



# FEARLESS RELATIONSHIPS

For food and retail professionals  
who negotiate every day —  
and were never trained for it.



# ABOUT THIS PROGRAMME



Most support functions in food manufacturing never get negotiation training. That's reserved for commercial teams — the buyers, the account managers, the people with "commercial" in their job title.

**But technical leads, NPD, marketing and category professionals negotiate every single day.** With retailers, with suppliers, with operations and commercial colleagues who have completely different priorities - and with senior leaders who've often already made up their mind.

**Fearless Relationships gives them the skills commercial negotiators take for granted** — adapted for the realities of support functions in food:

**How to prepare properly.** How to understand what the other person actually needs. How to ask the questions that create movement. How to reach a clear agreement that doesn't unravel a week later.

**This isn't just about communication style. It's about business outcomes.** Tailored to the specific pressures of food and retail — not repackaged from another industry.

## WHO IT IS FOR

**Technical, NPD and marketing professionals** who regularly navigate tricky conversations — and whose job regularly involves reaching agreement under pressure with people who have different priorities.

**Managers who leave conversations without the outcome** they needed — and watch it slow the project down.

**Food professionals dealing with genuinely difficult stakeholders** — where the other person is resistant, defensive, aggressive or simply won't engage.

Organisations who want their **teams to hold their own commercially**, to stop conceding things they didn't need to, and to arrive at agreements that work for the business.

# PROGRAMME FORMAT



## Pre-Session

Participants complete self-reflection pre-work and a goal-setting conversation with their line manager before the programme starts.



## Day 1: Understanding the Conversation

Your own default responses under pressure, empathy and stakeholder perspective, and how to prepare properly — including anticipating objections and planning for the unexpected. Participants leave with a personal action plan and a peer learning partner.



## Day 2: Shaping the Outcome

Structuring a difficult conversation, asking better questions, handling challenging behaviour in the room, and reaching a clear written agreement. Real food industry scenarios run throughout both days.



## FAST Sessions

A facilitated group session bringing participants back together to review progress, embed learning and share real examples from back on the job. Learning partner accountability and line manager review continue throughout.

## INVESTMENT



Standard programme from £9,000 + VAT



Available for cohorts of 10 (can also be scaled up)



Bespoke options tailored to your business at additional cost.

# WHAT PARTICIPANTS WALK AWAY WITH



## They'll reach agreements that stick.

A structured approach to moving through difficult conversations from understanding the situation through to a clear, committed outcome that doesn't unravel a week later.

## They'll walk into difficult conversations prepared

A clear method for preparation that covers what the other person needs, what the trade-offs are, and what a good outcome actually looks like.



## They'll read the room — and use it.

A practical understanding of what's really going on for the other person, so they can adapt in the moment rather than react to it.

## They'll handle pressure and challenging behaviour

Specific tools and approaches for de-escalating tension, setting boundaries and bringing a conversation back to what matters.

## They'll stop leaving value on the table.

Greater confidence in negotiation and pushback — so they stop conceding things they didn't need to concede.

**And for your business:  
Less margin conceded. Fewer post-meeting renegotiations. Commercial decisions made in the room — not passed up the chain.**

# WHAT PARTICIPANTS SAY



**“I have more power than I think in conversations”**

NPD MANAGER, GREENCORE

**“Great session. Empowering”**

LAYRA DYSON, NPD CONTROLLER

**“I have realised preparation helps me be less defensive and more confident in meetings”**

AMANDA, NPD CONTROLLER

**“It felt like a relaxed environment where we could all be open and honest. Everything felt really relevant. I felt understood and empathised with”**

ZOE, DEVELOPMENT MANAGER

## WHAT THE NUMBERS SAY

**100%**

OF PARTICIPANTS HAVE RATED FEARLESS RELATIONSHIPS POSITIVELY.



# PART OF THE FEARLESS ACADEMY



Fearless Relationships is part of the Fearless academy — a structured leadership development pathway designed specifically for the food industry.

Each course can be purchased standalone or as part of a wider L&D programme, with tailoring available at additional cost.

**01 — Fearless Foundations** Early career / Entry level  
Managing self under pressure. Confidence, resilience, productivity and communication — the human skills that make technical expertise count.

**02 — Fearless Influence**  
Mid level / Managers Influencing without authority. Better conversations. Better outcomes for everyone in the room.

**03 — Fearless Relationships** (you are here)  
Navigating difficult conversations, building accountability and getting more from people and peers — for leaders who need to raise the standard of the relationships around them.

Organisations who invest in all three courses benefit from a consistent leadership language across career levels and a team that genuinely grows together. Multi-course pricing available on request.



## READY TO TALK?

Ready to talk? Whether you're planning a single cohort or a multi-year programme, let's have a conversation about what your team actually needs.

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