



WHO IS APRIL SABRAL LEADERSHIP?

We are your go-to resource for all things sales and management training.

Whether you want to improve team performance, Build future leaders, enhance culture, or boost confidence, we provide everything you need to succeed. Our expert-led training programs are designed to equip you with the skills and knowledge necessary to thrive in the competitive people and talent landscape. Our programs are grounded in twenty-five years of leading successful teams.

We focus on building your leaders into skilled coaches who connect so that they can train and retain your team. This improves career pathing, creating a bench of superstars who can take on more.

WE IGNITE

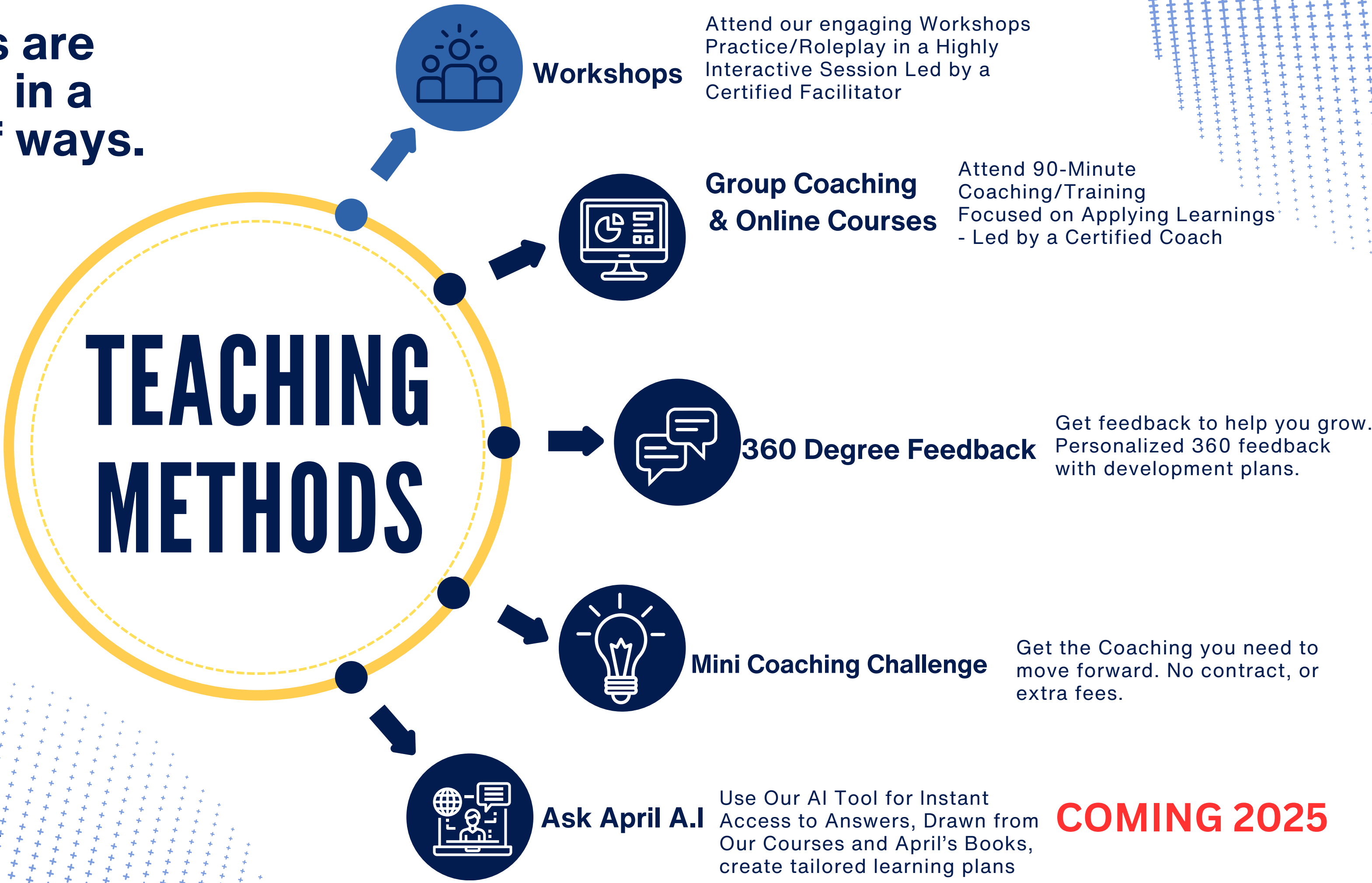
WE GROW

WE RETAIN

WE Measure Outcomes



Programs are delivered in a variety of ways.



Once complete The Positive Effect Workshop your team will be able to:



- Demonstrate leadership that positively impacts the team and customer experience.
- Ignite their team's positive emotions to leverage 10% more committed action and effort.
- Understand their role in building a positive performance culture.
- Drive higher engagement and sales.
- Maximize team effectiveness.
- Coach positively in 4 minutes.
- Deliver feedback skillfully.
- Lead without bias; creating a sense of belonging.
- Hold teams accountable with proven frameworks.
- Approach problems with above-the-line leadership.
- Cultivate positive communication strategies.
- Build trust, morale, and inclusivity.
- Attract and retain top talent.
- Develop pipeline talent to fuel your organization.



The Positive Effect Methodology Explained

ACCEPT

Accept emphasizes the importance of leaders approaching interactions and challenges with an open mind, free from judgment and assumption, fostering a culture of accountability.

By integrating proven frameworks and practicing neutrality, they create a supportive and performance-driven environment. This approach allows for objectivity, removes emotions from decisions, and measures performance based on facts rather than assumptions. It also promotes inclusivity, value, and a sense of belonging among employees.

CREATE

Create revolves around the power of mindset and the realization that our thoughts and behaviors shape our reality and drive our results. This principle encourages leaders to recognize how their mental and emotional landscape influences the business outcomes, along with learning how setting a clear vision and expectations builds positive teamwork.

In this pillar, we also focus on time management and how to maximize your team. Delegation skills and setting clear expectations and follow up.

TEACH

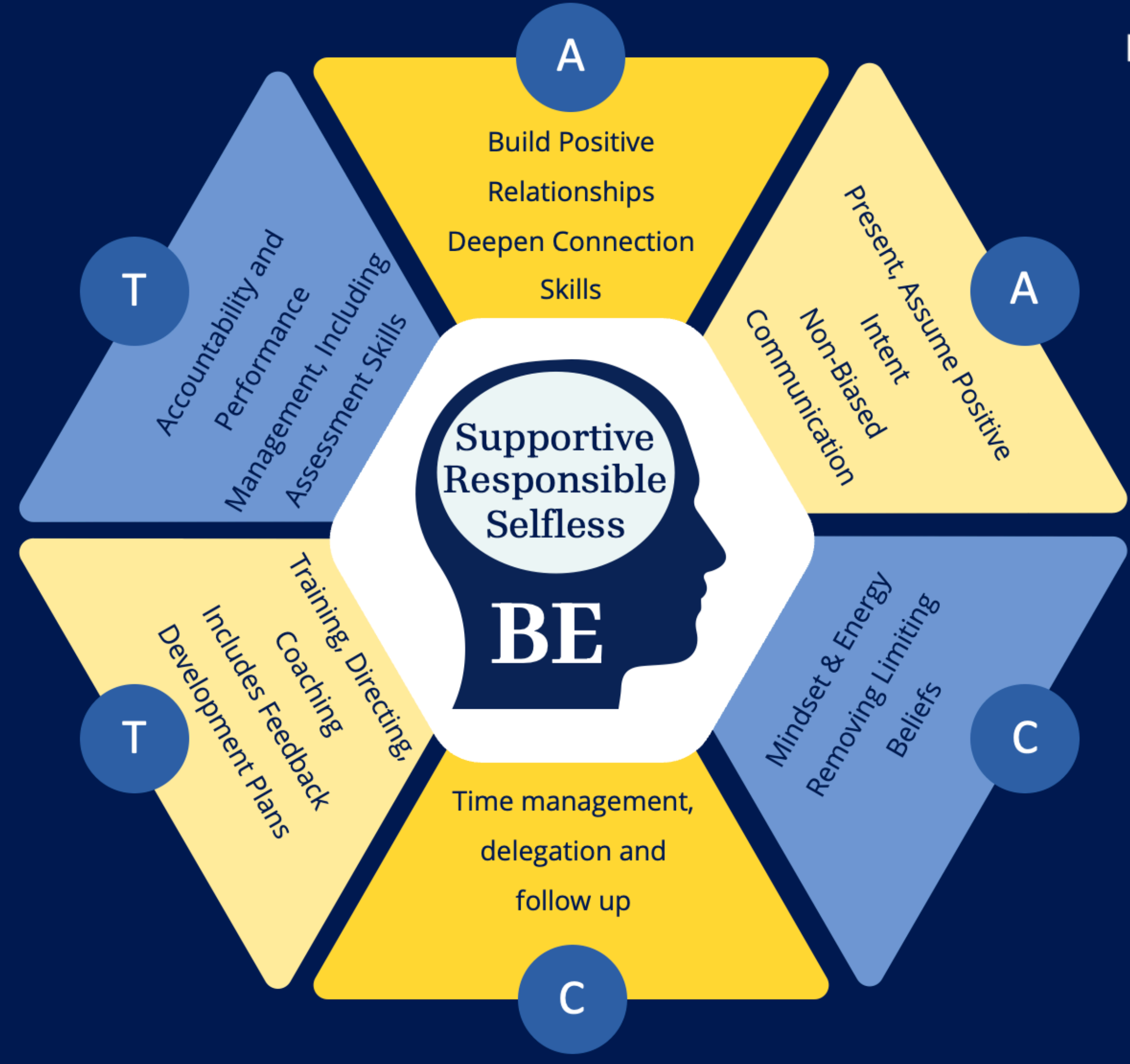
Teach highlights the value of mastering coaching skills when leading a team, embracing lifelong learning and the role of mentorship in personal and professional development. By developing the leaders coaching skills, listening empathically, and being open to diverse perspectives, individuals can support the growth of their colleagues and contribute to building a strong team through the SPOT coaching method. The benefits if this ensure team members receive the coaching required to improve their performance, have actionable tailored development plans which link to the company's goals.

The overarching goal of introducing the ACT method is to cultivate a culture of positive leadership and continuous growth within an organization. ACT, which stands for Accept, Create, and Teach, serves as a framework for individuals to develop behaviors and skills that not only enhance their personal development but also contribute positively to their teams and the broader community within the business.

The ACT methodology focuses on Mindset and SkillSet.

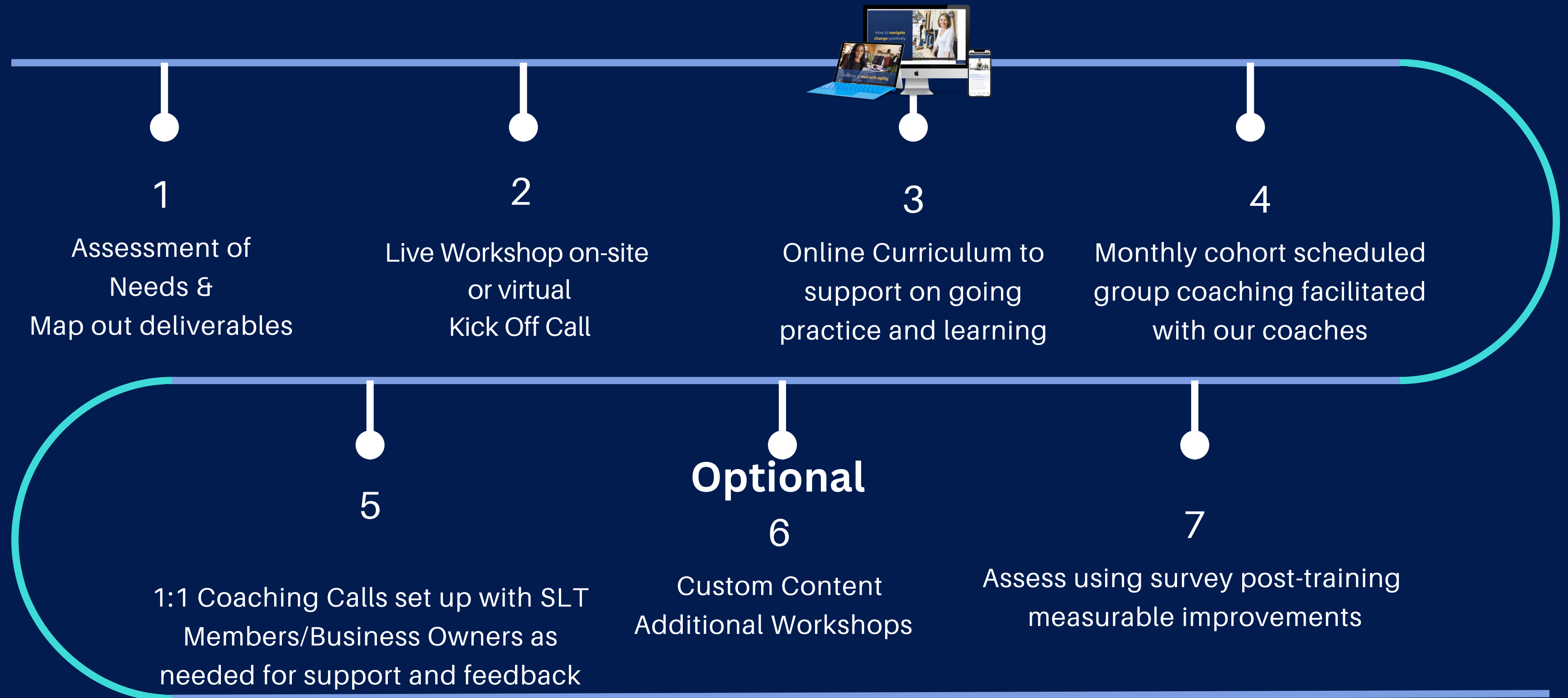
Our Workshops and Programs focus on the six steps of Positive Leadership.

We focus on developing the following skills in your leaders.



Grow & Retain Your Team.

Overview of learning map - the pathway to succession plan your team



INVESTMENT

01.

WORKSHOP & SPEAKING

Half-Day Sessions Start at \$18k

Pricing Dependent on Headcount - Quote Provided

Small Business Owner? Ask About Our SMB Program & grants

02.

Group Coaching Program - starts at \$2900 per month

90 Minute Virtual Monthly Coaching - up to 15 people

3 Month Commitment

03.

Online Curriculum

- \$399 per person - included in virtual group coaching * over 200 lessons, PDFs, templates, and audio and scripts.
- \$997 The Positive Effect Transformational Program - NEW for 2025

04.

Custom Build

Talk to Our Team

Depending on Your Needs, a Quote Will Be Provided

Needs Assessment Completed: Video, Curriculum,
Brand-Specific

Example of Leadership Training and Development Plan

2 x Live Workshops Valued (40,000) *Est 60 people

Monthly Group Coaching Sessions Value (\$2900 each) x 3 (3x groups of 20) \$26,100

Total Value: \$66,100

Early Bird Offer booked within 2 weeks of initial call - \$55,000

- Optional we will include the Online The Positive Effect Transformational Program (value \$1197 each)

Program Includes:

- A Copy of April's Book, The Positive Effect.
- Branded Participant's Workbooks.
- Pocket Tools.

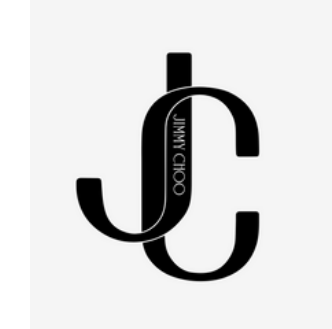


Some of the Brands we work with.

Having April coach and train our L'Oréal Professionnel Artists at our **kick off training for the year was a perfect way to inspire the inspirational**. The impact of this customized training she provided really met our team exactly where they were with an **interactive training focused on training trainers**. Our team has taken away **so many great learns from the ACT workshop**. They are focused on ROE (**Return On Expectations**) and in a service driven industry like beauty this is a **game changer for us**.

Victoria Usher

Assistant Vice President of Training for L'Oréal Professionnel USA



MYTHERESA

Thank you April for this **amazing session, our teams felt so inspired and motivated!** Investing in the people development and growth is the **first and easiest action any leader should take** and I'm glad and proud you had such great contribution in this journey!

Giorgio Pradi

President-GM presso Sunglass Hut North America

DAVID'S BRIDAL

L'ORÉAL
PROFESSIONNEL

April Sabral

- Former Retail Executive, 25+ years in industry-leading stores in the UK, USA, and CA for Holt Renfrew, DAVIDs TEA, Apple Banana Republic, Starbucks
- Trained Retailers such as Jimmy Choo, L'Oréal, Victoria's Secret International, Sunglass Hut and more.
- Named as one of the Top 10 Entrepreneurs in USA Today 2024.
- Named Top Retail Influencer 2023/4/2025 by Rethink Retail.
- Certified Coach with the John C/ Maxwell team and the World Association of Business Coaches
- Top Selling Author 2X.
- Forbes Contributor and member of the Forbes Coaching Council.
- Founder of the RetailConX Retail Summit.
- Founder retailu online training platform

retailu



Your Leadership
Matters



We look forward to supporting your team Grow.
www.aprilsabral.com