

● PRODUCTS

October Advisory

Embedded experts turning insight into measurable business outcomes.



A detailed introduction to embedded expertise, monthly strategy, focused interventions, leadership development, five coaching formats, benchmarking, workshops and organisational change.

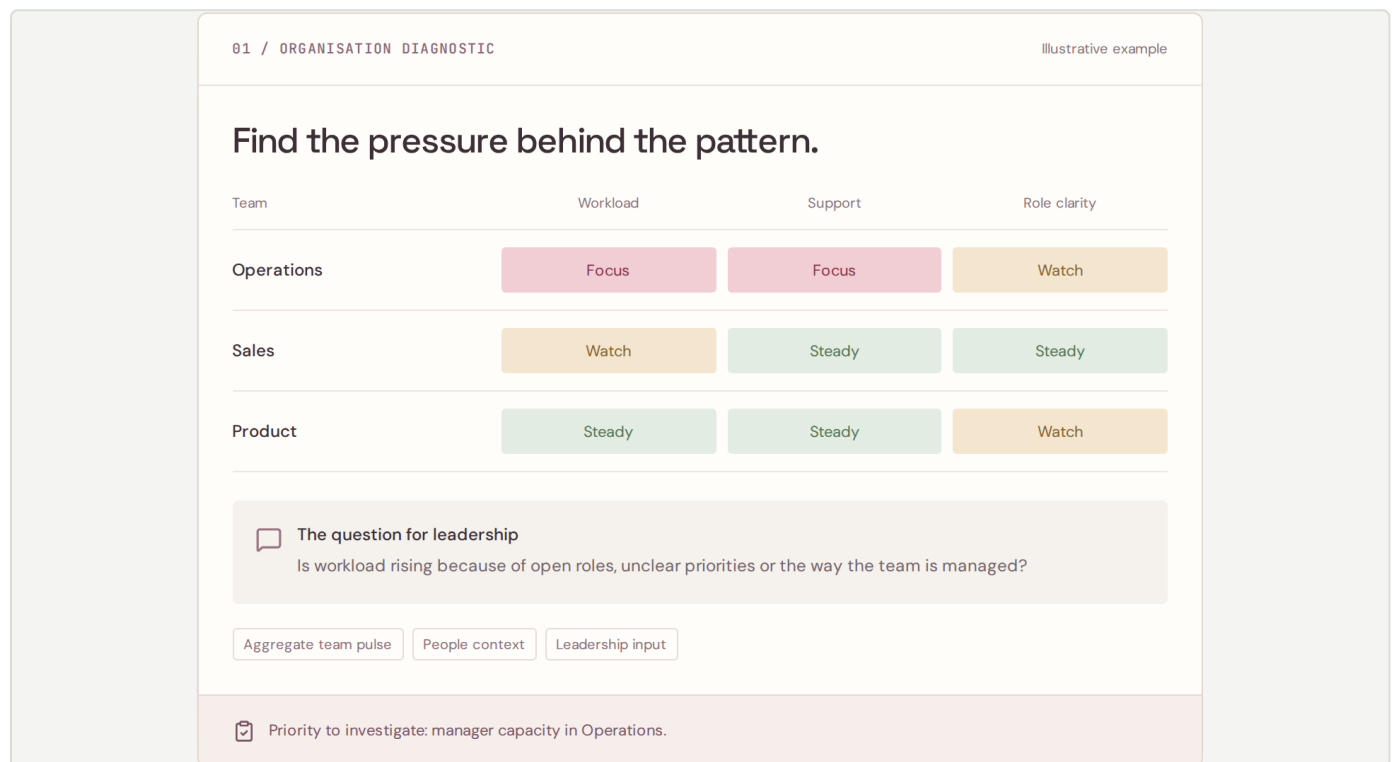
For people leaders and executive teams

12 pages · October collection

● OCTOBER ADVISORY / FULL SERVICE OVERVIEW

Expertise that stays for the outcome.

Embedded experts turning insight into measurable business outcomes. Psychologists, strategists and analysts work with your people to understand a challenge, agree the response and support delivery.



An illustrative engagement plan · Website illustration; example data.

01

Understand

Evidence, context and priorities

02

Implement

Coaching, interventions and workshops

03

Review

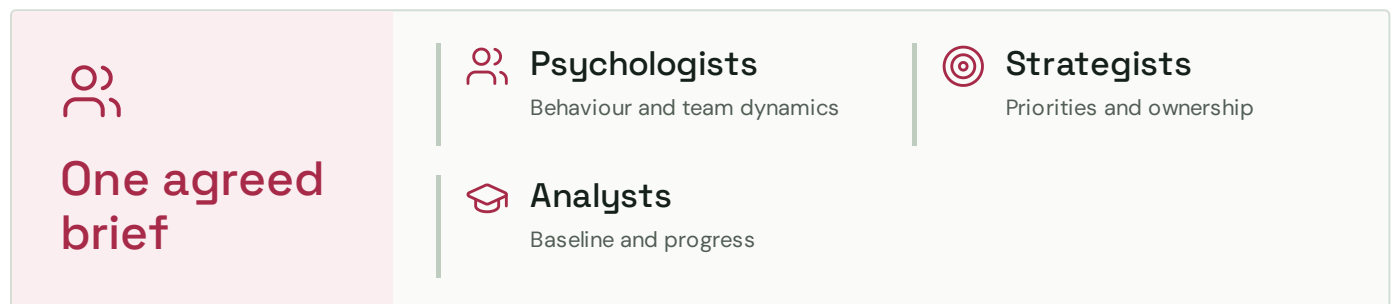
Measures, ownership and next decisions

Explore the embedded team, monthly strategy, interventions, leadership, five coaching formats, benchmarking, workshops and change support.

● YOUR EMBEDDED TEAM

Different expertise. A shared working brief.

Advisory brings the behavioural, strategic and analytical perspectives into the same engagement. Your team brings the business context and remains involved in decisions and implementation.



Psychology

Understand behaviour, team dynamics and the experience behind the data. Use coaching and facilitated work to help people practise different ways of working.

Strategy

Define the business priority, make choices about scope and sequence, and agree who owns each decision. Connect the intervention to the organisation's operating context.

Analysis

Test the interpretation, identify a useful baseline and compare relevant measures. Keep the limits of the evidence visible when reviewing progress.

Leadership partnership

Bring leaders and people teams into the working brief. Clarify responsibilities, dependencies, communication and the support needed to deliver.

What you take forward

A shared priority, working brief, named engagement team and agreed responsibilities.

● MONTHLY STRATEGY

Make decisions. Keep the work moving.

A recurring strategy session brings the October team and your leaders back to the agreed priorities. Review what changed, decide what to keep or adjust and remove delivery blockers.



A working rhythm

01

Review

What changed?

→ 02

Decide

What matters next?

→ 03

Deliver

Who will act?

→ 04

Return

What did we learn?

01 Read the evidence

Review group wellbeing trends, programme participation, relevant HR context and feedback against the starting point.

02 Make the next decisions

Assess each intervention: continue, adapt, deepen or stop. Record the reasoning and what you need to learn next.

03 Remove blockers

Review capacity, sponsorship, dependencies and communication. Decide what the team needs to put the next actions into practice.

04 Confirm the follow-through

Update the action plan, decision log, owners and review date. Return with the evidence needed to assess the next stage.

What you take forward

An updated action plan, a decision log, named owners and a clear point to review progress.

● FOCUSED INTERVENTIONS

Work on the cause behind the concern.

Burnout, unwanted turnover, team friction and manager effectiveness are starting points for investigation. October helps turn an observed concern into a scoped piece of work.

 Follow the concern to its causes

01

Evidence

Understand the pattern

→ 02

Context

Speak to the team

→ 03

Intervention

Change the conditions

Workload and burnout

Explore priorities, work design, recovery and manager practices alongside access to individual support. Agree which conditions the organisation can change.

Retention and critical roles

Read workforce context and employee feedback together. Identify a specific population, understand the concern and shape a response with the relevant leaders.

Team effectiveness

Work on role clarity, collaboration, communication and team agreements. Make commitments concrete enough to use in the working week.

Manager effectiveness

Identify the behaviours that need attention: delegation, feedback, recognition, one-to-ones or leading through change. Connect development to a real team priority.

What you take forward

A defined scope, intervention plan, responsibilities, starting measures and a review rhythm.

● LEADERSHIP DEVELOPMENT

Build a behaviour. Practise it in the work.

Leadership 360s and organisational context help identify development priorities. Coaching and everyday practice turn those priorities into changes the team can experience.



THE HUMAN SIDE

Leadership develops in the conversation.

Practise the behaviours that colleagues experience every day.

01 Assess

Combine multi-rater feedback with the leader's role, goals and team context. Agree strengths and development priorities.

02 Develop

Choose coaching, workshops or a pathway that fits the need. Define the behaviour to practise and the situations where it matters.

03 Reinforce

Use in-app learning, reflection and agreed practice between sessions. Bring real decisions and team experiences back to the coach.

04 Reassess

Return to the development goals, feedback and relevant group measures. Discuss what changed and what needs further attention.

[Leadership pathways ↗](#) · [Measured coaching ↗](#)

● COACHING / FIVE FORMATS

The format follows the work.

October combines assessment, expert coaching, in-app reinforcement and measurement. Choose the format around the audience, operating context and behaviour the engagement is intended to develop.



Choose the setting



One-to-one
Executive and individual



Shared learning
Cohorts and intact teams



Wider reach
Groups and masterclasses

Format	How it is used
Executive · one-to-one	Individual leadership priorities, decisions and development in context.
Cohort · 4–12 people	A shared development journey with a group of peers.
Team · intact teams	Work on the interactions, agreements and performance of an existing team.
Scaled group · 20+ people	Extend a focused coaching journey to a wider population.
Masterclasses · organisation-wide	Bring a relevant topic and expert perspective to a broad audience.

Confidential conversations. Agreed progress.

Participants own their coaching conversations. Organisations receive agreed outcomes and aggregated insight. Completion records can be verified through October's certificate registry.

[Explore all five coaching formats ↗](#)

● WORKSHOPS AND SPECIALIST SUPPORT

Do the work in the room.

Facilitated workshops create space for a team to understand a challenge, practise a conversation and agree a different way of working. The session is connected to the wider engagement.



THE HUMAN SIDE

Make room to work through it together.

A facilitated session connects understanding with decisions and practice.

Before the workshop

Agree the audience, context, intended output and questions to work through. Use existing evidence to focus the session.

In the session

Map the concern, surface assumptions, discuss trade-offs and practise relevant behaviours. A facilitator helps the group reach clear commitments.

After the session

Share agreed actions with owners. Connect follow-up to monthly strategy, coaching or team routines so the output is used.

Specialist support

Bring targeted psychology, strategy or analytical input when the challenge needs it. Shape the scope around the decision or change the organisation faces.

Illustrative workshop outputs

Team agreements, clearer priorities, a list of work to stop, practice commitments and an agreed follow-up date.

● INDUSTRY BENCHMARKING

Put the difference in context.

Sector comparisons can show where to look more closely. Advisory helps interpret the comparison and test what it means for your workforce before choosing an intervention.



Compare with context



Relevant peers

Industry and workforce



Same definition

Instrument and timeframe



Local judgement

Your organisation's reality

01 Compare equivalent measures

Review the measure, population, period and reference group. A gap means more when the definitions are aligned.

02 Ask what explains the gap

Bring team context and employee experience into the interpretation. Explore differences in workload, support and management.

03 Choose where to act

Prioritise a meaningful difference that leaders can influence. Define what progress will look like in your own setting.

What you take forward

A benchmark brief, an interpretation of the relevant gaps and a set of priorities grounded in your organisation.

[Health benchmarking and organisational reporting](#) ↗

● ORGANISATIONAL CHANGE

Help people navigate what is changing.

Structures, roles and priorities can change faster than people can make sense of them. October supports leaders and teams through the conversations and practical changes that follow.



THE HUMAN SIDE

People experience the change.

Clarity, communication and manager support belong in the implementation.

Give leaders a clear role

Work through the purpose, decisions and trade-offs. Equip leaders to explain expectations and listen to the effect on teams.

Support the team

Use facilitated work and coaching to clarify roles, collaboration and new working agreements. Make room for questions as the change unfolds.

Keep private support available

October Health gives people a route to personal support while the organisation works through change. Private conversations remain separate from engagement reporting.

Review the experience

Use feedback and agreed measures to understand what is settling and where further intervention is needed. Adjust the plan with the team.

What you take forward

A scoped support plan with communication priorities, leader responsibilities, team interventions and review points.

● CONNECTED DELIVERY AND MEASUREMENT

One agreed plan. A visible follow-through.

October Advisory can work alongside People and Health. HR context informs the business question; de-identified Health insight helps identify group needs; experts help deliver the response.

Insight becomes a shared plan



01

People

Roles, skills, capacity and talent context

02

Health

Private support and group wellbeing insight

03

Advisory

Interpretation, intervention and delivery

Engagement record

What it makes clear

Starting brief and baseline

The concern, population, evidence and intended outcome.

Action plan and owners

What will change, who is responsible and what support is needed.

Progress review

What was delivered, what moved and what else may explain the result.

Next decision

What to keep, adapt, stop or investigate further.

Measures and deliverables are agreed per engagement. Customer outcomes are contextual evidence, not a guaranteed result.

● EXPLORE THE FIT

Bring the challenge. Shape the engagement.

You do not need a finished programme brief. Start with the decision or challenge your organisation needs to address.



THE HUMAN SIDE

Work alongside your team.

Shape an engagement around the challenge you need to address.

01 Share the context

Bring the leaders involved, existing evidence, what has already been tried and the constraints that matter.

02 Agree the work

Choose the priority, expertise, coaching or workshop format, deliverables, responsibilities and measures.

03 Stay close to implementation

Build the review rhythm into the engagement. Make the changes visible in the everyday work of leaders and teams.

[Discuss October Advisory](#)hello@october.health