

Mara.

The capability your leaders lose under pressure,
returned at cohort scale.

AI PERFORMANCE AND COMMUNICATION COACH. EVIDENCE BASED. DATA DRIVEN.

Built on the ICOP Method and eighteen years of working with senior leaders at Netflix, Deutsche Bank, Sky and the BBC. Mara coaches voice, presence, storytelling, difficult conversations and authority on screen. On demand. In private. At their desk. With Mara Teams, she also reads the meetings your team is already having and coaches the room itself. And she produces the data that defends your budget line.

18

YEARS OF PROPRIETARY IP

6

DIMENSIONS SCORED EVERY
SESSION

90

DAY STRUCTURED PILOT

100%

SESSION CONTENT PRIVATE ·
AGGREGATE DATA ONLY

The cost of doing nothing, *measured in real money.*

Senior communication failure is a P&L line. The market that exists to fix it spends billions a year and rarely produces evidence it worked. The most expensive talent problem in any senior organisation is not just skill. It is the gap between what a leader is capable of when calm and what they can access when the room turns.

\$1.2tn

Lost annually

US workplace miscommunication. Grammarly · Harris.

1 in 3

CEO transitions fail

Within eighteen months. Cause: communication. HBR.

26%

Of senior promotion

Determined by executive presence. CTI study.

75%

Of senior executives

Carry a masked fear of public speaking. Chapman.

50%

Leave their manager

Direct cause: communication failure. Gallup.

30%

Workshop retention

At two weeks post training. Brinkerhoff.

WHAT ORGANISATIONS CURRENTLY SPEND

Global executive coaching market	\$15bn / year
US corporate L&D spend	\$370bn / year
Senior executive coach (FTSE)	£750 to £1,000 / hour

BetterUp · CoachHub (AI plus human)

£5k to £12k / seat / year

L&D communication workshop

£5k to £10k / day

Mara · 25 seat annual cohort licence · unlimited sessions

£22,500 / year

"One failed senior promotion conservatively costs more than a full Mara licence for an entire cohort. That is the ROI argument that survives a CFO."

What your leaders *actually do in there.*

Mara is five rooms plus a growing set of structured courses. Every session is private, scored where scoring belongs, and saved to the user's own dashboard. You see aggregate engagement and the outcome arc. You never see the content of a session. That boundary is what makes the work inside the platform actually work.

I · COACHING ROOM

Executive coaching, on demand.

Coaching on the situation they are actually working on:
articulation, storytelling, presence, speaking up, holding the room.
The call without booking the call.

II · PRACTISE ROOM

Executive coaching, on camera.

They rehearse the pitch, the presentation, the public moment.
Camera and microphone on, scored across six dimensions, every
take saved. Mara coaches the next delivery.

III · OFF THE RECORD · PRIVATE

The conversations they have nowhere else.

A private space for difficult conversations, decisions, and what
they are actually carrying. Nothing leaves the room. Shred any
time. Never reported, never scored.

IV · BREATHING & MINDSET

Regulation, scheduled like meetings.

Two to twenty minute reset patterns plus a ten minute pre
performance warm up. For the carpark before. For between calls.
For the day that has already gone wrong.

Plus three complete curricula: Be Heard, fifty six guided sessions on workplace communication. Performance, sixty lessons on presence, connection and live performance. And the signature: The Programme, the complete sixteen session ICOP arc across ninety days. All written by Jade Matthew, all delivered by Mara, all calibrated to each user's seniority and block type.

Mara Teams. *She coaches the room, not just the leader.*

Individual coaching changes one person. Mara Teams changes how the team performs together, using the evidence the team already produces every week: its meetings. This is the layer no other vendor has, and the one organisations invest in.

Mara reads the real meetings your team is already having. One transcript becomes group dynamics for you, a personalised private debrief for each member, and a coaching protocol for the next six weeks.

No new meetings. No observers in the room. No survey fatigue. Upload the transcript of the leadership meeting that already happened, map the speakers, and Mara does the rest: she reads the interruption patterns, who holds the floor and who concedes it, where decisions actually got made, where the unsaid thing sat, and how each person showed up under the surface of the agenda.

01

Upload

Paste, file, or live recording. Any meeting the team already has.

02

Map

Speakers linked to member profiles, confirmed by the admin.

03

Read

One deep analysis pass: group dynamics plus a per member read.

04

Debrief

A personalised, private debrief lands in each member's own space.

05

Protocol

A six week intervention sequence for the team. Jade signs every one.

FOR THE ORGANISATION

Team dynamics, grounded in a method.

The analysis is built on the Five Systems of Presence: State, Signal, Clarity, Attention, Authority. Not sentiment scores. A structured read of how the team actually communicates when the stakes are real, tracked meeting to meeting, so you can see the dynamics shift across the programme.

FOR EACH MEMBER

A private coaching debrief from every meeting.

Each member receives their own debrief in their own dashboard: what they did under pressure, the moment they conceded the floor, the point they buried, one thing to carry into the next meeting. Their coaching, their sessions, and their debrief content stay theirs.

FOR THE TEAM'S DEVELOPMENT

Protocols: coaching that compounds.

From the team's pattern, Mara drafts a six week protocol: a sequence of targeted interventions across the cohort, reviewed and signed off by Jade before it reaches the team. The meetings keep happening. The protocol keeps working. The next analysis shows the movement.

WHY THIS IS THE INVESTMENT

Meetings are where the money already goes.

A leadership team's meetings are its most expensive recurring activity and its real performance surface. Every other tool coaches individuals in isolation and hopes it transfers. Mara Teams works on the collaboration itself, with evidence, privately, at the level each person can act on.

WHAT YOU SEE

- ✓ Meeting analysis at the group level: dynamics, patterns, movement over time
- ✓ Programme engagement, sessions completed, practice recency
- ✓ Cohort trajectory and aggregate readiness against upcoming events
- ✓ The protocol, its rationale, and its progress

WHAT YOU DO NOT SEE

- ✗ Any individual member's private debrief content
- ✗ Anything said inside a coaching session or in Off the Record
- ✗ Personal reflections or journal content
- ✗ Any clinical or psychological labelling, ever

The separation is enforced at the database layer, not as a setting. Participants know this, and it is why they consent, engage, and keep engaging. Every member consents individually before any meeting they appear in is analysed, the organisation signs a data processing agreement at onboarding, and every administrative action is written to an audit log. Built for the scrutiny your legal and security teams will rightly apply.

Every tool in the platform. *The full inventory.*

What a seat actually contains. Each of these is live in the product today, built on the same method, measured where measurement belongs, private where privacy is the point.

01 · THE ROOMS

Five rooms, one coach.

- **Coaching Room:** executive coaching on the live situation, five levels unlocked by readiness, the Room Read, the Power Line, the Killer Question
- **Practise Room:** camera and microphone on, six scored dimensions, calibrated pressure, every take saved
- **Off the Record:** the private space, four registers, shred any time, never reported
- **Breathing:** two to twenty minute somatic resets, schedulable like meetings
- **Mindset:** the ten minute pre performance warm up, voice exercises, the anchor

02 · THE MOMENT TOOLS

For the day it actually happens.

- **Just Before:** a five minute coach call, ten minutes before the high stakes moment
- **Quiet Room:** five minute regulation for active anxiety before an imminent moment
- **Voice Workout:** range, breath and projection training
- **Hard Conversation:** a full roleplay of the conversation they have been avoiding
- **Audio mode:** voice only, optimised for earbuds, the walk, the commute

03 · MEASUREMENT AND EVIDENCE

The proof, accumulating.

- **Six scored dimensions every session:** Pace, Vocal Range, Energy, Clarity, Presence, Impact
- **The recordings library:** every take saved, the session one baseline permanently archived
- **Side by side comparison:** week one next to now, objective video evidence of change
- **Video upload with timestamped AI feedback** on recordings from the real world
- **Auto generated reports, weekly and monthly, in Mara's voice, in app and by email**

04 · THE INTELLIGENCE LAYER

Why no two people get the same coach.

- **Five tier seniority reading:** the CEO is never coached like an individual contributor
- **Real time calibration from the first three exchanges:** language, pace, processing channel
- **Five block types diagnosed:** State, Clarity, Authority, Pattern, Transition
- **ESL Leaders framework:** two extra dimensions, Fluency Under Pressure and Personality Transfer
- **Inter session memory:** patterns, goals, upcoming events, the last edge, carried forward

- Session journal and free text goals, the documented development record

- Calendar context: Mara opens by referencing the real event in the diary

05 · THE COLLABORATION LAYER

Mara Teams, in brief.

- Transcript pipeline: paste, file or live recording of meetings the team already has
- Group dynamics analysis on the Five Systems, tracked meeting to meeting
- Private per member debriefs in each person's own dashboard
- Six week protocols, drafted from the team's pattern, signed off by Jade
- The full detail is in section 03 of this brochure

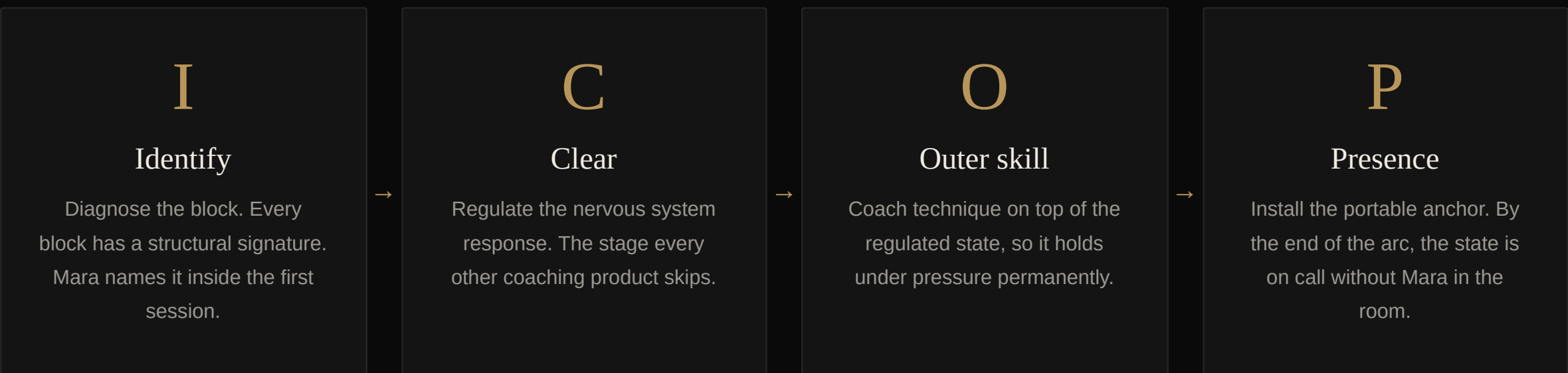
06 · SAFETY AND TRUST

Built for scrutiny.

- Four level safety protocol: from holding light emotional charge to immediate crisis referral
- Honest scope: Mara is a performance coach, not a clinician, and says so
- Individual consent and organisational DPA before anything is analysed
- Audit log of every administrative action
- Aggregate only reporting: engagement and trajectory to you, content to no one

A method, *not a feature list.*

Every room and every course expresses the same framework: the ICOP Method, the four stage somatic coaching arc developed by Jade Matthew across eighteen years of professional performance, psychology and executive coaching practice. What blocks senior people in high stakes communication is not just a lack of skill. It is a nervous system response. ICOP addresses both layers, in sequence, every session.



THE METHOD WAS BUILT IN REAL ROOMS, WITH REAL STAKES.

JADE MATTHEW HAS WORKED WITH LEADERS AT NETFLIX · DEUTSCHE BANK · CHANNEL 4 · VODAFONE · HILTON · SKY · BBC · HBO · AUDIBLE

The numbers you forward *to your CPO.*

The corporate portal is your programme management view. Four numbers at the top, readable in under thirty seconds. A live register of every participant underneath. Engagement and outcome data, captured continuously inside the coaching arc. No surveys. No bolt on assessments.

SESSION CORPORATE PORTAL

CORPORATE TIER · PILOT LEAD VIEW

10

ENROLLED

8 of 10

ON TRACK TO COMPLETE

11.4

AVERAGE SESSIONS
COMPLETED

+2.8

PERFORMANCE
TRAJECTORY · TEN POINT
SCALE

THE PRIVACY PROMISE

You see programme engagement and the outcome arc. You do not see anyone's coaching content, journal entries, or psychological profile. The boundary is a feature, not a limitation: it is why the outcome data you are looking at exists at all.

PARTICIPANT	PROGRAMME PROGRESS	ENGAGEMENT	STATUS
Participant 01 · Director	<div style="width: 87.5%;"><div style="width: 87.5%;"></div></div> 14 of 16 sessions	82 / 100	ACTIVE
Participant 02 · Partner	<div style="width: 100%;"><div style="width: 100%;"></div></div> 16 of 16 sessions	91 / 100	COMPLETED
Participant 03 · VP	<div style="width: 56.25%;"><div style="width: 56.25%;"></div></div> 9 of 16 sessions	64 / 100	STEADY

And as the platform grows: cohort benchmarking. Your cohort against an anonymised cross client baseline of senior professionals: entry score, endpoint score, trajectory, completion. "Your cohort started slightly below the senior professional baseline and finished above it" is a renewal justified in one sentence. The panel unlocks once the underlying dataset crosses the anonymisation threshold. No other vendor measures what it takes to offer this.

Built so you do not have to write *the business case yourself.*

L&D buyers almost never commit a full team on the first conversation. They commit a pilot. This is the pilot, ready to bring into your CPO or CFO meeting: five to ten senior participants whose communication carries financial or strategic weight, ninety days, a defined investment, and decision criteria agreed before it starts.

DAY 0 · KICKOFF

Onboarding and diagnostic intake.

Each participant is onboarded individually and calibrates their own entry score against the communication moments that matter to them. You distribute the manager briefing we have already written to each participant's line manager. You forward it. That is the whole job.

DAYS 1 TO 90 · THE WORK

A structured cadence, held by the platform.

Around two coaching sessions a week, thirty to forty five minutes each, with practice and journal work in between. Real upcoming moments brought into sessions: the board paper, the investor meeting, the conversation they have been avoiding. The portal tracks engagement live.

DAY 45 · MID PILOT REVIEW

Thirty minutes on what the cohort needs next.

Completion rate, stalled participants, trajectory line. Most stalls are recoverable, and this is where they get recovered.

DAY 90 · OUTCOMES REVIEW

The renewal pack, generated from your portal.

Completion, aggregate trajectory, top skill areas developed, anonymised participant outcomes in their own words, and a recommendation for the next phase. Designed for your annual planning conversation. The data inside is your data.

70%

Completion

Of the cohort completes the full programme inside the ninety day window. Completion correlates directly with outcome.

+2.5

Trajectory

Cohort average moves 2.5 points or more on a self calibrated ten point scale. The threshold where participants themselves feel the difference in the room.

1

Real win

At least one participant reports a specific real world high stakes moment that went measurably differently because of the work. The language your CFO will quote.

THE DECISION AT DAY 90 · ONE OF FOUR

- 01 **Renew at scale.** All three criteria hit. Full rollout, or expand to the next tier of senior leaders.
- 02 **Renew and extend.** Move the cohort into a maintenance arc, or build a second cohort and start again.
- 03 **Renew with adjustments.** Two of three criteria hit. We refine cohort selection, manager support or cadence and run again.
- 04 **Do not renew.** Criteria not met. We debrief openly, share what we learned, and you do not pay for a programme that did not work for your team.

The fourth option is deliberate. Buyers who have been burned by previous programmes need a clean exit. The fact that we offer it is what makes the case for the other three credible.

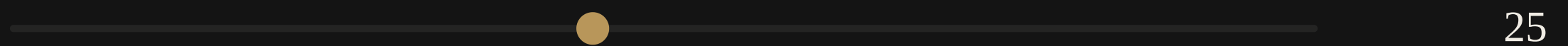
Run the ROI *on your own cohort.*

Move the sliders. The model is deliberately conservative: it counts only the cost of a single failed senior promotion and the coaching spend you would otherwise commit, and sets both against the Mara cohort licence. Use it before any internal budget conversation.

YOUR COHORT

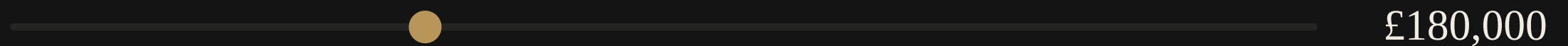
COHORT SIZE

Senior leaders whose communication carries financial or strategic weight.



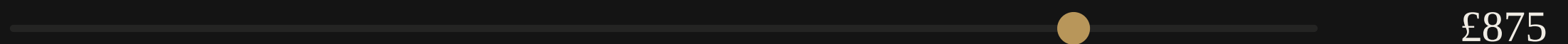
AVERAGE FULLY LOADED SALARY

Per cohort member, including bonus and on costs.



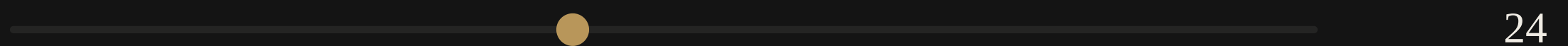
EXECUTIVE COACH HOURLY RATE YOU WOULD OTHERWISE PAY

FTSE senior coach benchmark: £750 to £1,000 an hour.



COACHING HOURS PER LEADER PER YEAR, THE HUMAN ALTERNATIVE

A typical senior engagement: one hour a fortnight.



WHAT THE MODEL SAYS

EQUIVALENT HUMAN COACHING SPEND / YEAR

£ 525,000

Your cohort, at your coach rate, at the human cadence.

COST OF ONE FAILED SENIOR PROMOTION

£ 270,000

Conservatively 1.5 times salary: search, ramp, lost momentum. One in three senior transitions fails on communication.

MARA COHORT LICENCE / YEAR

£ 22,500

Unlimited sessions, every room, all three curricula, the portal, the pilot structure and the renewal pack included.

COACHING COVERAGE RATIO

23.3×

The equivalent human coaching engagement costs 23.3 times the Mara licence, and covers 24 booked hours per leader. Mara covers every leader, unlimited sessions, all year, including the night before the board meeting.

The model deliberately excludes the harder to attribute lines: the discount applied to an underprepared pitch, the deal that went quiet after the board meeting, the regretted attrition under a leader who avoids hard conversations. If any of those numbers belong in your case, the argument only strengthens. Figures update live; nothing you enter here is stored or transmitted.

The others are scoreboards. *Mara is a coach.*

Most AI speech tools are language models with a microphone. They transcribe and count: filler words, pace, the number of times someone said "um." That is pattern recognition on a transcript. None of them are watching the speaker. None of them work the nervous system. None of them have a method. And none of them produce cohort data you can put in front of a board.

TOOL	WHAT IT ACTUALLY DOES	PRICE	THE GAP
Yoodli · Poised · Speeko	Language model plus microphone. Transcribes, counts filler words and pace. No camera, no body signals, no method, no cohort reporting.	£15-25 /seat/mo	<i>Tells your leaders what happened. Does not change anything.</i>
Orai	Speech pattern recognition with gamified repetition drills. No live video, no posture analysis, no coaching arc.	£10-20 /seat/mo	<i>Practice without a coach. No nervous system work.</i>
BetterUp · CoachHub	Human coaches by video call, matched by algorithm. No on device measurement, no signal data, no programme arc.	£5k-12k /seat/yr	<i>Human warmth, no measurement. Many times the cost per seat.</i>
Live executive coach	One to one coaching, usually fortnightly. Relationship driven, no data, availability limited to the booked hour.	£750-1,000 /hr	<i>Excellent, unscalable, and absent at the moment of need.</i>
L&D workshop	One day of live training for the room. Retention measured at two weeks: thirty percent. No practice structure afterwards.	£5k-10k /day	<i>A good day. Gone by the next board cycle.</i>
Mara	Watches the body, hears the voice, works the nervous system underneath the skill, coaches live, measures six dimensions every session, and reports the cohort arc to L&D in aggregate.	£22,500 /yr · 25 seats	<i>Real coaching, with the data that defends the budget line.</i>

CAPABILITY	YOODLI · POISED	ORAI	BUNCH · VALENCE	BETTERUP · COACHHUB	LIVE COACH	WORKSHOP	MARA
Records and analyses voice in real time	✓	✓	✗	✗	✗	✗	✓
Records and analyses body and posture	✗	✗	✗	✗	✗	✗	✓
Analyses facial and self soothing gestures	✗	✗	✗	✗	✗	✗	✓
Tracks vocal energy variation, not just pace	✗	✗	✗	✗	◦	✗	✓
Live coached session, not just feedback after	✗	✗	◦	✓	✓	◦	✓
Works the nervous system, not just the skill	✗	✗	✗	✗	◦	✗	✓
Structured courses and a programme arc	✗	✗	◦	◦	✗	✗	✓
Installs a physical anchor for the real room	✗	✗	✗	✗	◦	✗	✓
Scores six performance dimensions per session	◦	✗	✗	✗	✗	✗	✓
Tracks score progression across sessions	◦	✗	✗	✗	✗	✗	✓
Reads and analyses real team meetings	✗	✗	✗	✗	✗	✗	✓
Cohort level reporting for HR and L&D	✗	✗	◦	✗	✗	✗	✓
Board reportable performance data	✗	✗	✗	✗	✗	✗	✓
ESL specific coaching dimensions	✗	✗	✗	✗	◦	✗	✓
No raw audio or video leaves the device	✗	✓	✗	✗	✗	✗	✓
No human coach overhead in the cost	✓	✓	✓	✗	✗	✗	✓
Available 24/7, unlimited sessions	✓	✓	◦	✗	✗	✗	✓

Workshops with Jade in the room. *Mara holds the daily practice.*

Jade holds the live work. Mara holds the rhythm between. Workshops are delivered in person or hybrid, tailored to your organisation, and run by Jade Matthew personally. Together they build a leadership team that communicates with authority on demand.

I · INTENSIVE

Presence Under Pressure

A half day or full day on landing in the room, holding the silence, and recovering when the moment goes sideways. Live practice with feedback, individual diagnostics, Mara access afterwards so the work compounds.

II · INTENSIVE

Story & Articulation

Distilling complexity into the line that lands: narrative structure, the power line, the clean ask. For leadership teams who present the business to the people who fund it.

From curious to deciding, *in three steps.*

The first step takes fifteen minutes. The whole sequence costs you nothing until you decide it is worth a pilot.

1

TODAY · 15 MINUTES

Try Mara yourself.

Open the taster, pick a scenario, run a live coaching session with Mara. Scored across six dimensions. Real coaching, real pressure. No signup. No card. You decide whether your leaders need this.

2

THIS WEEK

Apply for the 7 day pilot trial.

Tell us about your organisation, the team you would roll Mara out to, and what good would look like. Jade approves every trial personally. Manual approval, twenty four hour turnaround. Only serious applications get through, by design.

3

NEXT WEEK · 30 MINUTES

Thirty minutes with Jade.

A direct call with Jade Matthew: the method, the platform, the licensing model, and how Mara would fit your team. You receive the brochure and the price list in advance. Booked through Calendly, your slot.

FOR YOUR SENIOR BENCH

The rooms your leaders walk into are not getting easier.

Send them in regulated.

A pilot is ninety days, five to ten leaders, and decision criteria you agree before it starts. The first fifteen minutes are free, and they are yours.

TRY MARA · 15 MINUTES FREE →

APPLY FOR THE 7 DAY PILOT

BOOK 30 MINUTES WITH JADE

SESSION

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