



## CUSTOMER STORY

# The FA: Aspiring Leaders for County FAs

The Football Association (FA) collaborated with GRA to deliver a bespoke experiential Aspiring Leaders programme for County FAs, encompassing GRA's Resilience for Results programme and Action Centred Leadership, to support their managers' leadership development needs.

[Resilience for Results](#) and [Action Centred Leadership](#) provide great transferable skills for the workplace, especially for high performing individuals with the potential to progress to leadership positions. While one provides practical techniques for building resilience, thriving through change and maintaining optimal performance, the other offers a flexible model for leadership decision-making, focused on balancing the needs of tasks, teams and individuals.

**100%**   
of delegates  
said they would  
recommend the  
training to others

Grahame Robb, GRA's Managing Director, said: "We believe there isn't one single formula or off-the-shelf package to create great leaders, which is why we work with our clients to design bespoke programmes; such as The FA's Aspiring Leaders programme. We focus on inspiring people to reach their full potential by learning the key skills and behaviours required to be an effective leader, so that they can embrace and enhance their own individual leadership style and reach optimum levels of performance."

Daniel Landstrom, Cheshire FA's Football Development Officer, said: "I thought it was the best leadership management course I've attended! It was fun, practical and educational. I was made to feel relaxed and the trainers gave us all the confidence to lead without fear. The experiential elements brought leadership to life and were excellent." GRA's use of experiential learning is key to what we do and to challenging how people think about leadership. We create unique opportunities for leaders to test their communication skills, decision-making processes and delegation to understand how this impacts upon team performance.

Dan Chance, Herefordshire FA's Football Development Manager, commented: "I have taken a lot of insight about myself and how to lead away from this programme, the experience was first class and it was delivered by a great team. The best FA course I have ever attended."

Sam Hobbs, County FA Support Services Manager – Learning & Development, said: "In The FA's evaluation of the Aspiring Leaders programme, delegates praised the staff at GRA highly for the quality of training they received, their approach and the welcoming atmosphere at the site. The standard of service and attention to detail is outstanding from GRA and the training provided is excellent."

 **98%**  
said the mix of theory  
and practice suited  
their learning style

**"The staff were exceptional in their delivery. They created a relaxed, safe environment from the minute we arrived, they were supportive, encouraging and thought provoking."**

