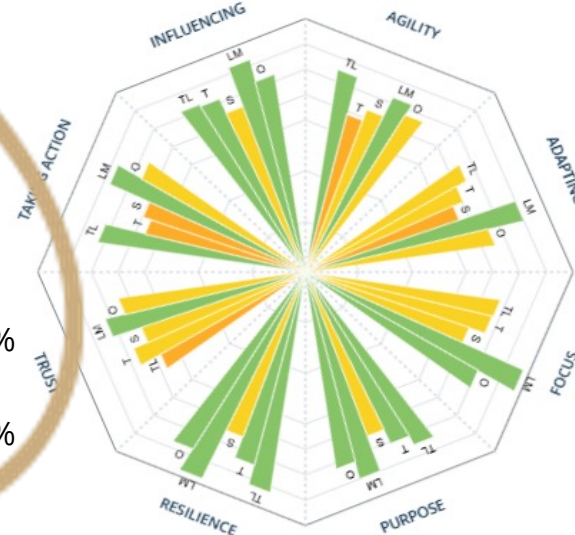


+ 14 Months:

- Decisions made 12% faster
- Accountability increased by 29%
- Execution increased by 28%

■ Weak
■ Below Average
■ Above Average
■ Strong

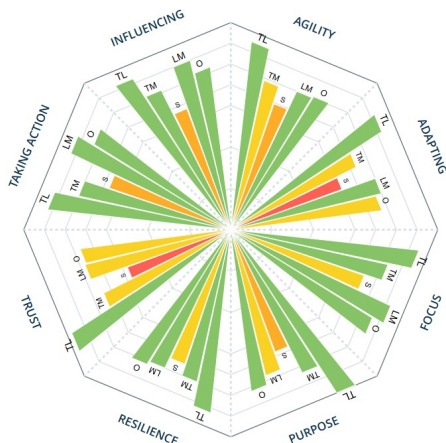
May 2025



Big Wins – High Level Snapshot

In infrastructure investing, these shifts show up as faster trade-offs, fewer escalations, and clearer ownership under pressure.

Jan 2025



+14.3%

Deepened **Trust** and collaboration

+8.5%

Greater **Purpose** and stronger alignment

+8.5%

Strengthened **Resilience** and stability under pressure

+7.4%

Improvement in **Agility** and responsiveness to change



Dec 2025



What risks would re-emerge if this discipline stopped?

Meta Team | Organisational Impact

		Trust	Resilience	Purpose	Focus	Adapting	Agility	Influencing	Taking Action
Enablement & Compliance	Human Resources	6.4	6.6	6.4	6.1	6.6	6.4	6.4	6.8
	City Operations	7.6	6.7	7.0	6.9	7.1	6.8	7.0	7.1
	Project Coordination	7.8	7.7	7.1	7.3	7.1	7.4	7.4	7.6
Chief Of Staff	Office of CEO	7.2	7.2	7.2	7.1	7.0	6.8	7.0	7.5
	Internal Audit	8.3	8.0	7.8	8.1	8.1	7.8	7.7	8.0
	Regulations & Legal Affairs	7.8	8.2	8.0	8.2	7.8	7.7	7.6	8.6
Operations	Organizational Communications	6.7	6.9	7.0	7.1	6.4	6.4	6.3	7.2
	Developmental Housing	7.0	7.4	6.7	6.8	6.9	6.8	7.1	7.0
	Housing Support	8.0	7.9	7.8	7.9	7.5	8.1	7.5	8.4
Planning & Development	Housing Supply Stimulus	7.7	7.7	7.0	6.9	6.8	7.1	7.4	7.2
	Strategic Planning	8.5	8.4	7.7	8.2	7.6	7.8	7.7	8.1
Support Services	Financial & Budgetary Affairs	8.1	8.0	8.0	7.8	7.4	7.7	8.1	8.1
	Human Resources	7.8	8.1	7.3	7.8	7.0	7.3	8.0	8.1
	Digital Transformation	8.0	7.8	7.2	7.1	7.2	6.7	7.3	7.5
	Cyber Security	7.0	6.6	6.9	7.1	6.9	6.9	6.6	7.0
	Procurements	6.6	7.3	7.0	7.4	7.0	6.9	6.3	7.9
	Documents & Archives	7.4	8.2	8.0	8.0	7.8	7.5	7.7	8.1
	Administrative Affairs & Facilities	8.8	9.0	8.7	8.9	8.8	8.8	8.7	9.1

■ Strong
■ Above Average
■ Below Average
■ Weak

- The analysis of mean score by Team by Habit for top 500 leaders revealed Trust and Taking Action as core strengths. Agility and Influencing offered the greatest opportunities for growth, built from strength of Purpose.
- Organizations can clone best practices from top scoring teams (e.g. Internal Audit, Strategic Planning, Financial & Budgetary Affairs and Administrative Affairs) and prioritize interventions where most needed (e.g. Human Resources, Communications and Cyber Security)

Leadership Team | Potential vs Perception

Meta Team



Psychometric | **Potential**
Meta Team | **Perception**

Absolute percentage variance
Potential vs Perception



Market Positioning: Individual, Team and Culture Solutions



How Meta Team complements and amplifies the impact of existing tools across leadership, culture, and performance.

	Meta Team	Leadership Assessment	Personality Tools	Engagement Survey	360° Feedback	Collaboration Platform
Core Focus	Team Performance Behaviours	Individual leadership style, derailers	Individual traits, preferences	Sentiment and organizational climate	Behavioural perception of individuals from others	Task coordination and workflows
Level of Analysis	Team (collective habits)	Individual	Individual / aggregated for team view	Organization / Business Unit / Team	Individual	Team (activity tracking)
Primary Use	Drive team performance	Selection, succession, coaching	Self-awareness, communication	Track culture change	Feedback and development for individuals	Improve workflows and execution
Diagnostic Output	Team heatmap + behavioural sequence	Leadership report with benchmarks	Type profile + interpersonal styles	Scorecards with perception data	Multi-source leadership feedback report	Usage metrics, task tracking dashboards
Application Context	Leadership, project, and operational teams	C-suite, emerging leaders	Development programs, team offsites	Annual surveys, culture initiatives	Leadership development and 1:1 coaching	Project delivery, hybrid working
What Meta Team Adds	Clarity, cohesion and momentum in real time	Bridges potential vs performance gap	Makes insights actionable at team level	Activates change within / between teams	Shifts individual feedback into team impact	Diagnoses behavioural blockers to execution
Top Providers	Meta Team, Lencioni, Team Coaching International	Hogan, Korn Ferry, DDI	MBTI, Insights Discovery, DiSC	Gallup, Culture Amp, Glint (Microsoft)	Qualtrics 360, Korn Ferry 360, SurveyMonkey	MS Teams, Asana, Slack

Sample Clients

Meta  Team

Meta Team has successfully delivered programmes to many large globally recognised businesses including...



Why become a strategic partner?

Create new revenue streams for your business

Complete autonomy in pricing team diagnostics and workouts to your clients, creating new lucrative revenue streams for you.



Offer something new to your clients

Leverage our market-leading approach to team-based learning, refined over a decade, position yourself as a leader in innovative team development.



Leverage a proven product and marketing strategy

We offer full support in intellectual property, commercial strategies, and marketing. You'll enjoy customised client solutions and direct support from our founder, Rob Shaw.



Global network

Join a prestigious network of Strategic Partners worldwide, collaborating with like-minded professionals to innovate, share insights, and drive better client outcomes.



**Grow your
business with
confidence**

Meta Team's ICF Accredited Pathway

Our course is accredited by the International Coaching Federation. Every coach that completes the program can book 20 hours of continuing coach education to their ICF coaching qualification.



PRICING | WHOLESALE & ACCREDITATION

1 Coach Accreditation & Enablement

Coach Accreditation Course	Price	What's included
Open Programme (per Coach)	£2,500	• Two x three-hour virtual sessions on the Meta Team approach • 90-minute Sales Enablement + 60-minute Client Excellence working sessions • Three x 1:1 60-minute sessions as each coach delivers their first client • Sales and platform support, toolkits, and client materials • ICF-accredited certification & Meta Team digital credential
In-house Programme (per 5 Coaches)	£10,000	

2. Team Diagnostic & Workout Pricing

Package	Diagnostic Price for 2 profilers per team	Workout or PM Price	What's included
Plus: Team insights + workouts	£150 per team member	£1200 for 6 workouts	• Two self-serve diagnostics included to evaluate impact across the year. • No charge for stakeholder feedback as it is critical to team insight
Project Management: To setup and run the project		£500 per team	• The client can run their own programmes. This is the charge if they want Meta Team to run it for them.
Multi-team: Internal benchmarking + enterprise-wide insights	£1200 per team	N/A	• Plus package for 5+ teams minimum • Internal benchmarking across teams • Enterprise-level insights • Data-driven culture activation recommendations

* All diagnostic prices assume self-administration by the client. Meta Team can program manage diagnostic on behalf of the client for £500 per team, reduced to £250 per team for the multi-team package .

Example of what a Strategic Partner can charge for programme for a team of ten people.

MetaTeam

Team of 10 people	Cost to you	Cost to your client	Profit	% profit
Team Performance Profiler (CORE) - this is for two TPPs – one at the start of the programme and then a reprofile once the 6 workouts have been delivered.	£1,500	£2,000		
6 workouts (CORE)	£1,200	£1,800		
2 feedback sessions - 90 mins each		£3,000		
6 x two-hour workouts (3 half days)		£9,000		
1 day prep		£1,000		
Re-profile feedback - 90 mins (no charge from Meta Team for the TPP reprofile)		£1,500		
	£2,700	£18,300	£16,150	88%
		Enter how much you charge		
What do you charge for 1/2 day delivery?		£3,000		
What do you charge for a day of preparation?		£1,000		

OFFER TO NEW STRATEGIC PARTNERS

Package	Normal price	Offer to new Strategic partners
Accreditation fee	£2,500	£4,500
One team TPP and 6 workouts (based on a team of nine)	£2,550	
Project management (we run your first project for you).	£500	
Total	£5,550	
£1050 discount off your first team project if you buy the combined package upfront when becoming a Strategic Partner		

Benchmarking | Plus

Sector Benchmarking

- Financial Services & Investment
- Government & Public Sector
- Healthcare & Life Sciences
- Technology, Data & Digital
- Real Estate & Infrastructure
- Professional Services & Consulting
- Consumer & Retail
- Engineering

Team Type Benchmarking

- Leadership Teams
- Delivery Teams (Sales, Operations, etc.)
- Project & Advisory Teams (HR, Finance, Marketing, Communications, etc.)

Regional Benchmarking

- North America
- UK
- Europe
- Middle East & North Africa
- South East Asia
- Australasia

Pre-Acquisition Client: Key Challenges

MetaTeam

This €1.3bn third party management organisation with 600 employees across 8 countries is a private owner-led Portfolio Company that is on its Private Equity journey. The owner recognised that he needed help to clearly define his Purpose and therefore align the team to the direction of travel in the coming year. This would in turn improve team dynamics, enhance collaboration, and improve overall performance of the team. Partnering with Meta Team's approach, which aligned well with their culture, the initiative aimed to tackle underlying tensions and elevate team impact and performance.

Lack of clear Purpose and Focus

The CEO/founder recognised that the ambition for the business needed to be refined and defined.

Lack of Trust

There was a lot of noise dissipating into the business from the senior team own agendas causing confusion and lack of direction.

Lack of coherence and collaboration

Different leaders and their teams were individually trying to read how they should play into the CEO.



Insight to Impact in < 8 weeks

MetaTeam

APPROACH

01

Team Performance Profiling

Meta Team's diagnostic platform was used to generate insights across all key stakeholder groups.

02

Stakeholder Alignment

Initial workshops were conducted to align key stakeholders on purpose, key objectives, clarify priorities by getting the owner to be clear on his vision and mission.

03

Tailored Team Workouts

Workouts were delivered to deepen the quality and impact of the team's strategic thinking, foster deeper collaboration, addressing tensions, and provide tools for improved communication and decision-making.

OUTCOMES

01

Improved Collaboration

Due to the data in the TPP all subjective views were removed from the room. The Team demonstrated a marked improvement in building on each other's input, fostering greater cohesion and alignment.

02

Clear Purpose

Once the owner clarified the direction of travel the team were able to understand the mission and vision and bring in all their ideations under the umbrella of defining their Purpose

03

Greater cohesion and impact

The individual leaders understood the context for each others behaviours which created greater cohesion and impact within the team. They became more strategic in their thinking enabling them to spend more time on, rather than in the business.

04

Actionable Insights

Workouts uncovered hidden dynamics and opportunities for the team to accelerate progress and enhance team effectiveness. Ultimately this programme enabled them to take their foot off the brake.

Feedback

CPO

"There is definitely more accountability amongst individuals and the leadership team."



Leadership Team

"The meetings are now markedly more on point and far more productive since engaging in the Meta Team process."



CEO

"We are more open and engaged as a result of using the Meta Team workouts and have absolute clarity on where we are heading. ."

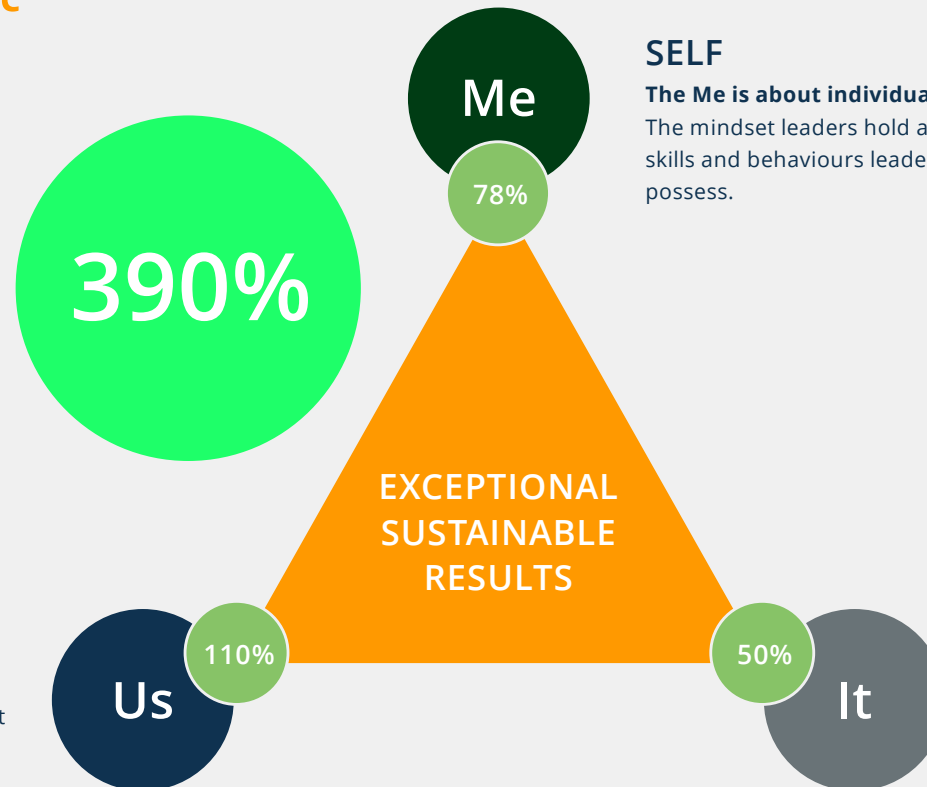


Me—Us—It

Based on research from Daniel Goleman's HBR Paper: Leadership that gets results — April 2000

RELATIONSHIP

The We is about the collective:
The relationships and teams that leaders catalyse, build and lead.



SELF

The Me is about individual leaders:
The mindset leaders hold and the skills and behaviours leaders possess.

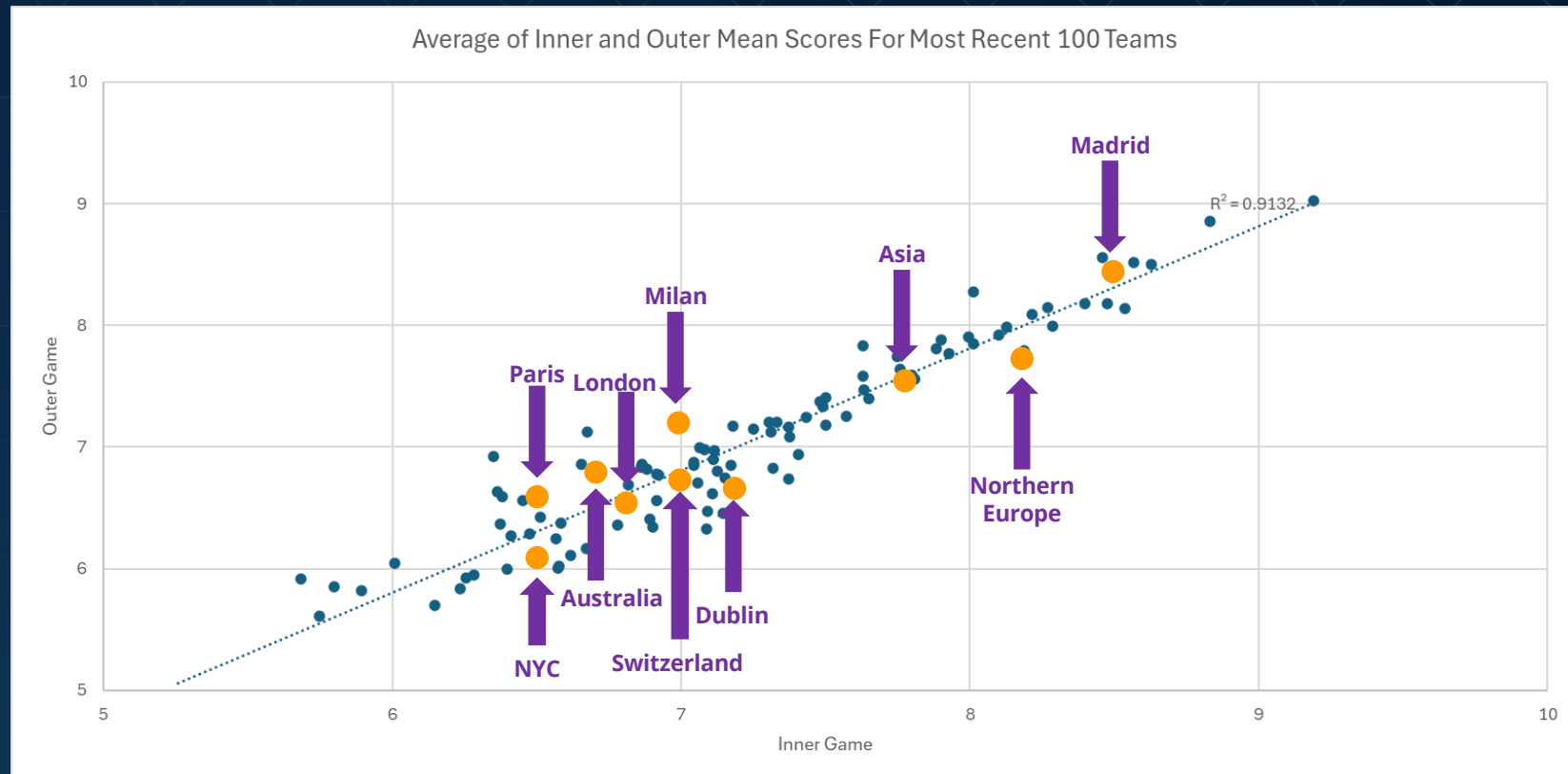
TASK

The It is about the larger system:
The object rather than the subject of change. What leaders want to impact.

Inner and Outer Game mean scores | Location

Meta Team

Most recent 100 teams who completed Meta Team's Team Performance Profile



PRICING | WHOLESALE & ACCREDITATION

1. Coach Accreditation & Enablement

Coach Accreditation Course	Price	What's included
Open Programme (per Coach)	€3,000	• Two x three-hour virtual sessions on the Meta Team approach • 90-minute Sales Enablement + 60-minute Client Excellence working sessions • Three x 1:1 60-minute sessions as each coach delivers their first client • Sales and platform support, toolkits, and client materials • ICF-accredited certification & Meta Team digital credential
In-house Programme (per 5 Coaches)	€12,000	

2. Team Diagnostic & Workout Pricing

Package	Diagnostic Price for 2 profilers per team	Workout Price	What's included
Core: Foundational team insights + workouts	€150 per team member *	€1,050 for 6 workouts	• Two self-serve diagnostics included to evaluate impact across the year. • No charge for stakeholder feedback as it is critical to team insight
Plus: Enhanced benchmarking, workout interactivity	€175 per team member *	€1,400 for 6 workouts	• Core package • Enhanced external benchmarking and analysis • Real-time output capture
Multi-team: Internal benchmarking + enterprise-wide insights	€1400 per team *	N/A	• Plus package for 5+ teams minimum • Internal benchmarking across teams • Enterprise-level insights • Data-driven culture activation recommendations

* All diagnostic prices assume self-administration. Meta Team can program manage diagnostic on behalf of our SPs for £500 per team, reduced to £250 per team for the multi-team package

PRICING FOR A CLIENT TO BE ACCREDITED AND RUN THE PROGRAMMES INTERNALLY THEMSELVES.

1. Internal Coach Accreditation & Enablement

Coach Accreditation Course	Price	What's included
Meta Team Programme (per Coach)	£5000	• Two × three-hour virtual sessions on the Meta Team approach • Co delivery of feedback and one workout • Observed solo delivery of feedback and one workout

2. Team Diagnostic & Workout Pricing

Package	Diagnostic Price for 2 profilers per team	Workout or PM Price	What's included
Plus: Team insights + workouts	£200 per team member	£1800 for 6 workouts	• Two self-serve diagnostics included to evaluate impact across the year. • No charge for stakeholder feedback as it is critical to team insight
Project Management: To setup and run the project		£500 per team	• The client can run their own programmes. This is the charge if they want Meta Team to run it for them.
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* All diagnostic prices assume self-administration by the client. Meta Team can program manage diagnostic on behalf of the client for £500 per team, reduced to £250 per team for the multi-team package .

Meta Team

Insight to Impact

Transforming Team Performance Globally