

**Agent
Academy**



Fly Growth Programme.



Funded by
UK Government



**LIVERPOOL
CITY REGION**
COMBINED AUTHORITY

METROMAYOR
LIVERPOOL CITY REGION



Why Fly?

Zoe Wallace
Partnerships Director
Agent Academy



"At Agent Academy, we know talent is everywhere, but opportunity isn't. We also understand that whilst getting your foot in the door and launching your career is the important first step, it's your experiences, connections and confidence that will help or hinder your progress into leadership.

Expertise is important, but there's no doubt that relationships are your capital and knowing how to nurture and harness them is essential in progressing your work and career.

We care about supporting emerging leaders in our region, especially those who didn't have the privilege of ready-made networks or might not have grown up in a household where corporate business talk was the norm at the dinner table.

For many young leaders, the career climb can still feel lonely, like there is a secret club that they're not yet part of. And that's why we wanted to bring something to the table that would level the playing field and help our future leaders to Fly."

In a nutshell...

Fly is our emerging leadership and growth programme for ambitious people who want to progress in their careers, lead with purpose and make an impact.

The programme will introduce participants to some of the most senior leaders from across the region for candid and intimate knowledge-sharing sessions. There will be time for introspective reflection, for practical application and for peer-to-peer coaching.

Fly combines a nationally recognised qualification in relationship marketing with Agent Academy's industry-led programme of learning and expert insights.

Fly is practical and focused on real-world learning. Throughout the programme, each participant will work on a project that creates measurable value for their own organisation.

By the end of the programme, our emerging leaders will have developed a keen commercial awareness, a deeper understanding of digital transformation and adoption, honed confident pitching skills and, most of all, developed deep, lifelong connections that will support them for the rest of their careers.

Taking flight - the structure:



Face-to-face leadership labs and industry visits.

Live masterclasses with industry leaders and experts.

Practical application to a real workplace project.

Start date:

7th October 2026

End date:

11th February 2027

Sessions take place in the Liverpool City Centre and online. There will be six full day sessions and six short online sessions in total.

Qualification in relationship marketing.

Peer learning and coaching.

Fly learning themes.



Built around six key areas:

Partnerships and impact.



Creating partnerships, working across sectors, creating memorable experiences and delivering meaningful impact.

Commercial awareness.



Understanding how organisations make money and stay profitable, customer needs, commercial decision-making and converting opportunities.

Leadership and self-awareness.



Commercial leadership, leading with purpose, leadership styles, adaptive leadership, emotional intelligence, inclusive leadership, decision-making and how to do less but better.

Communication and influence.



Written and spoken communication, public speaking, storytelling, pitching, listening, negotiation and coaching conversations.

Relationship management.



Building trusted relationships, stakeholder mapping, managing difficult situations, resolving conflict and connecting across sectors.

Know your place.



Understanding place-making, how local government works, the connections that shape a region and how to identify and make the most of local opportunities.

Schedule.



Session 1.
23rd September 26'
Onboarding - Online

Session length: 3hrs

Session 2.
7th October 26'
**Leadership Lab 1:
Agent HQ**

Session length: 8hrs

Session 3.
14th October 26'
Online masterclass

Session length: 2hrs

Session 4.
4th November 26'
Presentations and Feedback

Session length: 3hrs

Session 5.
11th November 26'
**Leadership Lab 2:
The Everyman Theatre**

Session length: 8hrs

Session 6.
18th November 26'
Online Masterclass

Session length: 2hrs

Session 7.
2nd December 26'
Presentations and Feedback

Session length: 3hrs

Session 8.
9th December 26'
**Leadership Lab 3:
HMP Liverpool**

Session length: 8hrs

Session 9.
20th January 27'
**Leadership Lab 4
Everton Football Club**

Session length: 8hrs

Session 10.
3rd February 27'
Presentations and Feedback

Session length: 3hrs

Session 11.
10th February 27'
**Leadership Lab 5:
National Museums Liverpool**

Session length: 8hrs

Session 12.
10th February 27'
**Leadership Lab 6:
LCR Combined Authority**

Session length: 8hrs

Cost and eligibility.

Fly has been designed for emerging leaders with a minimum of 5 years experience in their career.

The value of Fly is £3,500 per participant however we have secured funding from DWP for 90% of training costs for SME's and 70% for large organisations.

For Agent Academy's existing partners, Fly is fully funded.

For SME's we require a small contribution of up to £350 per participant and £1050 for large organisations.

Individuals who are self-employed or seeking career progression outside of their existing employment may be eligible for a free place on the programme, subject to application.



Apply to Fly.

To apply, complete a short application form on our website: www.agentacademy.org.uk/applytofly

Applications open: 15 August 2026
Applications close: 30 September 2026*

*We have limited places available and will be processing applications as we receive them.





Agent Academy

To discuss your application or
find out more please feel free to
call or email:

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