

APRIL SABRAL

LEADERSHIP

Transforming Leaders. Elevating Teams.

Driving Measurable Results.

ENTERPRISE SERVICES

★ #28 Global Gurus Top 30 Leadership Professionals



www.aprilsabral.com

The Leadership Challenge

Most organizations invest in leadership training. Few see lasting change.



Inspiration Without Systems

Training delivers motivation but no framework for daily application



No Measurable Impact

Programs lack baseline metrics and post-training measurement



Managers Revert to Old Habits

Without reinforcement, skills decay within weeks of training



Inconsistent Standards

Expectations vary by manager, creating confusion across teams

Training without execution equals temporary change.

The Positive Effect Method

A proven leadership operating system built on three pillars

A

ACCEPT

Be Supportive

- Approach interactions free from judgment
- Foster accountability through proven frameworks
- Create fact-based, inclusive environments

C

CREATE

Be Responsible

- Harness mindset power to shape results
- Set clear vision and expectations
- Master delegation and team maximization

T

TEACH

Be Selfless

- Master coaching using the SPOT method
- Listen empathically and coach in 4 minutes
- Build strong teams through tailored development

Your actions as a leader ripple outward.

Solutions

Tailored leadership development programs that deliver measurable culture shifts



The Positive Effect Transformational Workshops

TEAMS OF 50–500+

Large-scale leadership transformation for teams of 50–500+. Over 70 proven frameworks, interactive practice sessions, and measurable culture shifts delivered on-site or virtually.



Positive Effect Certification (Train-the-Trainer)

SCALE INTERNALLY

Certify your internal L&D leaders and coaches to deliver The Positive Effect methodology in-house — saving costs while scaling training across regions and teams.



The Positive Effect Leadership Accelerator

10-WEEK COHORT PROGRAM

A 10-week cohort program combining self-paced video modules, live Zoom coaching calls, and reading pods — building lasting leadership habits through the ACT methodology.

All programs include custom content, brand-specific curriculum, and post-training measurement.

How We Deliver



Live Workshops

Interactive on-site or virtual sessions with practice, led by certified facilitators



Group Coaching

90-minute cohort sessions applying learnings with certified coaches



TPE Assessments + 360° Feedback

Personalized feedback with tailored individual development plans



Online Curriculum

200+ lessons, templates, and resources available on-demand



Ask April A.I.

Your on-demand AI coach — instant access to answers, courses, and tailored learning plans

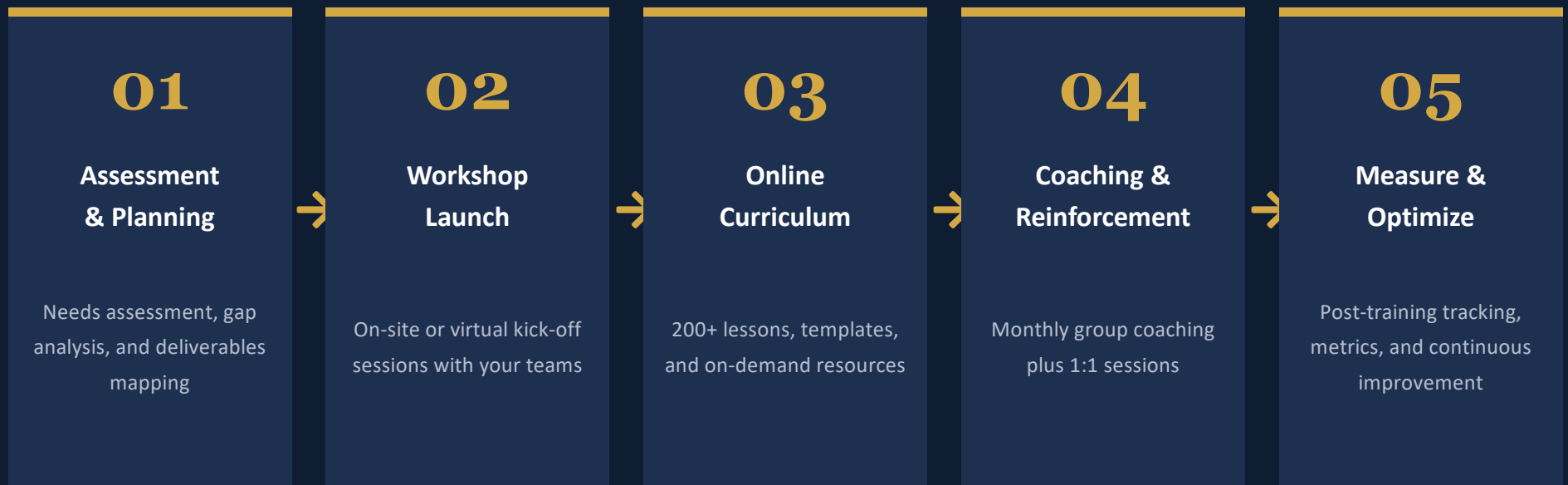


Custom Content

Brand-specific curriculum and custom enterprise solutions

Your Learning Journey

A structured path from assessment to sustained transformation



Each phase builds real, sustained behavior change.

April Sabral Leadership Online

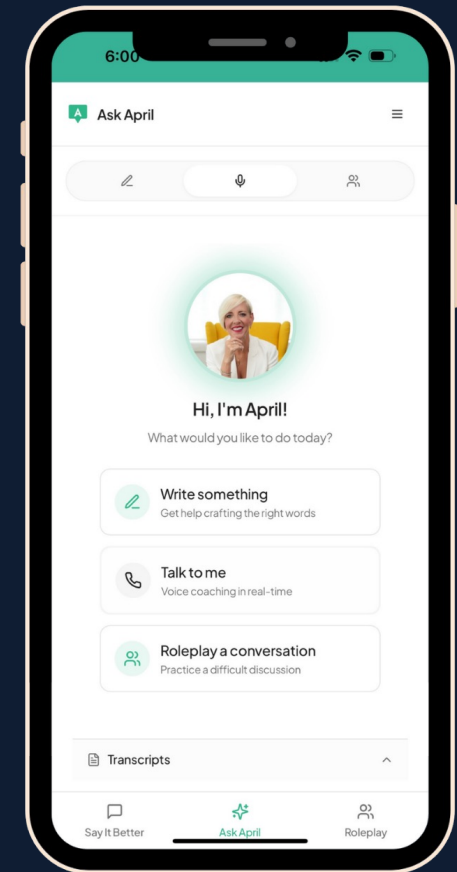
Fueled by Ask April AI

The brain trained on all of our proven leadership frameworks — an on-demand coaching platform designed to support leaders in real time.

- ✓ Real-time leadership conversation coaching
- ✓ Accountability decisions & mindset clarity
- ✓ Daily leadership challenges & micro-learning
- ✓ Assesses 6 core leadership skills & creates IDPs
- ✓ 200+ lessons, templates & resources
- ✓ Personalized learning plans & ongoing development
- ✓ 90% of leaders report improved daily habits

Your go-to leadership operating system for development, coaching & training

“ AI is not used to replace leadership. It is used to strengthen it. ”



Measurable Impact

25+

Years of Leadership
Experience

70+

Proven Frameworks
& Tools

90%

Leaders Report
Improved Daily Habits

10%+

More Committed
Action & Effort

After The Positive Effect:

- ✓ Positively impact team and customer experience
- ✓ Coach positively in 4 minutes using frameworks
- ✓ Hold teams accountable with proven methods
- ✓ Drive higher engagement through positive culture
- ✓ Lead without bias, creating true belonging
- ✓ Attract and retain top talent

Trusted by Leading Brands



The customized training met our team where they were. Our team has taken away so many great learnings from the ACT workshop.

Victoria Usher

Assistant Vice President, L'Oréal Professionnel USA



Investing in people development is the first action any leader should take. Proud of the contribution!

Giorgio Pradi

President-GM, Sunglass Hut North America

Organizations We've Transformed

L'ORÉAL

SUNGLASS HUT

JIMMY CHOO

TORY BURCH

COMPASS GROUP

PURPLE

PSYCHO BUNNY

INDOCHINO

Also trusted by: Victoria's Secret • Apple • Starbucks • DAVIDsTEA • Banana Republic

Meet April Sabral

Former retail executive with 30+ years leading teams at world-class brands across three continents. From part-time sales associate at 17 to SVP overseeing 300 stores — April brings frontline credibility to every program. Named NRF voice of retail 2026.

 **#28 Global Gurus Top 30 Leadership Professionals — Worldwide 2026**

 John C. Maxwell Certified Coach

 Forbes Contributor & Council Member

 2x Bestselling Author (The Positive Effect, Positive Accountability)

 RETHINK Retail Top Expert (2022–2026, 4 consecutive years)

 Co-founded RetailConX with Microsoft

 Founder, ASL Online — fueled by Ask April AI

 Top 10 Entrepreneur, USA Today 2024



BRANDS LED

Apple

Starbucks

Banana Republic

Holt Renfrew

DAVIDsTEA

Gap

Paul Smith

Laura Canada

Armani Exchange

Book April to Speak at Your Next Event

Bring energy, actionable frameworks, and lasting impact to your brand conference, leadership summit, or team off-site.



The Positive Effect

How your leadership ripple effect shapes culture, retention, and results — and how to make it intentional.

Positive Accountability

Installing an accountability operating system that drives ownership without fear.

Lead Smarter with AI

How forward-thinking leaders are using AI to coach teams, scale training, and stay ahead.

From Manager to Leader

The mindset shifts and practical tools that transform managers into leader's people choose to follow.


AVAILABLE FOR: Keynotes • Brand Conferences • Leadership Summits • Executive Off-Sites • Virtual Events


To inquire about availability and speaking fees, contact hello@aprilsabral.com

Ready to Transform Your Leadership Team?

Let's discuss how we can help your leaders ignite teams,
drive engagement and deliver results.

[Schedule a Call](#)

 www.aprilsabral.com

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