



C&C Empathy Training Ltd - Pricing Strategy

Considering the unique nature of our training content and our commitment to supporting organisations investing in empathy, compassion, civility, resilience, and well-being training, we have crafted a pricing strategy that aligns with the specific criteria outlined. Our approach takes into account the financial challenges faced by the NHS, Public sectors, small charities, and businesses, while ensuring that the richness and authenticity of our learning experiences remain uncompromised.

Flat Rate for 21 Attendees: To provide a transparent and inclusive pricing model, we offer a flat rate for up to 21 attendees per session. This approach aims to accommodate varying group sizes within the specified limit, promoting cost-effectiveness for our clients.

Flexibility Clause for Small Groups: Understanding that some organisations may have smaller groups or specific requirements, we introduce a flexibility clause to cater to their unique needs. In instances where a client prefers a participant-based rate for a smaller group, this option is available. However, it's important to note that the participant rate is typically higher, and minimum participant numbers will be applied.

Multiple Session Reduction: Recognising the potential for organisations to benefit from multiple training sessions, we offer a reduction in rates for clients engaging in a series of sessions. This encourages long-term partnerships and allows clients to maximise the impact of our immersive training content.

Facilitation and Training Team: While the majority of our training programs are delivered by Carolyn Cleveland, the Founder of C&C Empathy Training Ltd, there are instances where additional specialised trainers are enlisted to enhance the depth and breadth of our sessions. As a result, pricing may vary depending on whether 1 or 2 facilitators are engaged to ensure the highest level of expertise tailored to your specific needs.

Consideration for Financial Constraints: Understanding the financial challenges of our target clients, we have carefully structured our pricing strategy to balance the need for affordability with the exceptional value we provide. Our commitment to



supporting the NHS, small charities, and businesses is reflected in a pricing approach that remains sensitive to their budgetary constraints.

Maintaining Richness and Authenticity: While being mindful of budget considerations, we remain unwavering in our dedication to delivering unique and immersive content with personal attention to both the client in purchasing training and participant attending the training. Our pricing strategy ensures that the richness, authenticity, and effectiveness of our training sessions are preserved, providing clients with a transformative learning experience.

By embedding these considerations into our pricing strategy, we aim to foster accessibility, encourage long-term collaborations, and uphold the quality that distinguishes our training company in the market.