

Ignition & The Long Game

Strategic support for leadership & product teams

Designed for startups seeking Series A funding
and established businesses navigating scale.

This document outlines two service offerings designed to support teams and leaders in transition. Both approaches combine design thinking, visual collaboration, and deep coaching practice.

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Proposal 1: Ignition

A strategic alignment workshop for teams

Format	Half-day or full-day workshop, depending on team size
Delivery	In-person or virtual
Group size	4–12 participants
Best for	Pre-Series A teams, founding teams, product squads

The problem

Your team is full of brilliant individual contributors who can tackle any challenge you put in front of them. But here's the rub: the same people who excel at building product, designing systems or leading technical work become completely stuck when it's time to step back and align on the bigger picture.

You're approaching a funding milestone. The pressure is real. And instead of rowing in the same direction, your team is having the same circular conversations about priorities, strategy, and "what we're actually building here." Everyone's working hard. Nobody seems to be working on the same thing.

The meetings aren't fixing it. Another strategy deck won't fix it either. What your team needs is focused time to cut through the noise, get brutally honest about what matters, and leave with a plan you'll actually follow.

Who this is for

- Startup founding teams preparing for Series A who need to sharpen their narrative and align on vision before investor conversations
- Product and design teams at scaling companies who've outgrown their original ways of working and need to reset
- Leadership teams navigating a pivot, restructure, or post-funding growth phase who need clarity fast
- Any team where the individuals are capable but the collective direction is uncertain

What happens on the day

This isn't a lecture. It's not a "team-building exercise" with trust falls and spaghetti towers. It's a structured, facilitated working session where your team does real strategic thinking out loud, together.

Orientation

We map where you actually are – not where you think you are or where your pitch deck says you are. Using collaborative visual frameworks (borrowed from design thinking, because that's the language your team already speaks), we surface the real blockers, misalignments and tensions in the operation.

Direction

We get clear on what actually matters. This is the hard part – where the team has to make choices, not just brainstorm options. We use narrative techniques to help the team articulate not just what they're building, but why, and what success actually looks like beyond the metrics.

Roadmap

We leave with tangible next steps, not another strategy document. A clear, honest action plan with owners, time horizons, and commitments your team has been avoiding because discomfort is tough to navigate.

What you walk away with

- A shared, honest understanding of where your team actually is
- Aligned priorities with clear reasoning your team built together
- A concrete action plan with owners and deadlines
- A visual artefact of the session you can reference and share
- The foundation for ongoing strategic conversations that support decisive action

Proposal 2: The Long Game

A leadership development programme for new and emerging leaders

Format	1 in-person workshop + 6 virtual coaching sessions
Duration	8–12 weeks
Delivery	Hybrid (in-person kick-off, virtual follow-up)
Best for	New managers, first-time leaders, IC-to-leadership transitions

The problem

Your best designer just got promoted to lead. Your strongest engineer is now managing a team. Your most experienced product person has been asked to “step up” into a director role.

They said yes because they’re ambitious and capable. But nobody told them that stepping into leadership isn’t just harder work – it’s a completely different identity. The skills that made them exceptional contributors don’t automatically transfer. And the gap between “I’m great at my craft” and “I can help others be great at theirs” is where most new leaders quietly struggle.

They’re not failing. But they’re not thriving either. They’re white-knuckling it through one-to-ones, avoiding difficult conversations, second-guessing every decision, and slowly burning out because nobody gave them the support they actually need.

Who this is for

- Individual contributors transitioning into their first management or leadership role
- Designers, engineers, and product people who were promoted for their craft but need support with the human side of leadership
- Leaders in their first 6–18 months who are technically competent but struggling with confidence, communication, or team dynamics
- Organisations that want to retain their best people by investing in meaningful leadership development, not generic training

What the programme looks like

Phase 1: Foundation (in-person workshop)

A full-day workshop where we establish the leadership identity your participant wants to build. Not the one they think they should have – the one that’s actually authentic to who they are. We use visual frameworks, narrative exercises, and honest conversation to map their strengths, blind spots, and the specific challenges of their transition.

Phase 2: Practice (six virtual coaching sessions)

Fortnightly 60-minute sessions over 8–12 weeks. Each session works on a real, current challenge – a difficult conversation they need to have, a team dynamic that's not working, a decision they're avoiding. We work on mindset, motivation, and practical skills in equal measure.

Between sessions, they're applying what we've worked on in real time, with accountability built in. You're not learning in a vacuum.

Phase 3: Integration (final sessions)

The last sessions focus on sustaining the shift. We build the habits, frameworks, and self-awareness tools they need to continue developing independently, long after the programme ends.

What changes for your organisation

- Leaders who can articulate what they stand for and lead from that foundation, rather than mimicking Silicon Valley management style
- Reduced attrition in new management roles because people are supported through the hardest part of the transition
- Better team dynamics downstream – when leaders are grounded and clear, their teams perform
- A leadership culture built on authenticity rather than performance, which is what actually retains good people
- Practical communication and decision-making skills your leaders will use every week, not just during a crisis

Why this approach

Most leadership development fails because it treats the transition like a knowledge problem. Read the right books, learn the right frameworks, attend the right workshop. But stepping into leadership isn't an information gap. It's an identity shift that requires sustained, supported practice.

I've navigated this transition myself, as a designer who became a design leader. I've watched dozens of brilliant people struggle with it unnecessarily. The Long Game combines the strategic, visual problem-solving your leaders already know from design and product work with deep coaching on the human side of leadership – the part that helps people thrive and bring others with them.

Next steps

I tailor my approach to your team's specific context, industry, and challenges. Here's how to get started:

1. **Book a free 30-minute discovery call** to discuss your team's situation and which format fits best.
2. **I'll send a proposal** with specific outcomes, timelines, and pricing based on your team size and needs.
3. **We schedule and deliver.** The Ignition Session can be booked within 2 weeks. The Long Game typically starts within a month.

These offerings work well together – The Ignition Session as an immediate alignment tool, followed by The Long Game for the leaders who need deeper, sustained support. Many organisations book both.

Get in touch

[Book a 30 minute discovery call](#)