

Lonely Leaders

A membership for independent leaders seeking clarity, courage and connection.



peoplemakeitwork.com



Who is this for?



LEADERSHIP DOESN'T
HAVE TO BE LONELY

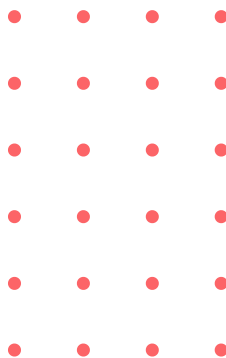
Leadership support without the pressure

Lonely Leaders is a membership space for creative, visionary leaders who want to lead with less isolation, more courage, and sustainable power.

There's no start date, no programme to keep up with, and no performance pressure.

You can join when you're ready, show up as you are, and the space will move with you.

This is not an extra thing to do. It's support for everything you're already doing.



Why Lonely Leaders?

YOU CARRY IT ALL

What if you didn't have to?



This membership is for YOU, if you:

- Hold a lot, including the pressure, people, projects, team, organisation
- Feel like everyone else has somewhere to go for support... but you don't.
- Crave honest conversations about leadership, beyond the surface.
- Want space to ask big questions, not just deliver answers.
- Are tired of spaces that feel performative or too fast to be useful.

Whatever your title you're the person everyone leans on. So who is holding you?

We aim to create a space where you feel:

SEEN

ENERGISED

HELD

HEARD

VALUED

Here's what you will have access to each month

lonely
leaders

THE MEMBERSHIP INCLUDES 4 SESSIONS PER MONTH
EACH MONTH CENTRES ON A CORE FOCUS (IE: BUILDING BOUNDARIES)
WITH SESSIONS HOSTED ONLINE VIA ZOOM

WEEK 1 (TUES 12-1PM) GROUP COACHING SESSIONS

Find clarity, courage, and new strategies for live challenges.



WEEK 2 (WED 3-5PM) TALK SPACE & CO-WORKING SESSIONS

Dedicated time to reflect, take action, think, explore, and strategise.



WEEK 3 (THURS 2-3.30PM) GUEST & MEMBER SPOTLIGHT SESSIONS

Hear from each other or invited experts, shaped by what you need right now.



WEEK 4 (TUES 12-1PM) CHECK-IN & REFLECTION SESSIONS

Guided time to pause, reflect, and integrate the month's learnings and discoveries.



PLUS:

1:1 Coaching: Two deep-dive private 60 min sessions across the year

Wellbeing check ins: Private 20min calls during your busier season

WhatsApp Group: A space for connection, nudges, and updates between sessions

In-Person Socials: September 2025 & April 2026

Talk Space: A peer-led space to share challenges, leadership questions, and curiosities, with the option to invite advice, reflection, or simply to be witnessed

How the membership Supports YOU

- Attend sessions live or catch up via replays
- Use your 1:1 coaching to focus on any challenge or leadership moment
- Bring your live challenges to Talk Space for peer support and shared wisdom
- Share and learn from other members who understand the complexities you're holding
- Request guest speakers or member spotlights that speak to what's live for you

The membership is designed to move with you, not add pressure to you.



Real-Life Leadership Challenges We Can Hold

This is a space for the messy middle moments of leadership

- You might bring:
 - Navigating difficult team dynamics
 - Facing complex organisational changes
 - Balancing creative leadership with operational demands
 - Managing your wellbeing alongside professional responsibilities
 - Leading through transition, growth, or uncertainty
 - Interrogating your own leadership style, power, and influence
 - Tackling conversations that feel emotionally sticky or high-stakes

You don't have to figure it out alone.

Meet Vicki

Your Lonely Leaders Instigator

Hello there,

A portrait of Vicki Igbokwe-Ozoagu, a Black woman with short, dark, curly hair, wearing a floral patterned top and red lipstick. She is smiling and looking towards the camera. The background is a solid yellow color.

I'm Vicki Igbokwe-Ozoagu, Director of Empowerment at people make it work. You may also know me as the Founder of Uchenna an international touring dance company that **empowers, entertains, and educates** through dance or as the Self-First Instigator supporting artistic and creative women to kickstart the habit of putting themselves first.

Being a **lonely leader** is something I've experienced first-hand. Some days feel full and connected, while others can be overwhelming.

Looking back, the brightest moments came when I found spaces to connect with like-minded people—places to share ideas, get feedback, vent, laugh, cry, and celebrate without fear of judgment.

Over 15 years, I've worked with incredible coaches and two long-term mentors who still guide me. I've built a strong network where I wasn't just a leader but a person navigating growth and change.

As a coach, mentor, and facilitator, I've helped artistic leaders, creative entrepreneurs, and early-career artists figure out what they truly want, prioritise themselves, and build sustainable habits.

I understand what it's like to feel stretched too thin, questioning every decision, and yearning for spaces where you can simply be - where your superpower **'being yourself'** is truly celebrated.

Vicki x

Kind words about Vicki

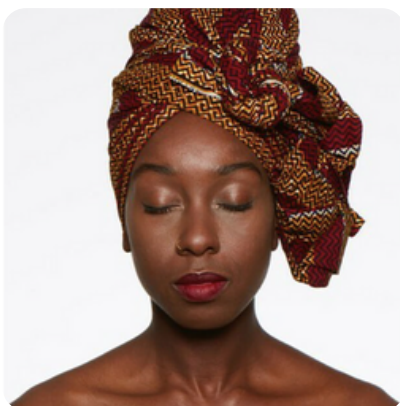


The live workshop was extremely beneficial. Everyone in the room was at different stages of life and career, which made me feel very comfortable. Vicki held the space with grace and support. It streamlined my goals making them feel achievable. Thank you for sharing your knowledge and light.

Rudzani Moleya, Interdisciplinary Artist

Vicki is effortless to strike a rapport with and a joy to be in her company. She is one of the very few people – and I really mean this! – whom I feel seen and understood by. Even on a difficult day, my mood lifts when I connect with Vicki. She is a profound witness and listener, and also easily able to switch from the energy of the conversation from solemn to playful and fun an ethos of service and equality.

Zia Ali, Author



They say to motivate someone is to enthuse an interest in an individual but to empower is to gift someone with the tools to enable them to convert their interests into reality. Vicki EMPOWERS, INSPIRES and AWAKENS the greatness in people, and I have been so lucky to have such a force of love and support helping me, help myself become the woman I am destined to be. Vicki Igboke you are THE BEST!

Sittsofi Attah, Ghanaian-British Sacred Artist, Dancer, and an African-centred Wellness Guide

A powerful investment

Standard Membership Rate

FOR INDIVIDUALS SUPPORTING THEMSELVES

Why invest?

This is more than a membership—it's a chance to connect deeply with others who understand your challenges, feel less alone, and regain the energy and clarity you need to lead effectively.

By investing in yourself, you're committing to your success and joining a space where you can thrive alongside like-minded leaders.

This option is for those investing in their own growth and well-being. We understand the challenges of independent leadership and have designed this pricing to be flexible while reflecting the immense value of being part of a supportive community.

£150 per month

12 payments, £1,800 total for the year
or

£1,350 annual fee

paid in full (save 25%) plus, the peace of mind of having your membership covered for the year

Individuals can also seek sponsorship, see details on next page.

FOR ORGANISATIONS SPONSORING AN INDIVIDUAL

Why sponsor?

Your organisation will directly strengthen the capacity and well-being of the leaders you support. Sponsorship affirms your commitment to nurturing talent, fostering innovation, and making a lasting impact.

You can nominate someone already in your network or offer this as an opportunity for leaders to apply. Either way, your support will create a ripple effect of positive change.

Supporting independent leaders through sponsorship is a meaningful way to invest in the creative ecosystem. By sponsoring a membership, you directly contribute to the resilience and success of independent artists and leaders, empowering them to sustainably bring their vision to life.

£250 per month

12 payments, £3000 total for the year
or

£2,250 annual fee

paid in full (save 25%) plus, the peace of mind of having the sponsored leader's membership covered for the year

A flexible approach to payment

We recognise that every situation is unique. If quarterly payments (ie: £750 for organisations, £450 for individuals) suit your needs better, please reach out to discuss this option.

No matter how you join, this membership offers a way to move beyond loneliness and into a community that champions your vision, your growth, and your well-being.

Breaking the barriers to inclusion

**I'D LIKE TO APPLY AS AN
INDIVIDUAL BUT THE FEES
ARE JUST TOO HIGH FOR ME**

We believe that access to our membership programme should be open to all, regardless of financial circumstances. If the cost of membership is a barrier, we encourage you to explore the possibility of sponsorship through an arts or cultural organisation that aligns with your creative values and vision. This could be an organisation you already work with or one that supports artists and practitioners like yourself.

If you have an existing connection, you may wish to share this information pack with them, along with a cover note explaining why you would like to be considered for sponsorship. If you need support identifying or reaching out to a potential sponsor, please don't hesitate to contact us—we are happy to help facilitate connections.

**I AM NOT SURE IF THIS
PROGRAMME WILL MEET MY
ACCESS NEEDS**

At people make it work, we are committed to reducing barriers to participation. As part of the application process, we invite you to share any access requirements that would support your full engagement in the programme. From there, we welcome an open conversation to explore how we can best meet your needs, ensuring you have the most enriching and inclusive experience possible.

If you wish to have a conversation before signing up for a membership please reach out and we can connect, chat and explore options.

1. Do I have to commit for the full 12 months?

Yes, the membership is designed as a 12-month journey to allow you to build meaningful connections and gain the full benefit of the support offered. However, we understand life happens. If circumstances change, let us know, and we'll work with you.

2. I've been leading for years, what's in this for me?

This membership is designed to meet you where you are. Even experienced leaders face challenges like isolation, burnout, or navigating new territory. Lonely Leaders offers a space to reflect, recharge, and connect with a community of peers who understand the unique pressures you face. Together, we'll explore tools and strategies to help you continue growing as a leader while feeling more supported and empowered.

3. How much time do I need to commit each week?

It's entirely up to you. While regular participation will help you get the most out of the membership, there's no strict time requirement. Whether you dip in for a weekly check-in, join live sessions, or engage more deeply, the membership is here to flex around your schedule. You can catch replays of most sessions and Vicki offers optional wellbeing check-ins during busier seasons.

4. Will the in-person socials be accessible to all members?

We'll do our best to choose locations based on the geographic spread of the membership to make in-person socials as accessible as possible. For members who can't attend in person, we'll ensure virtual alternatives or content recaps are available so you never miss out on the experience.

5. How do the 1:1 coaching opportunities work?

Each month, we release a limited number of 1:1 coaching slots with our coaching team. These are bookable on a first-come, first-served basis. You'll have the chance to focus on your specific challenges, gain tailored advice, and set actionable steps for your leadership journey. You'll have two 1:1 coaching sessions each year, plus the option to book short wellbeing check-ins when you need extra support.

6. What if I feel nervous about joining a group setting?

Many leaders feel the same way at first. Lonely Leaders is a judgment-free zone where everyone is encouraged to show up as they are. The community is welcoming and supportive, and you can engage at a level that feels comfortable for you.

7. Can I join at any time?

Yes, you can join when it feels right for you. Your membership runs for 12 months from when you join, giving you steady, consistent support for the year ahead.

8. Can I cancel or pause my membership?

While the membership is designed as a 12-month journey, we know life can throw unexpected challenges your way. If you need to pause or cancel, just reach out, and we'll work with you to find a solution.

9. I'm not sure I have the time to commit.

This membership is designed to fit into your life, not overwhelm it. The online format and flexible schedule make it easy to connect when it works for you. Also being the Rockstar you are means that you'll generally have projects and things on the go, think of this membership as your support team. Extra minds and somewhere to land when you need a welcome, hug, opinion or listening ear.

10. What kind of challenges can I bring?

All of them. Whether it's about your team, your organisation, your creative work, or your leadership journey, this space can hold it.

11. What happens in Talk Space?

Talk Space is where you can bring leadership questions, challenges, ideas, and curiosities, with the choice to ask for advice, feedback, or simply to be witnessed.

12. How are guest sessions chosen?

Guest sessions are shaped by what's needed. If a challenge calls for outside expertise, we can bring someone in to support the whole group.

1. Membership Duration & Payment

- The programme runs for 12 months, commencing in Spring 2025.
- Participants can choose between an annual payment plan (full payment upfront) or a monthly payment plan.
- On registration, participants or sponsors must either pay the full annual fee or one month's fee in advance.
- For monthly payment plans, recurring payments will begin when the programme starts.

2. Commitment & Cancellations

- Members are expected to commit to the full 12-month programme.
- We understand that unforeseen circumstances may arise. If you need to pause or cancel your membership, please contact us to discuss and we will seek to find a solution.
- Refunds or alternative arrangements will be considered on a case-by-case basis.

3. Programme Benefits & Participation

- Membership provides access to exclusive resources, events, networking opportunities, coaching and co-working all tailored to independent leaders in the arts and culture sector.
- Active participation is encouraged to maximize the benefits of the programme.
- Membership benefits are non-transferable without prior approval.

4. Code of Conduct

- Members are expected to engage respectfully and professionally within the programme.
- Any behaviour that disrupts the community or violates ethical guidelines may result in termination of membership without a refund.

5. Amendments & Contact

- These Terms & Conditions may be updated as needed. Members will be notified of any significant changes.
- For questions or membership-related discussions, please contact us at lonelyleaders@peoplemakeitwork.com

Connect with us

lonely
leaders



we are culture people

Our commitment to Equity and Inclusion

People Make It Work's vision is for "everyone's culture"— culture that reflects, connects with, and is created by all. Our mission is to transform the cultural sector to embrace this inclusive vision. We are guided by our values: Truth, Together, and Transformation, which are realized through fundamentally inclusive practices.

We recognize that cultural experiences shape societies and must involve diverse voices. We actively promote anti-racist and anti-ableist practices and support the RCMG's trans inclusion toolkit.

Our learning programs and recruitment practices are intersectionally diverse. Our leadership model is distributed, with five equally paid leaders from diverse backgrounds (80% female, 40% Global majority, 20% queer, 60% working class), reflecting our commitment to inclusivity. Our associate community mirrors the diversity of society, ensuring our approach remains representative and impactful.

Become a Lonely Leaders Member

Register here: <https://forms.gle/Z8qur2huTn9QpvMw7>

Email us with any questions and let's chat

lonelyleaders@peoplemakeitwork.com