Redevelopment work is underway on the Transform Talent website [www.transform-talent.com](http://www.transform-talent.com/) - one task is to create a more compelling vertically stacked, mobile friendly homepage.  The developers are not graphic designers and have been unable to produce a design that works well enough. Their latest iteration can be seen @ <http://plusaim.co.uk/transform_talent/index_5.html>

The Transform Talent website markets my online leadership coaching service.

**Value Proposition:**

Why:

* Improved leadership behaviours/skills to motivate, engage and inspire their teams/organisations to higher levels of performance.
* Improved success/satisfaction levels by: developing understanding and improvement of EI and how to use it.
* Improve success/satisfaction levels by: understanding of personality type and how to use it to improve communication/problem resolution/decision making/team engagement

What:

* Certified / experienced leadership coach committed to client’s success
* Range of assessments EQ-I. MBTI, TKI, Belbin - Free of Charge
* Supporting material and research – Free of charge
* Online access / totally flexible schedule.. coaching sessions whenever/ wherever client chooses.. interim email support.

**Site Objective**

To enable/encourage visitors to:

* connect with me personally - images of myself throughout the site.
* subscribe via email and/or social media to receive blog updates
* receive sufficient information to enable buying decision.
* buy coaching service
* book coaching sessions and meetings
* return to the site as a favoured source of information
* forward/recommend the site to others

**Target Audience**

The target audience will fall into three categories:

1) Organisational Gatekeepers – HR professionals and/or business managers with an interest in finding a) a leadership coach for targeted individuals to fit into a wider leadership development, succession planning or transition process. b) a certified practitioner to deliver MBTI/EQ-I assessments

2) Individual actual or potential leaders – motivated to develop their own effectiveness and open to unilaterally finding a leadership coach to work through personal development goals.

3) Individuals interested in taking MBTI/EQ-i/TKI/Belbin/MLQ assessments and debrief at competitive pricing.

4) Other Leadership/Executive Coaches, Consultants, Leadership Development specialists- open to partnering/sub-contracting with Transform Talent to deliver EI assessment/leadership coaching element of wider OD/LD initiative

5) Others – interested in developing their understanding of emotional intelligence and its impact on leadership development performance – e.g. Business School faculty and students..

Paying clients come primarily via 1) and to lesser extent 2), the needs of 3) are important because they potentially will convert to category 1) or 2) and/or recommend to people they know in the first two categories.

The goal of the current design job is to:

a) produce a homepage design - reworking the attached draft concepts/designs to produce an effective landing page that will entice visitors to respond to the key call to action - to book a meeting with me to discuss their needs

b)  ensure the design is aesthetically aligned with the rest of the site

Final output should be in a .psd file with all layers unmerged.

The pitch for my services is:

a)  the demands on a modern business leader to consistently behave in ways that will inspire and motivate others is significant.

b) it is really hard to do this. So the coaching process will provide an invaluable helping hand/boost

c) the output of the coaching process will be a 'new you'  confidently displaying all the right behaviours for personal success as a leader and leading your team to new heights of performance.

The design should allow for the future inclusion of video - ideally in a new band of its own.

Guidelines:  as well as the current transform talent site, sites like <http://www.valuesbasedleader.com/> and <http://www.hubspot.com/> are examples of the type of aesthetic/treatment/structure I am aiming at.

Uploaded files:

* Homepage\_concepts.psd: new pitch concept to be incorporated with existing homepage
* Index\_reviison2.psd: possible treatment to incorporate of new pitch elements with existing homepage

Photoshop files of the other images of myself used throughout the site a re available if necessary – please email me @ nick@transform-talent.com

The current homepage uses the Metaslider Wordpress plugin as the slider for the banner images. This has proved problematic so use of sliders should be restricted to handling CTA text. For example:

* Want to inspire your team to reach new heights?
* Want to develop compelling communication skills
* Want to be in demand for your conflict handling skills?
* Need to engage your people more effectively?
* Want to be a more inspirational leader?
* Need to motivate your team to go the extra mile?