

DEVELOPMENT PARTNERSHIPS

Extraordinary people rarely emerge by accident.
They emerge from extraordinary environments.

MORE THAN CONSULTANCY.

BUILDING BETTER ENVIRONMENTS TOGETHER.

Development Partnerships help clubs, centres and organisations create environments where people can develop and performance can flourish.

This isn't about arriving with an off-the-shelf solution. I work alongside the people already doing the work — understanding what's happening, questioning what might be possible and building approaches that make sense for your people, your organisation and your environment.

THE DIFFERENCE

LASTING CHANGE ISN'T DELIVERED TO AN ORGANISATION.

It's built with the people inside it.

The aim is to work together to strengthen the thinking, culture and systems that shape development — building greater understanding and capability while creating a partnership that can evolve as your needs change.

YOUR PEOPLE

YOUR ENVIRONMENT

YOUR FUTURE



BUILD THE CAPABILITY TO KEEP EVOLVING.

THE APPROACH

CHANGE BUILT WITH PEOPLE, NOT FOR THEM.

Every partnership begins by listening closely to the people doing the work and looking carefully at the environment around them.

There isn't a predetermined solution. We listen, look more closely, challenge assumptions and build what comes next together.

The aim isn't to impose change. It's to create the conditions in which meaningful change can grow.



LISTEN **UNDERSTAND** **BEFORE ACTING**

The people closest to the work often understand it best. We start by listening — to experiences, ambitions, frustrations and the things people believe could be different.



NOTICE **SEE WHAT'S REALLY** **HAPPENING**

We look beyond what an organisation says it does to explore what people actually experience — the behaviours, relationships, systems and habits shaping development every day.



QUESTION **CHALLENGE RATHER** **THAN ASSUME**

Why do we do it this way? What are we trying to achieve? What might be getting in the way? Better questions can reveal possibilities that aren't immediately obvious.



DESIGN **CREATE WHAT** **FITS**

We turn understanding into ideas and approaches designed around your people, your ambitions and your environment — rather than importing somebody else's model.



BUILD **TURN IDEAS INTO** **PRACTICE**

Change becomes meaningful when people can do something with it. We work together to turn ideas into behaviours, structures and ways of working that can become part of everyday practice.



EVOLVE **KEEP LEARNING FROM** **WHAT HAPPENS**

Nothing needs to be perfect first time. We notice what changes, learn from what happens and continue adapting — building greater capability inside the organisation as we go.



**THE PEOPLE DOING THE WORK
SHOULD HELP SHAPE THE WORK.**

CHANGE STARTS WITH UNDERSTANDING WHAT ALREADY EXISTS.

Every organisation has its own people, history, ambitions and ways of working. So every Development Partnership starts somewhere different.

There isn't a standard programme to work through. We build the partnership around what matters in your environment — learning and adapting as the work develops.

01

UNDERSTAND

START WITH WHAT'S ALREADY THERE.

Before deciding what needs to change, we need to understand the environment as it is now — the people, culture, relationships, systems, strengths and challenges shaping development.

02

CLARIFY

DECIDE WHAT REALLY MATTERS.

Together we make sense of what we're seeing. What are you trying to create? What's already working? What might be getting in the way? Clarity helps us focus effort where it can make the greatest difference.

03

CREATE

TURN UNDERSTANDING INTO ACTION.

We develop ideas, approaches and ways of working with the people who will actually use them. What we create needs to belong to the organisation, not to me.

04

EVOLVE

LEARN, ADAPT AND KEEP BUILDING.

We look at what happens next. What's changing? What are people learning? What needs adapting? As the organisation develops, the partnership can evolve too — responding to new challenges, opportunities and ideas as they emerge.

WHAT BUILDS?

CLARITY

A clearer understanding of what matters.

OWNERSHIP

People involved in shaping what comes next.

CAPABILITY

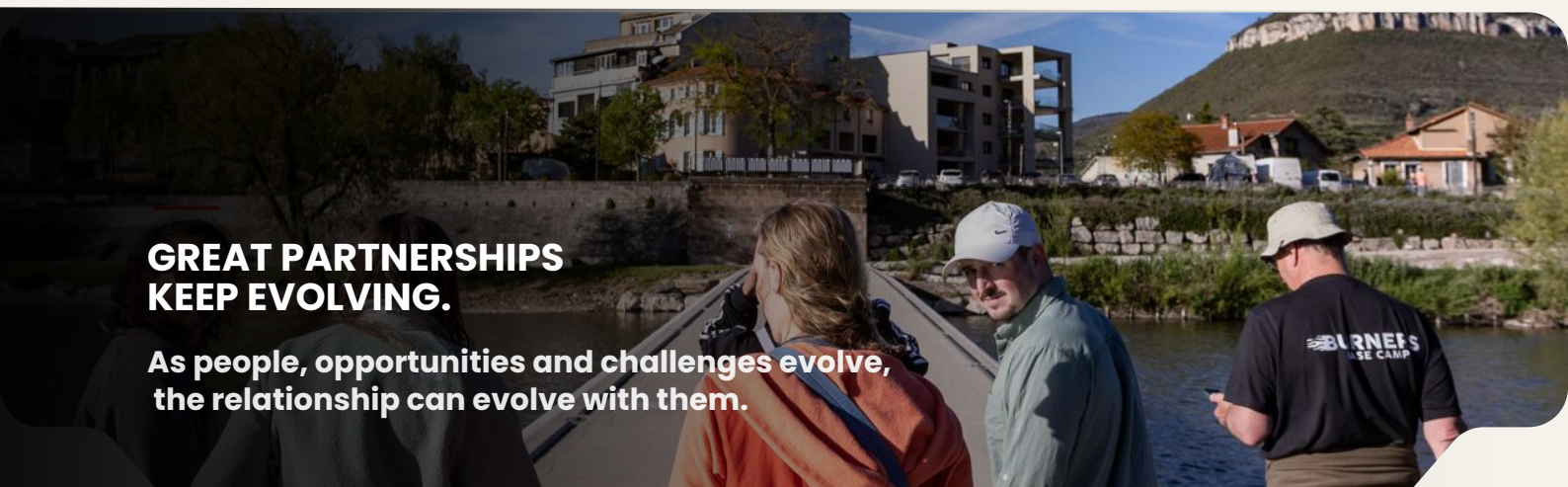
Greater ability to develop people from within.

MOMENTUM

Development that continues to move forward.

GREAT PARTNERSHIPS KEEP EVOLVING.

As people, opportunities and challenges evolve,
the relationship can evolve with them.



THE EXPERIENCE

WHAT CAN A DEVELOPMENT PARTNERSHIP LOOK LIKE?

Every partnership will take a different shape. What we do, who is involved and where we focus will depend on the people, environment and opportunities within your organisation.

WHAT WE MIGHT WORK WITH

CONVERSATIONS & LISTENING

Time with the people involved in the work — understanding different perspectives, experiences, ambitions and challenges before deciding what deserves attention.

COACH DEVELOPMENT

Working directly with coaches to explore their practice, develop shared understanding and strengthen the thinking that influences development across the organisation.

COACHING & DELIVERY

Sometimes the most useful way for me to contribute is simply to get involved — coaching, delivering alongside your people and learning together through the work itself.

OBSERVATION & IMMERSION

Spending time inside your environment — observing coaching, programmes, events or everyday practice to understand how development actually happens.

IDEAS & DESIGN

Bringing people together to explore possibilities and turn thinking into practical approaches, programmes or ways of working that fit your environment.

ONGOING PARTNERSHIP

Staying connected as things develop — providing perspective, challenge or practical support when it's useful and allowing the relationship to evolve as needs change.

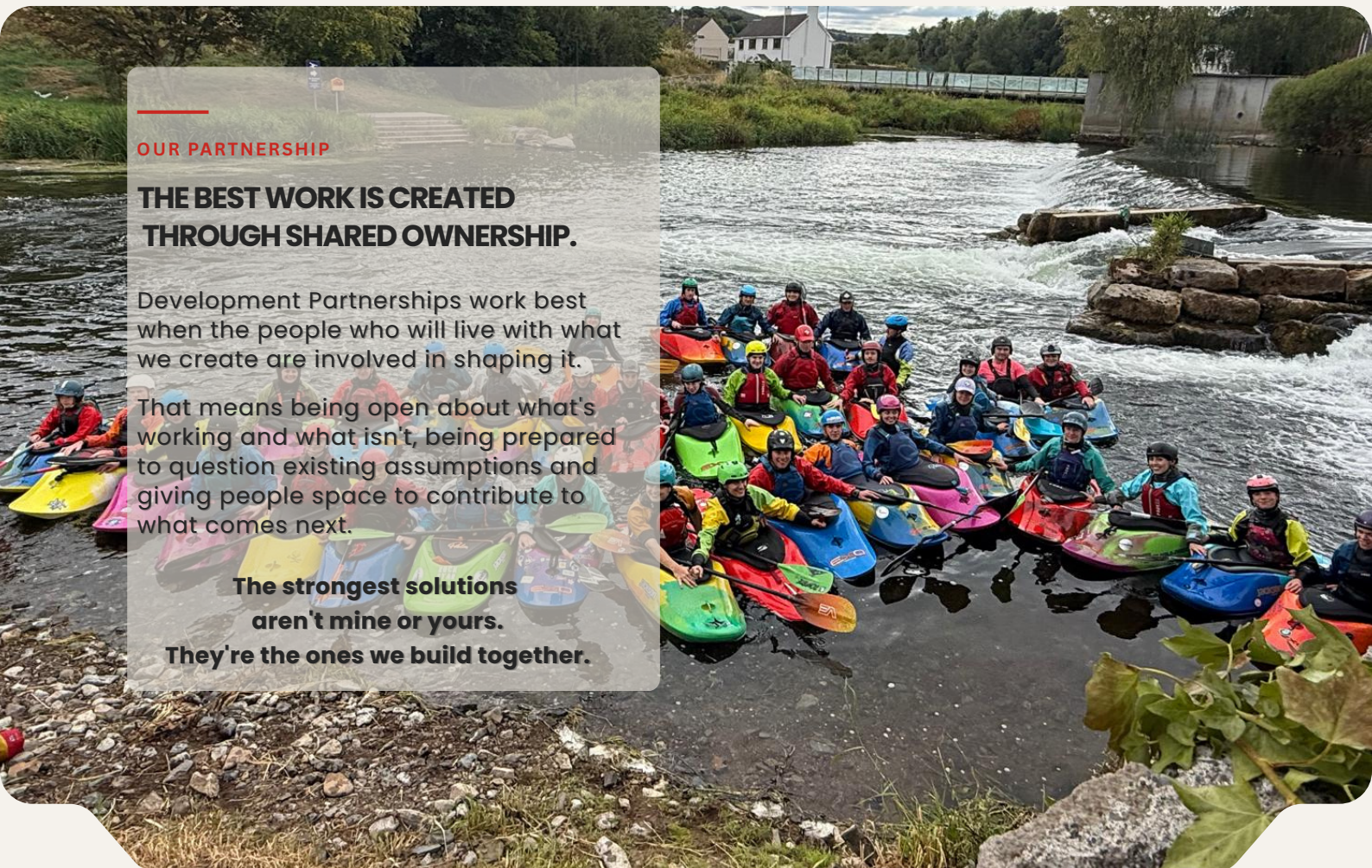
OUR PARTNERSHIP

THE BEST WORK IS CREATED THROUGH SHARED OWNERSHIP.

Development Partnerships work best when the people who will live with what we create are involved in shaping it.

That means being open about what's working and what isn't, being prepared to question existing assumptions and giving people space to contribute to what comes next.

**The strongest solutions
aren't mine or yours.
They're the ones we build together.**



THE PERSON

I'VE SPENT MY CAREER BUILDING DEVELOPMENT ENVIRONMENTS.

Development Partnerships are led by Andrew 'Jacko' Jackson, drawing on more than four decades of coaching and experience creating programmes, events and opportunities through which people can develop.



ANDREW 'JACKO' JACKSON

COACH · DEVELOPER · PARTNER

I started coaching at 16 and have spent more than four decades working with paddlers, coaches, clubs and organisations — from grassroots development through to World Champions.

Alongside coaching, much of my work has involved building programmes, developing coaches, bringing people together and finding different ways to help development happen.

That experience has taught me that lasting development rarely comes from one person having the answer. It comes from good people, strong relationships and environments that keep learning.



THE PARTNERSHIP

I BRING EXPERIENCE. YOU BRING YOUR ENVIRONMENT.

I won't know your organisation as well as the people inside it. What I can bring is an outside perspective, experience from different environments, questions, ideas and a willingness to get involved in the work itself.

Together, we can explore what's already strong, question what might be possible and build what comes next.

The partnership works when what we create makes sense for your people — not simply because it makes sense to me.

YOUR NEXT STEP

LET'S START WITH A CONVERSATION.

You don't need to know exactly what a Development Partnership should look like.

Tell me about your organisation, what you're trying to develop and the opportunities or challenges you're seeing. We can explore whether working together might help — and what that relationship could look like.



START A CONVERSATION
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QUESTIONS?
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