



CAPE LEAD



Cultivating leaders who care, align, and elevate perspectives!

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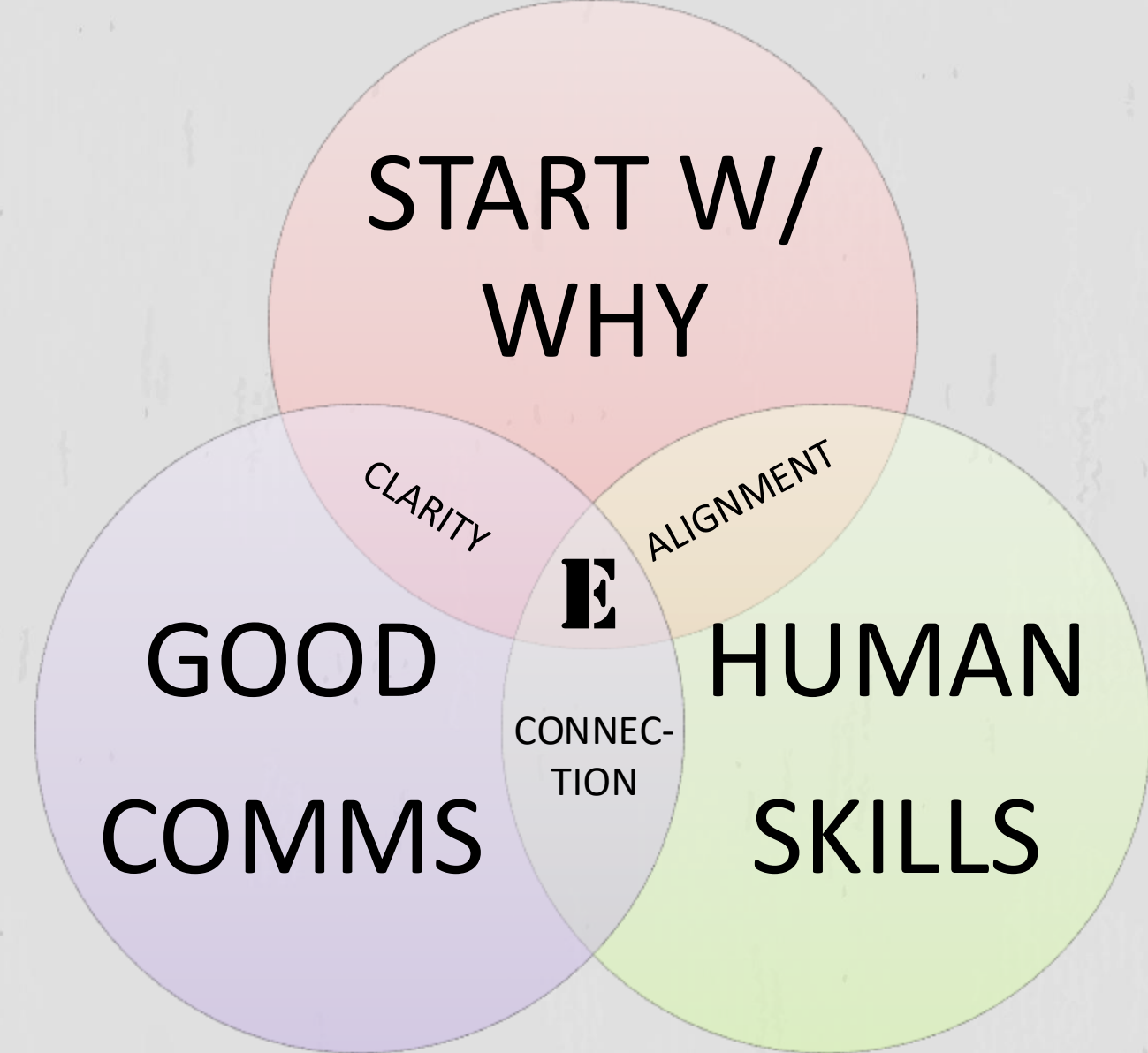
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WELCOME LEADERS!

Leadership isn't hard — it's misunderstood. Most training ignores the single greatest driver of success: clear, consistent expectations. Welcome to the only leadership system designed around the way people truly think, feel, and connect!

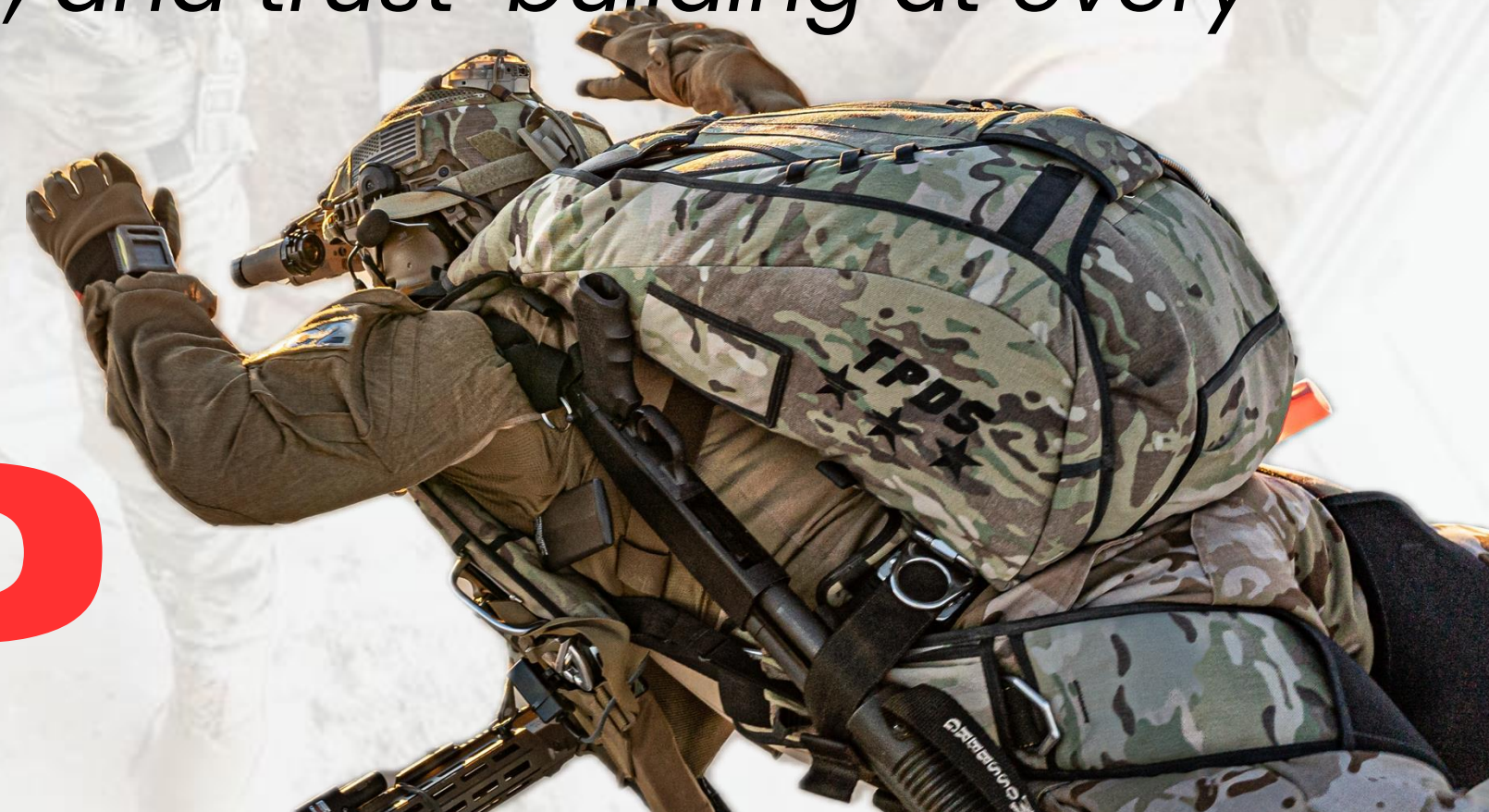
Founded by USAF CMSgt (Ret.) Timothy “Chachi” Pachasa in 2018

Who We Serve: Corporations, nonprofits, educators, military units, coaches, and leadership teams

Our Approach:

We reverse-engineer leadership by starting where emotions are created: in unmet, unclear, and/or unrealistic expectations. The CAPE System (Caring, Alignment, Perspective/Priority/People, Expectations helps leaders transform communication, decision-making, and trust-building at every level

**ABOUT
CAPE LEAD**



A soldier in camouflage gear is shown from the side, aiming a rifle. The background is a bright sunset or sunrise over a cityscape, with the sun low on the horizon creating a strong lens flare. The soldier's helmet and rifle are in the foreground, slightly out of focus compared to the bright background.

MISSION & VISION

Mission:

To evolve the way the world leads by teaching expectation-driven leadership through the CAPE system and its five pillars.

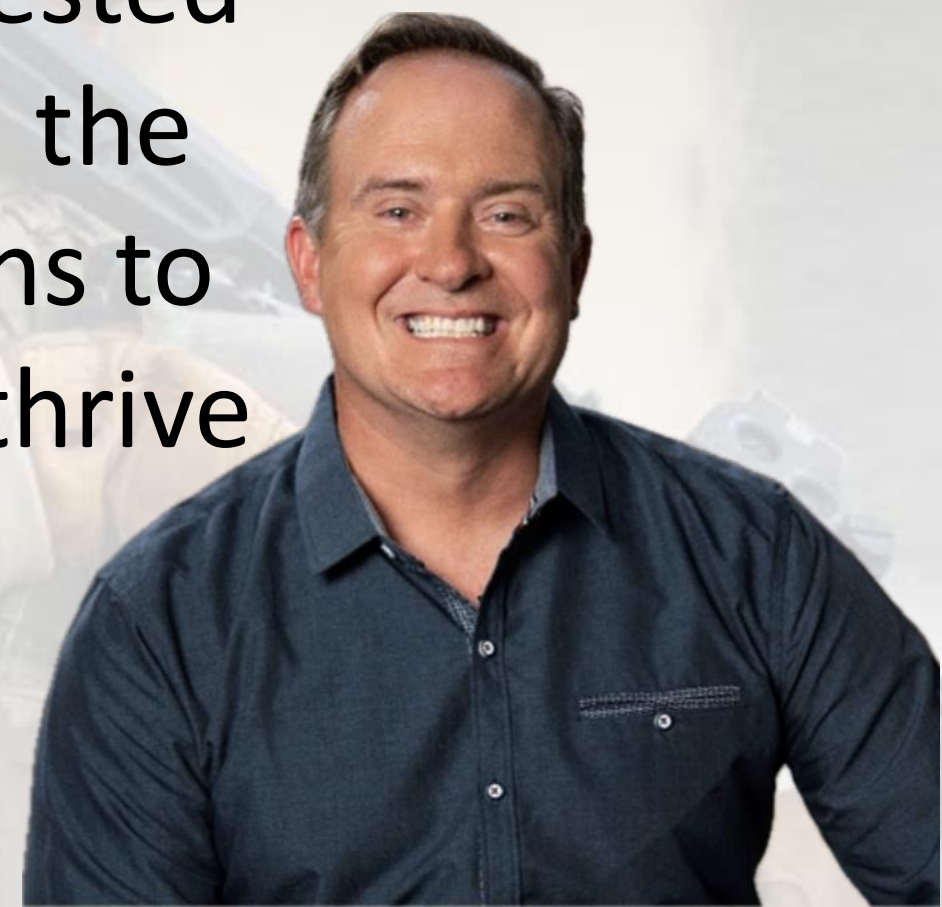
Vision:

A world where leadership isn't a buzzword — it's a way of thinking, feeling, and engaging that uplifts people and drives outcomes



OUR FOUNDER

CMSgt (Ret.) Timothy Pachasa spent 25 years in the Air Force as a Command Chief and TACP. A battle-tested communicator and lifelong learner, he created the CAPE framework and the Theory of Expectations to help leaders, from battlefields to boardrooms, thrive under pressure and lead with empathy, clarity, and purpose.





LEADERSHIP WOES

Communication breakdowns and unmet **expectations**

Low **emotional intelligence** and disengaged teams

Frustration with “check-the-box” leadership training

Resistance to change and **misaligned** priorities

Toxic leadership cultures and **poor** retention

Difficulty **leading across generations** and platforms

Everyone wants the same traits, and abilities in their leaders

1. Emotional Intelligence: the capacity to be aware of, control, and express one's emotions, and to handle interpersonal relationships judiciously and empathetically

2. Good communicator: being able to communicate in a manner that increases retention by the receiver across all domains (in-person, phone, text, email, etc.)

3. Understands Humanity: knowing that everyone is different, with different goals, motivation factors, and variables in their personal and professional life.

4. Positive Energy: the ability to inspire and lead others even when life tried to kick everyone down

WHAT ORGS WANT

OUR SOLUTIONS

“The key isn’t more leadership. It’s better expectations.”

The CAPE System – A practical framework for effective, humanity-based leadership

The Theory of Expectations – Understanding how expectations drive emotions and behavior

The Five Pillars of Leadership – Emotional Intelligence, Personalities, Motivation, Mindfulness, Communication

OUR SERVICES

“The key isn’t more leadership. It’s better expectations.”

Signature Classes/Courses

- The CAPE System** – Your communication compass for daily navigation
- Defining Expectations** – Get clarity, avoid chaos, boost EQ, connect better
- Un-Defining Leadership** – Learn its emotional core and align accordingly
- The Pachasa 8** – Eight timeless tenets of elite success in all areas of life
- The 5 Pillars** – The core tenets of any evolutionary leadership program
- Basic Leader Course** – Learning/identifying factors that are affecting you

*All available as keynotes, workshops, intensives, or multi-week coaching tracks, to include **70+** other classes!*

HOW IT WORKS

- 1. Discovery Session** – Build an understanding your unique leadership landscape and possible focus areas
- 2. Tailored Program Design** – Based on your goals, culture, strengths and gaps
- 3. Interactive Delivery** – On-site, virtual, hybrid; coaching & facilitation options
- 4. Sustainment Tools** – Workbooks, tracking tools, reinforcement sessions
- 5. Ongoing Partnership** – We're not one-and-done... we evolve with you

WHAT YOU GET

When you book with CAPE Lead, you get:

Leadership Questionnaire– Similar to an initial feedback session, but better!

Leadership Prowess test– 114 questions, assessing 28 competencies

Course homework– Fundamental concepts to facilitate greater learning

Custom content– Built from intake form to provide maximum applicability

Student guide– Customized to suit the classes/focus that YOU want

Options for one-on-one coaching– Aids in focused application of lessons

Corporate Teams- Execs to front-line managers

Military Units & Veterans- All ranks, missions, experience levels

Nonprofit Leaders- Mission-aligned clarity

Education & Athletics- Coaches, schools, university programs

Government & First Responders- High-stress, high-stakes... we got you!



CLIENT TYPES



"The class overall was very useful for me, especially the discussion on the "Order of Operations" and "Expectations." The focus on understanding people and working with their emotions was critical!"



"Great conversation for shedding light on issues as well as the opportunity to debate/develop/understand the why of issues and concerns. I wish it was mandatory for people in leadership positions!"



"Tim's presentation was very insightful and entertaining. His perspective on leadership was very eye-opening, and his tips on implementing leadership qualities into one's daily life were interesting!"



"Chachi is a great speaker who can motivate the crowd. He's able to break down concepts simply so that everyone can understand and has personal experiences to provide examples"



"The direct lessons from Chief Pachasa's experience during his active-duty time was amazing. The examples led to a discussion that challenged me to redefine my approach."



"I appreciated the examples of leadership and humility throughout the discussion that showed application and learning of different leadership theories and techniques."

TESTIMONIALS



30–50% reduction in interpersonal
conflict

20%+ boost in team engagement
scores

OUTCOMES AND ROI

Increased retention, trust, and
psychological safety

Faster onboarding for new leaders

Clearer communication at every
level

Stronger culture grounded in
empathy and accountability

CONTACT & NEXT STEPS

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THANK YOU

Thank you for your time. At CAPE Lead, we don't just build better leaders... we build better humans who lead.

Let's build something powerful together.