THE BUSINESS CASE

An investment in one leader that pays off *across the whole team.*

The HUMAN System Leadership Accelerator is a 12-week, one-on-one program that develops a stronger leader, a more capable team and measurable results for the organization.

12 weeks · One-on-one with Lindsay Coleman · $3,500 USD

Prepared to help you review this program as a professional development investment: what it delivers for the team and the organization, how it is typically treated for tax purposes, and what it costs.

WHY IT MATTERS

Developing one leader strengthens *the whole team around her.*

Most leadership training stays with the person who took it. The HUMAN System, created by leadership coach Lindsay Coleman, author of *Too Human To Ignore*, works the other way around: the leader invests in her people first, so the gains spread across the team and show up in the department's results. Everything is applied to her real team, her stakeholders and her goals, not generic theory.

Every team member growing

Each person actively develops toward their next logical career step, so capability and engagement rise across the whole team.

A team built to last

Knowledge and capability are shared across the team, so the department stays strong through vacations, turnover and growth.

A culture where people speak up

People raise problems early and communicate openly, which builds engagement, trust and retention.

Human skills for an AI era

A practical plan for building empathy, presence and judgment, among the skills the World Economic Forum's 2025 research found AI is least able to replace.

On every team where Lindsay has deployed The HUMAN System

Higher employee retention · Promotion-ready teams · Stronger hires · Fewer crises · More time for strategy · Stronger customer retention · Higher sales · Lower operational costs

The research behind it

The leader makes the difference. Two studies from Gallup, Inc., the global analytics and research firm, show why. The first found that managers account for at least 70% of the variance in employee engagement. The second, covering 2.7 million employees, found that the most engaged teams are 23% more profitable, while low-engagement teams typically see turnover rates 18% to 43% higher.

WHY IT'S WORTH APPROVING

Stronger leaders build *stronger teams and organizations.*

Investing in the development of women leaders strengthens the organization's leadership pipeline and supports its diversity and inclusion commitments, and every member of her team benefits from the development she leads.

What's included

12 weekly one-on-one calls	Twelve 60-minute calls with Lindsay, focused on the leader's real team, stakeholders and goals, with a recap and action items after every call.
Voice memo support between calls	Up to two five-minute voice memos a week, with a reply within one business day and same-day replies for urgent decisions.
90-day progress plan	A clear plan and tracker that measure the leader's development and the team's performance as she moves through the program.
Time-saving AI prompts	Ready-to-use prompts that cut preparation for meetings, conversations and planning from hours to minutes.

About Lindsay Coleman

Lindsay is a leadership coach who went from ground-floor technician, with no degree or management training, to Director of Strategic Accounts across 52 locations in North America and the top 200 executives at the largest company in her sector globally. She built The HUMAN System over 19 years of leading and developing some of the most difficult teams in one of the most demanding business sectors, and is the author of *Too Human To Ignore*. Every call in the program is with her.

What leaders say

DEPARTMENT RESULTS ABOVE EXPECTATIONS

"Lindsay helped me see my value in a way I couldn't on my own. Then I started doing the same for my team, and our department's numbers continue to exceed both my expectations and my boss's."

- Samantha

LASTING RESULTS FOR HER TEAM AND COMPANY

"Working through The HUMAN System is still paying off for me, my team and my company."

- Becky

TAX TREATMENT

Typically a deductible business expense *for the organization.*

Because the program develops skills the leader uses in her current role, it is generally treated as work-related training. In each country below, that typically means the organization can deduct 100% of the cost as a business expense, reducing its taxable income, and the program is not a taxable benefit on the employee's personal income tax return.

Canada

For the organization: Costs incurred to earn business income, including training for employees, are generally deductible business expenses.

For the employee: The CRA treats employer-paid training as non-taxable when the employer is the primary beneficiary, including courses that maintain or upgrade employment-related skills and other business-related courses.

References: CRA, Educational assistance (taxable benefits guidance); Income Tax Act s. 6(1)(a).

United States

For the organization: Job-related education for employees is generally deductible as an ordinary and necessary business expense.

For the employee: Employer-paid education that maintains or improves skills used in the employee's current job is generally excluded from income as a working condition fringe benefit.

References: IRC §162 (business expenses); IRC §132(d) (working condition fringe); IRS Publication 970.

United Kingdom

For the organization: Training costs incurred wholly and exclusively for the purposes of the trade are generally deductible for corporation tax.

For the employee: Employer-funded work-related training is exempt from income tax and Class 1 National Insurance under section 250 of ITEPA 2003.

References: ITEPA 2003 ss. 250–254; HMRC Employment Income Manual EIM01210; HMRC NIM02393.

Australia

For the organization: Staff training is generally deductible as an ordinary business expense.

For the employee: Where the employee could have claimed the cost as self-education directly connected to her current role, the otherwise deductible rule can reduce the fringe benefits tax value.

References: ITAA 1997 s. 8-1; ATO guidance on self-education expenses (TR 2024/3); FBT otherwise deductible rule.

If the leader pays personally: personal deductions for employees are limited in Canada, the US and the UK. In Australia, self-education expenses directly connected to the employee's current role may be deductible.

This summary is general information, not tax or legal advice. Tax treatment depends on each organization's circumstances and can change. Please confirm with your accountant or tax advisor before claiming.

THE INVESTMENT

One program. 12 weeks. *Direct access.*

$3,500 USD

One payment. Everything included.

That's about $292 per week for one-on-one coaching, support between sessions and a 90-day progress plan.

$3,900 USD

Or a payment plan of 3x $1,300

What the investment returns

- A stronger leader who develops every person on her team, not just herself
- An engaged, driven team actively developing toward their next career steps, so the department stays strong and sustainable through change
- Higher engagement and retention, with fewer crises and more time for strategy
- A 90-day progress plan that tracks the leader's development and the team's performance
- A system the leader can run again with every team she leads

Next steps

1. Approve the program as a professional development expense.
2. An invoice is issued to the organization or the employee, whichever you prefer.
3. The leader books her first call and the 12 weeks begin.

Questions about the program?

Lindsay is happy to speak with you directly. Email lindsay@toohumantoignore.com to set up a call.

See the full program overview at accelerator.toohumantoignore.com/organizations