

A photograph of two women sitting at a table in a meeting room, engaged in conversation. The woman on the left is gesturing with her hands while speaking. The woman on the right is listening attentively. The room has a bookshelf in the background and a window on the right side.

Leadership, Management & Capability

 **Elevate HR**
a Sales Perfect® programme

Elevate HR - People & Performance Pathways

Elevate HR is a structured people performance programme that combines strategic consultancy, practical training and on-demand fractional leadership to help organisations build a high-performing workforce that directly drives business growth.

Rather than treating people challenges as isolated issues, Elevate HR provides an integrated approach, aligning leadership, talent, capability and culture with commercial objectives. It supports businesses to move from reactive people management to a disciplined, performance-led model that scales.

The programme blends expert advice at a strategic level, hands-on development for leaders and managers, and fractional HR leadership support where businesses need senior capability without the cost or commitment of a full-time hire.

Elevate HR is designed to support organisations by providing the right level of HR intervention, expertise and leadership at each stage of growth.

What will Elevate HR deliver?

- A clear, commercially aligned people performance strategy shaped through consultancy and senior-level advice
- Confident, capable leaders developed through targeted training and coaching

- Improved accountability, ownership and performance standards across the business
- Access to experienced fractional HR leadership to support decision-making, governance and execution
- Stronger attraction, retention and development of high-potential talent
- A culture that actively supports delivery, growth and commercial outcomes
- Measurable improvements in engagement, productivity and leadership effectiveness

Who Elevate HR is for

Elevate HR is designed for business owners, directors and leadership teams who recognise that growth is limited by people capability, not ambition.

It is particularly suited to organisations that:

- Are scaling and need senior people leadership without a full-time hire
- Have talented people but inconsistent leadership or performance
- Want practical support, not HR administration
- Need experienced advice during periods of growth, change or challenge

How the Elevate HR programme works

Elevate HR is deliberately flexible and modular, combining three core delivery elements that can be used independently or integrated into a fully supported programme:

- Strategic consultancy and advisory support to diagnose challenges, define direction and align people strategy with business goals
- Leadership and management training and development to build capability, confidence and consistency at all levels
- Fractional HR leadership to provide senior, hands-on expertise that embeds change, supports leaders and ensures momentum is sustained

This approach ensures Elevate HR is not a one-off intervention, but a supported journey from insight to action to sustained performance.

The Elevate HR Framework - Four Core Pillars

Strategic People Foundation. Consultancy-led. Defining direction and priorities.

Delivered through senior-level consultancy and advisory support, this phase

establishes clarity around people performance priorities, leadership expectations and talent requirements aligned to business strategy.

This may include:

- Defining the People Performance Mandate
- Leadership alignment and expectation setting
- Capability and talent reviews
- Role clarity, accountability and performance standards
- Identifying critical roles and future leaders

Leadership & Management Capability. Training and development. Building confidence and consistency.

Practical, scenario-based training designed to strengthen leadership capability and management effectiveness. Sessions focus on real challenges leaders face – not theory.

This pillar develops:

- Performance leadership skills
- Effective performance and accountability conversations
- Managing under-performance and developing high performers
- Decision-making, judgement and ownership
- Leading teams through growth and change

Talent, Culture & Performance Enablement. Training, workshops and advisory input. Turning potential into output.

Focused interventions that embed the right behaviours, standards and ways of working across the organisation.

This may include:

- Creating a performance-driven culture
- Strengthening engagement and retention
- Managing behaviour, attitude and impact
- Embedding accountability without bureaucracy
- Aligning culture with commercial delivery

Optimisation & Sustained Performance. Fractional leadership, consultancy and coaching. Embedding momentum.

Where businesses require deeper support, Elevate HR can be reinforced through

fractional HR leadership, providing senior expertise to support execution, governance and ongoing optimisation.

This includes:

- Ongoing people performance advisory support
- Leadership coaching and review
- Succession planning and talent pipelines
- Performance metrics and insight
- Developing a repeatable People Performance Playbook

You choose the level of engagement. Begin with achievable goals, execute the plan, reduce or expand assistance as your requirement changes.

Programme Leadership

Dawn Simpson Lane, Chartered FCIPD - Group Perfect® Associate Director

Elevate HR is led by Dawn Simpson Lane, a highly experienced Chartered HR and People Performance professional with over 30 years' multi-sector experience supporting organisations at every stage of growth – from owner-led businesses with fewer than five employees through to complex organisations employing 5,000+ people and operating at turnovers of up to £2.9 billion.

Dawn's experience spans a wide range of sectors, including professional services, construction, manufacturing, engineering, housing, charities, retail and executive search. This breadth enables her to quickly understand commercial pressures, operational realities and leadership challenges, and to translate people strategy into practical action that works in the real world.

What differentiates Dawn's approach is her ability to operate comfortably at Board and senior leadership level, while remaining hands-on where required. She brings strong commercial acumen, deep employment and people risk expertise, and a pragmatic leadership style that balances challenge with support. She is known for cutting through noise, addressing the real issues and helping leaders make better decisions with confidence.

Dawn has extensive experience in:

- Designing and leading people strategies aligned to growth and transformation
- Developing senior leaders and management capability
- Navigating complex employee relations and organisational change
- Building performance-driven cultures without unnecessary bureaucracy

- Providing fractional HR leadership, acting as a trusted senior advisor to business owners and Boards
- Embedding sustainable people practices that support delivery, retention and long-term performance

Elevate HR reflects Dawn's belief that 'people performance' is not about policy or process alone, but about clarity, leadership, accountability and execution. The programme combines strategic insight with practical delivery, ensuring that change is not only designed, but successfully implemented and sustained.

Client Feedback

"Dawn is a tour-de-force. Her knowledge, commercial understanding and ability to cut straight to what really matters has been invaluable to our business. She doesn't just advise, she gets involved, challenges thinking and helps leaders make better decisions. The impact on our people, our culture and our overall performance has been significant, and the support feels genuinely tailored rather than off-the-shelf."

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Next steps

If you're unsure which approach is right for your business, you can start with a free, no-obligation conversation with us:

Call: 0845 6000 281

Email: enquiries@salesperfect.co.uk

We'll listen to your situation, offer practical guidance, and connect you with the most appropriate support – whether that's **Elevate HR** or another relevant Sales Perfect® programme.