Training • Consulting • Coaching

For Hospitality and Retail Brands that believe
in a people-first approach to business



Our Impact in Numbers

5000+

Leaders Trained

Across retail and hospitality industries,
Global and Local Brands

40+

Leadership Frameworks

Proprietary methodologies developed through years of practice and teaching

9

Accountability Steps

Our signature system for consistent leadership excellence

What sets us apart? Real-life experience—not just theory.

Our programs are built to activate action, spark accountability, and drive real results where it matters most: on the floor, with your team. We bridge the gap between leadership theory and everyday execution.

We develop positive leaders who create positive teams that deliver positive guest experiences—across some of the world's top brands.























Services

For Corporate& Enterprise Hospitality & Retail

The Positive Effect Certification trains internal facilitators to deliver April's signature leadership programs. *Ideal for HR, L&D, and leadership teams*.

Custom Leadership Programs: Bespoke workshops aligned to your company's vision, values, and KPIs.

Executive Coaching & Strategic Consulting: One-on-one leadership development and organizational growth strategy.

Services for Small Business Owners

Including Franchise Owners



Lead Smarter, Not Harder Program

4-month accelerator helping

business owners build systems, train managers, and scale.



Start Smart Workshop

A 10-hour foundational session to audit your business, create SOPs, and strengthen your leadership foundation.



Ask April Al Membership

\$49/month subscriptionwith Alpowered coaching, leadership courses, and the *Daily Ripple4* short audios to start each day with positivity.

Services for Leaders at Every Level



One-Day Positive Leadership Workshop

Reset, recharge, and learn how to build accountability and ownership in your team.

Keynotes & Speaking Engagements

Inspiring and practical talk stailored to leaders navigating change, accountability, and team performance.

Custom Learning Programs

Design with your team to enhance your road to excellence and execution.

Leadership development opportunities are designed to create immediate impact and lasting change for professionals at any stage of their career, with **proprietary** tools and **frameworks**.

OUR METHODOLOGY AND APPROACH

The Positive Effect Leadership System.

A proven, modular leadership training program built around the ACT pillars—Accept, Create, and Teach. Designed to elevate accountability, communication, and engagement, it can be delivered as a full workshop or customized to your team's needs and budget. Trusted by top brands, this system equips leaders with the mindset, tools, and confidence to drive lasting impact.

Performance & Growth Manager

- Aligns goals to KPIs; links behavior to outcomes
- Runs timely performance conversations; documents agreements
- Builds development plans & succession pipelines

Relationship Builder

- Creates psychological safety and belonging
- Deepens connection skills (curiosity, empathy, recognition)
- Builds cross-functional alliances and trust rhythms (1:1s, huddles)

Coach & People Developer

- Listens to learn; asks profound questions to unlock thinking
- Applies your 5-step training formula (Set → Test → WIIFM → Show/Roleplay → Commit)
- Provides feed-forward and stretch assignments; celebrates growth

Positive Effect Leaders

Positive-Intent Communicator

- Creates psychological safety and belonging
- Deepens connection skills (curiosity, empathy, recognition)
- Builds cross-functional alliances and trust rhythms (1:1s, huddles)

Ownership & Accountability Driver

- Sets crystal-clear expectations and standards (who/what/when)
- Delegates with guardrails; follows up reliably
- Uses simple systems for accountability - can tranfer ownership to team

Mindset & Energy Steward

- Models calm under pressure; manages personal energy
- Reframes setbacks as learning; removes limiting beliefs
- Keeps teams future-focused: progress, possibilities, next best step
- Manages time well

Practical Tools
Highly Interactive



Drives Measurable Change



Results You Can Expect

Improved Retention

Reduced employee turnover through positive leadership practices

Effective Management

Managers who coach, connect, communicate, and lead with positivity

Enhanced Performance

Increased accountability, ownership, and team performance

Better Business Outcomes

Stronger customer experience better sales results

Books by April Sabral

The Positive Effect

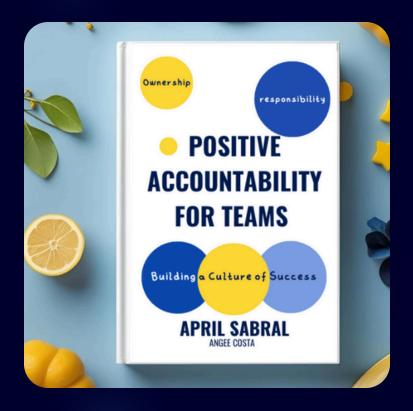
Top Global Retail Book NRF | Recommended Forbes Leadership Library Read

Incurable Positivity

Guide to maintaining optimism in leadership

Positive Accountability

New, coming September 2025



April's books provide practical frameworks for implementing positive leadership principles in any organization.

Founded in real time experience

Founder April Sabral's leadership principles have cultivated belonging, accountability, and coaching excellence in leaders for over three decades.

- 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, Tory Burch, Indochino and Sunglass Hut
- Named as one of the Top Entrepreneurs in USA Today 2024
- Named Top Retail Influencer 2023-2025 by Rethink Retail
- Certified Coach with the John C/ Maxwell team and the World Association of **Business Coaches**
- Top Selling Author 2X Recommended Forbes Leadership Library
- Forbes Contributor and member of the Forbes Coaching Council
- Founder of the Rise Up Retail Summit & RetailConX
- Founder retailu and ASKAPRIL.ai

Featured in













Get in Touch Contact





Websites



Email

april@aprilsabral.com



LinkedIn

LinkedIn:

linkedin.com/in/aprilsabral

www.aprilsabral.com

www.askapril.ai