

# APEX DYNAMICS

## People Leader & Management Development Programme

### Capability Statement





# Who We Are

Apex Dynamics is a specialist performance coaching and people leader development consultancy based in Australia. We partner with small to medium businesses and mid-sized corporate organisations to build confident, accountable people managers who measurably lift performance, engagement and culture.

Founded and led by Todd Loudon - an experienced performance coach with over 25 years across elite sport (professional rugby coaching in four countries), secondary education, and corporate team dynamics - we bring a rare fusion of organisational psychology, team-sport discipline and business experience to manager development.

We serve HR and People & Culture teams as a specialist extension, not a replacement, providing targeted coaching that equips your managers to lead well every day.

# What We Do

The 10-Month People Leader Development Programme transforms everyday managers into practical performance leaders through:

## Quarterly Workshops

4 × quarterly all-team workshops (90 minutes each, face-to-face where possible)

## Individual Coaching

15 × bi-weekly individual coaching sessions per people leader - manager (30 minutes each)

## Team Coaching Option

Alternative team-based coaching option (45-minute small-group sessions every three weeks)

Grounded in the proprietary **Apex Dynamics Performance Leadership 5 Diamond Pillars** - Character, Competency, Connection, Curiosity and Co-Elevation - the programme translates contemporary organisational psychology into simple, repeatable tools managers can use immediately.

# Core Capabilities

## Leadership Development & Manager Coaching

- Design and delivery of structured, evidence-based manager development programs for cohorts of 15 or less people managers
- Individual performance coaching for frontline, mid-level and senior managers
- Small-team coaching for leadership groups requiring shared problem-solving
- Cross-generational team coaching and communication strategies
- Feedback, accountability and difficult-conversation frameworks

## Organisational Culture & Performance

- Translation of organisational values into measurable behaviours, KPIs and team rituals
- Culture diagnostics and performance culture strengthening
- Team behavioural profiling using DISC Advanced and MTQ+ mental toughness assessments
- Coaching leadership development to increase engagement, psychological capital and wellbeing
- Custom topic modules (managing hybrid teams, coaching through change, conflict resolution)

## HR & People Function Support

- Partnership with HR/People & Culture teams as specialist coaching arm
- Development of manager capability in performance management, IDPs and coaching flows
- Retention and engagement strategy through leadership behaviour change
- Metrics definition and tracking (engagement scores, regrettable turnover, performance indicators)
- E-courses and practical digital resources for performance, feedback, wellbeing, and individual development plans

# What Sets Us Apart

## 1 Proprietary Performance Framework

The 5 Diamond Pillars framework links Character, Competency, Connection, Curiosity and Co-Elevation to observable behaviours, hiring practices, feedback frameworks and recognition processes, wellbeing assessment and programmes - ensuring performance culture is practical and repeatable, not abstract.

## 2 Elite Sport + Corporate Integration

Over 20 years coaching professional rugby (including international appointments) combined with 10+ years of corporate team dynamics and psychometric expertise, provides a distinctive lens: high-performance principles adapted for business context, not generic leadership theory.

## 3 Evidence-Based, Outcomes-Focused

Every element is aligned with contemporary research on workplace coaching, managerial trustworthy behaviour, coaching leadership and organisational learning culture. We work with you to define and track meaningful metrics so the programme's impact is visible and valid.

## 4 Practical, No-Jargon Delivery

Content resonates with frontline supervisors and executives alike. Focused on real conversations, real performance shifts and real tools - not abstract models or consultant-speak.

## 5 HR Partnership Mindset

We act as an integrated specialist arm of your HR/People & Culture function, not a one-off training provider. Our role is to complement internal capacity and help capable but devolved HR teams by building a stronger people manager cohort.

# Past Performance & Outcomes

## Evidence Base

Research indicates that workplace and leadership coaching improves performance, goal attainment, wellbeing and engagement, with meta-analytic support for coaching as a positive organisational intervention. Coaching-style leadership behaviours increase employee engagement, learning orientation and psychological capital, buffering burnout and turnover risk.



## Expected Outcomes from This Programme



### Move the performance needle

Clear behavioural standards, robust feedback and consistent coaching create tangible improvements in output, quality and accountability



### Reduce turnover and recruitment costs

More capable managers, stronger relationships and clearer expectations reduce avoidable exits



### Strengthen performance culture

Shared language and rituals embed a culture where expectations, support and challenge are visible



### Improve engagement and wellbeing

Employees experience more effective leadership, better support and clearer communication

We partner with you to define and track metrics such as engagement scores, regrettable turnover, performance indicators or time-to-productivity so impact is measurable and evidence-aligned.



# Programme Investment & Scope

## INVESTMENT

Get in touch to discuss how this great value proposition aligns with your business and delivers measurable value.

(all-inclusive)\*

---

### Duration

10 consecutive months (avoiding Dec-Jan)

---

### Cohort size

Fewer than 15 people managers (custom pricing for larger groups)

---

### Delivery mode

Face-to-face preferred; high-quality virtual available

## What's Included

- 4 × 90-minute quarterly all-team workshops (custom topics available)
- 15 × bi-weekly coaching sessions per manager, or team-based coaching alternative
- Up to 15 < people leaders in your business/organisation
- Programme design, preparation, materials and HR liaison

## Value Proposition

For smaller leadership teams, this represents a rare opportunity to access a structured, research-aligned leadership development programme at a scale and price point that fits your context. For larger organisations, it provides a proven model that can be scaled with custom pricing.

Retaining a handful of additional high-value employees, or unlocking even modest productivity gains across key teams, can more than offset the full investment.

\* Excludes out of pocket expenses, travel costs, third party assessment tools, all of which is agreed and approved by you in advance.

# Key Personnel

## Todd Louden

Founding Director, Apex Dynamics



**25+ years** across elite sport, secondary education and corporate consulting

**Professional rugby coach:**

International and club coaching appointments across four countries

**Educational foundation:**

10 years teaching at Waverley College and Trinity Grammar School, Sydney; Bachelor of Education (Secondary), Monash University

**Coaching credentials:** Level 4 Professional Rugby Coaching certificate

**Psychometric expertise:**

10+ years using DISC Advanced, MTQ+ and other assessments for hiring, succession planning, conflict resolution and team development

**Business experience:**

Founded and scaled multiple ventures; proven track record improving team performance year-on-year in every coaching role

Todd's methodology combines the intensity and precision of elite sport with the complexity of modern business challenges, characterised by rapid performance acceleration, sustainable culture change, data-driven insights and cross-cultural expertise.

# Contact & Company Information

## Company Details

**Legal Name:** Apex Dynamics Consulting

**Website:** [apexdynamics.net.au](http://apexdynamics.net.au)

**Email:** [enquiries@apexdynamics.net.au](mailto:enquiries@apexdynamics.net.au)

**Phone:** +61 416 529 098

**Service Region:** Australia (NSW, ACT, and nationwide)

**Founded:** 2011 (Louden Consulting); 2025 (Apex Dynamics Consulting)

## Connect With Us

**LinkedIn:** [linkedin.com/in/todd-louden-4470a772](https://www.linkedin.com/in/todd-louden-4470a772)

**LinkedIn Company:** [linkedin.com/company/apex-dynamics-consulting](https://www.linkedin.com/company/apex-dynamics-consulting)

**Case Studies:** <https://apexdynamics.net.au/blogs-resources/>



## Next Steps

If you want your people managers to be a genuine competitive advantage and to build a performance culture that reliably moves the needle, we recommend a confidential discussion to align this programme with your specific context, HR capacity and strategic objectives.

To arrange a briefing or request a tailored proposal:

01

---

Visit [apexdynamics.net.au](https://apexdynamics.net.au)

02

---

Email [enquiries@apexdynamics.net.au](mailto:enquiries@apexdynamics.net.au)

03

---

Connect via LinkedIn

We will schedule a short discovery meeting with your senior leadership and HR representative. Together, we can build a cohort of people leaders who lift performance, strengthen culture and protect your investment in your people.

