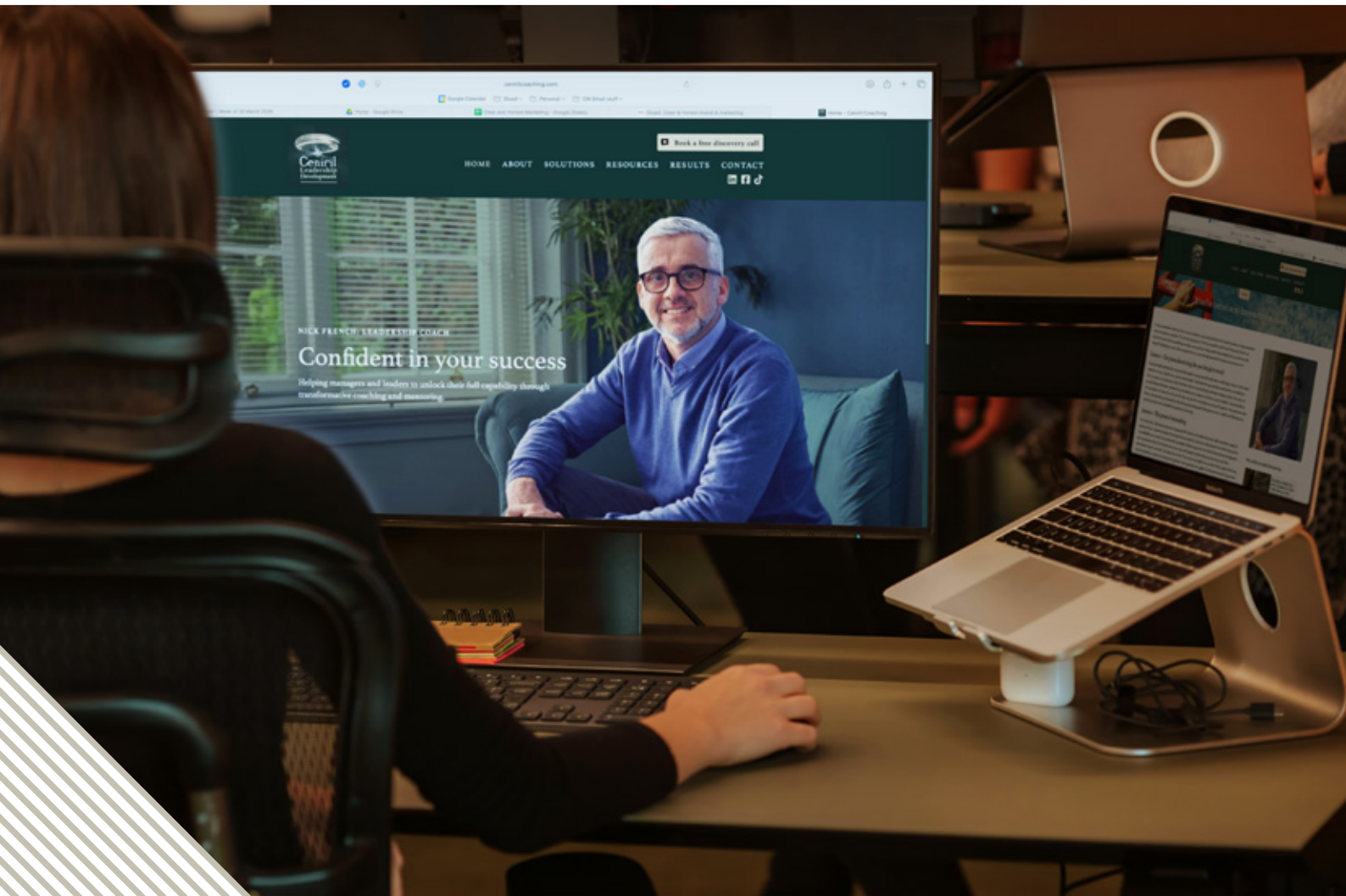




CONFIDENT THROUGH BRANDING

CENIRIL LEADERSHIP COACHING



“The process was really impressive, and the quality of what was created has genuinely blown me away.”

Nick French, Ceniril Coaching.

Context: Nick French of Ceniril Coaching is, a leadership development coach whose career spans food service, construction, education and board-level roles. While Nick’s reputation and impact were strong, his existing website no longer reflected who he had become as a coach. It failed to express the depth of his lived experience, his emotionally intelligent leadership philosophy, or his distinctive blend of challenge and empathy. More importantly, it was not performing as a meaningful business development tool.

Glued was engaged to help articulate Nick’s unique offer, clarify his positioning and translate that a confident, authentic digital presence.

The requirements: At the outset, Nick did not want a superficial rebrand or a simple redesign. He needed help defining what truly differentiated him in a crowded coaching market, how his personal story underpinned his professional credibility, and how his work helped leaders feel confident, resilient and successful. The requirement was to

capture this insight, distil it into a clear brand proposition and then build a website that felt unmistakably “him”.

A critical early step was an in-depth interview with Nick, allowing us to explore his background, values, leadership philosophy and the emotional drivers behind his work.

The outputs: Following the discovery phase, Glued produced a detailed brand proposition document that articulated Ceniril’s purpose, values, audience focus and core themes. This process helped Nick clearly see and own unique offer: leadership development rooted in confidence, empathy and lived experience rather than rigid methodologies or authoritarian models.

With the proposition agreed, we designed and built a new website that translated this thinking into tone, structure and visual language. The site focuses on Nick’s coaching philosophy, his credibility across sectors, and the outcomes he helps clients achieve, while using clear messaging pathways to guide visitors

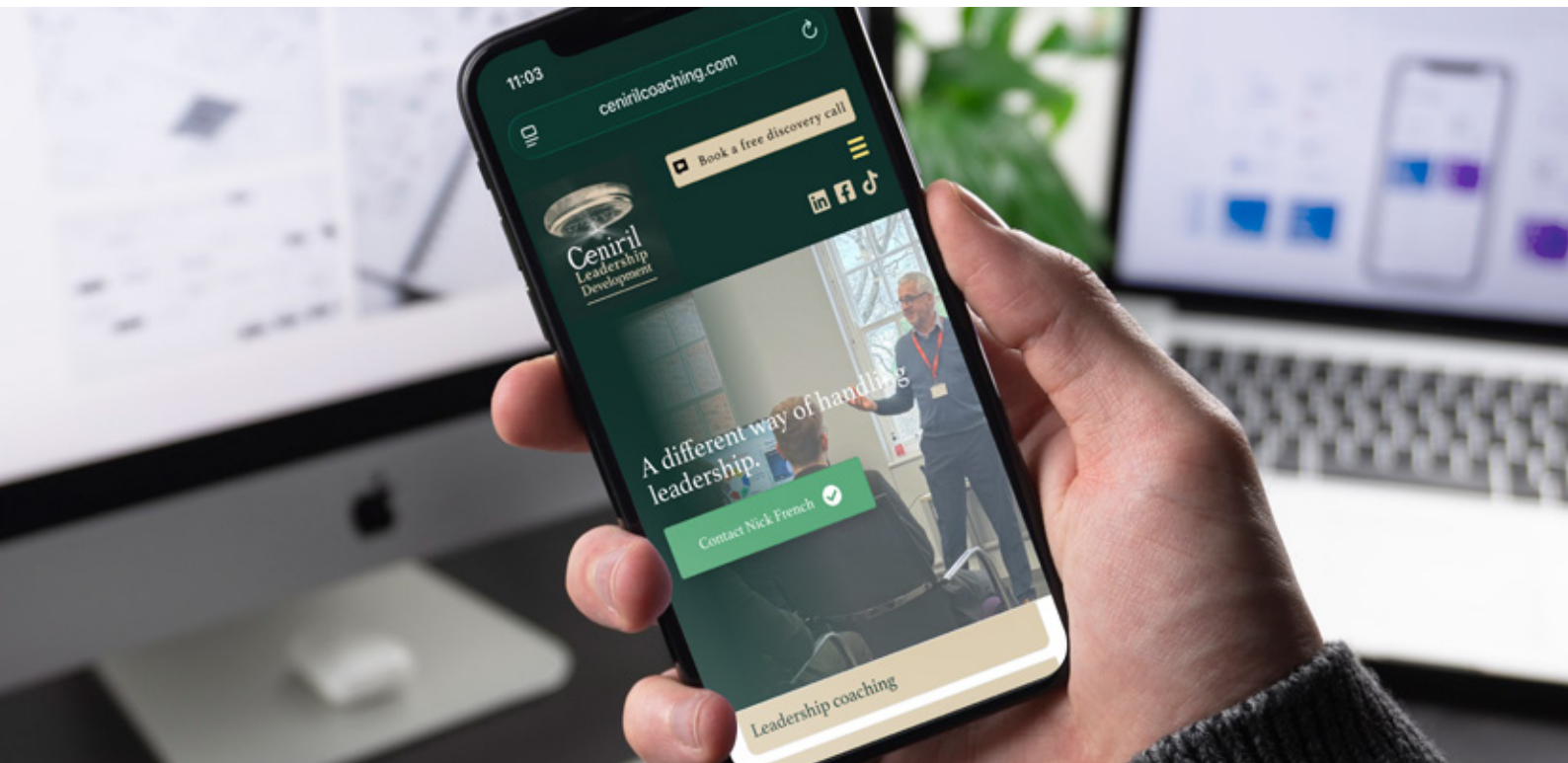
towards contact and enquiry. The overall feel balances professionalism with emotional warmth, reinforcing trust and authenticity at every point.

Importantly, the website was conceived not as a brochure, but as a platform to support ongoing marketing, content creation and business development.

The results: Ceniril now has a digital presence that accurately reflects Nick’s story, values and impact. The clarity gained through the proposition work gave Nick renewed confidence in how he talks about his work and who it is for. The new website provides a strong foundation for lead generation, SEO and future content, while positioning Ceniril clearly within leadership development for SMEs, senior leaders in construction and education-focused leadership teams.

Most importantly, Nick now has a brand and website that feel true to him, and that allow potential clients to quickly understand not just what he does, but why his approach is different and valuable.

Visit the website: www.cenirilcoaching.com



ABOUT GLUED

Established in 2003, Glued is committed to clear and honest marketing and communications. We help organisations connect people – externally through brand creation and marketing campaigns, and internally through immersive team-building experiences.

Our clients want to be proud of their organisation and brand, confident in their marketing, and delighted with the results. Many feel their business could deliver more or perform better, and our process is designed to unlock that potential.

If your potential customers or team are struggling to see what's at your core, the solution lies in articulating your valuable difference in a compelling, engaging, and relevant way.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded internally as a foundation for staff to build on, and externally as a basis for communication through effective branding and marketing.



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To strengthen your grip on what constitutes your core values, the answer lies in both your internal and external communications. That's why we now offer 'Teams Glued', a virtual reality team-building programme that helps people work better together—boosting productivity, collaboration, and staff retention.

SERVICES WE OFFER

Brand creation and development
Business support and training
Customer research
Display
Email marketing
Literature design
PPC campaigns
Social media campaigns
Team building
Video and photography
Website design and build

Glued is a brand and marketing agency based in the Worcester, helping your brand and marketing stick – inside and out. We connect people externally through compelling branding and campaigns, and internally through our VR team-building programme, Teams Glued.



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