



# Service Offerings Pack



# Who is Claire Seeber?

Claire Seeber is a future focused, commercially savvy and strategic senior leader, globally recognised Leadership and Career Coach, and a People and Culture Consultant. Claire has worked with, or for some of the world's most well-known brands across a wide range of businesses and industries globally including; **NBC Universal, Fortescue Metals Group, Chevron, Superdry, Hush Puppies and Colgate-Palmolive.**

A genuine curiosity and interest in helping organisations get out of their own ways has driven her to focus her career around the ways in which we can drive better leadership, and therefore better business outcomes, when we develop leaders who are confident, courageous and self-aware enough to take action to drive positive change.

With over 15 years in the People, Culture and Communications space, Claire knows a thing or two about the key ingredients to drive a business forward through its people.

A key strength of Claire's is her **down to earth, friendly, relatable, positive** and no bull\*hit approach to growth and development. Claire works quickly to build trust and rapport with clients whilst also being candid and honest where there are areas for opportunity. She also likes to laugh. A LOT.

Claire supports organisations and individuals globally through her business Eating your Cake too (yes – we believe you can have the cake AND eat it too!). Claire also supports female leaders to get clear on their own unique selling proposition and sell themselves with more confidence, so that they can show up, stand out, be heard, and take charge of their career and leadership success!



# Service Offerings

## WORKSHOPS HALF DAY AND FULL DAY

Signature workshops centered on personal and professional development (signature workshops and details listed below). Bespoke workshops tailored to your organizations' needs are also available and developed upon consultation. Workshops can be either face to face, or held virtually.

## HOUR OF POWER 1-2 HOURS

Engage your employees either virtually or face to face with focused content on a specific topic or necessary skill for high performance in organisations and teams. Participants will walk away with immediately implementable strategies and a buzz in their step!

## GAME CHANGING LEADERSHIP PROGRAMS MULTI-MONTH PROGRAMS THAT CREATE MORE CONFIDENT AND SELF-AWARE LEADERS ABLE TO DRIVE BETTER OUTCOMES

Through a blended learning approach incorporating 360 surveys, 1:1 coaching, group workshops and practical 'real world' work in between sessions to embed learnings, leaders will walk away from this program more aware of their current leadership impact and levels of effectiveness. They will be equipped with strategies and tools to help them focus on the areas they need to and ensure they show up constructively for their teams and organisations. Leaders will grow in confidence, courage and self-awareness, able and willing to make better business decisions following this program.

## ONE-ON-ONE PROFESSIONAL LEADERSHIP COACHING ACCELERATE SERIES

6 x one-hour online coaching sessions over 3 - 4 months (via Zoom/Google meet). Unlimited email and text support between sessions for when participants need some extra support, a pep talk, or have questions in their day to day. Pre-work also included to ensure participants are clear on their goals and areas of opportunity. Accountability 'check ins' with management sponsor also included as required to make sure progress is in line with overall goals, and to ensure all parties are aligned on what 'success' looks like.

## SPEAKER KEYNOTE OR EVENT MC

Engaging and entertaining host for your next conference or event. Speaking content, format and tone can all be developed in line with your needs.

### SELL YOURSELF WITH CONFIDENCE PROGRAM FOR ASPIRING WOMEN LEADERS 4 DAY INTENSIVE PROGRAM FOR CURRENT AND ASPIRING WOMEN LEADERS WITHIN YOUR ORGANISATION

The '**Sell yourself with Confidence**' program will teach your current and aspiring female leaders how to sell themselves with confidence so that they speak up more, share ideas more willingly, assert themselves and seize opportunities, instead of shying away for them.

I see women miss out on so many opportunities. Not because they weren't the best candidate, and NOT because they weren't 100% capable. Because they didn't put themselves forward, or sell themselves, their achievements, and their unique abilities in the same way that their male counterparts did. They worked harder and longer, instead of building and leveraging networks and relationships. They didn't have a career strategy or a game plan for their growth and success.

This program is designed to change that by providing women with the tools to transform their own understanding of their unique experiences and skillsets and then transform their careers and leadership presence. *What does this mean for you?* Your current and aspiring women leaders are stepping into leadership with more courage, conviction, confidence and self-awareness to drive change in your Organisation.



**Ready to Take the Next Step and  
Move Your Business Forward?**

**Reach Out to Me Here, or Book a  
Call Direct in My Calendar Here.**

# Signature Workshops



Below provides an overview of my signature and most popular workshops. I am also happy to design and develop something bespoke for you and your team that ensures you meet your learning objectives - [let chat about it here.](#)

Most workshops can either be run as one of our **'Hour of Power' sessions, or as a half day or full day workshop** depending on your needs and availability. Sessions can also be run face to face, or virtually. The more time we have with participants certainly means the deeper we are able to go with the delivery of content, driving real change, and embedding key skills for growth to ensure they are taken back into your business.

- Maintaining Resilience in Times of Adversity
- Know Yourself to Know Your Team - A Self-Awareness Masterclass
- Feedback Conversations at Work - How to Get It, Give It and Ask For It!
- Management Mastermind - The Key Skills You Need to Lead Successfully
- Emotional Intelligence - Why You've Been Doing It Wrong and What You Need to Know.
- *"Grow Up"* - Coaching Your Team to GROW for Greater Business Success
- The Art of Influence and Persuasion in Developing Your Leadership
- Boost Your Teams Performance With a Disc Advanced Workshop
- Mindset, Motivation and the Power of Self-Awareness for Success
- Productivity and Prioritisation - Get More Done With Less!
- Why You Must Know Yourself to Sell Yourself!
- Sell Yourself With Confidence and Get What You Want!
- Imposter Syndrome - Manage It to Work for You!
- Start Playing to Your Strengths - Career Planning Session for Women

# MAINTAINING RESILIENCE IN TIMES OF ADVERSITY 'HOUR OF POWER' OR HALF DAY SESSION

Are you or your team feeling a little beat down, exhausted or generally a little 'stuck'? Perhaps you've gone through a huge period of change and are feeling overwhelmed, or a little fatigued? Maybe you are about to step into something big and new, and want to set yourself up for success ahead of time with proven tips and strategies?

Whatever it is, being able to keep showing up and forging a path forwards is the difference between those that succeed, and those that don't. Resilience can often be misunderstood though, and therefore unnecessary pressure is put on people to act a certain way and to suppress our emotions. This workshop demystifies that.

Designed with you and your team in mind, participants will walk away from this session feeling motivated, reenergized and in control of what may come their way.

## THIS WORKSHOP INCLUDES:

- ✓ An introduction to what resilience is, and what it is not
- ✓ An understanding of the various 'hats' we wear in our day to day, and the toll these can take on us when ignored- recognizing this, owning the emotion and then moving forward
- ✓ The key traits of resilient people and how these are muscles we can each build on
- ✓ Exploration of the '4Ps of resilience' with all participants developing their own bespoke resilience plan to future proof themselves.

# KNOW YOURSELF TO KNOW YOUR TEAM - A SELF-AWARENESS MASTERCLASS HALF DAY OR FULL DAY SESSION

Knowing yourself is the key to knowing others, yet so often it is the part we leave behind. We assume that if others just changed, things would be easier. Our jobs would be easier. Yet often, we neglect the impact of our own leadership and the ways in which it may be hindering our effectiveness.

This powerful workshop GETS results.

## PARTICIPANTS WILL WALK AWAY WITH:

- ✓ A deep understanding of the importance of Leading Self for success
- ✓ Awareness of triggers and the impact this may have on teams and stakeholders
- ✓ An understanding of Self-Awareness and Self-Management as two critical elements of Emotional Intelligence
- ✓ The opportunity to engage in peer coaching to understand more about the areas of their leadership that may be helping or hindering them
- ✓ All participants will also walk away with a game plan to implement back in the workplace to continue to build their self-awareness and amplify their own leadership impact.

For even more powerful results and guaranteed introspection and positive change, it is highly recommended that this workshop be completed in conjunction with the Human Synergistics LSI1&2 diagnostic toolkit.

***\*\*Claire Seeber is an accredited practitioner and facilitator of Human Synergistics LSI1 & LSI2\*\****

# FEEDBACK CONVERSATIONS AT WORK - HOW TO GET IT, GIVE IT AND ASK FOR IT! HALF DAY OR FULL DAY SESSION

Do you struggle to give feedback to your team? Perhaps you need to give it to a peer or a colleague, but you feel uncomfortable and don't want to upset anyone. Want to know what happens when people don't know *how* to give feedback properly? They don't. They often avoid it. And when we avoid feedback conversations, we create unnecessary space for frustration, resentment and we allow performance gaps to grow.

The *Feedback Conversations at Work* Workshop is an absolute game-changer for you and your team. This workshop covers all aspects of feedback – how to get it, give it and ask for it, which in turns helps drive a stronger culture of honest and transparent communication, building deeper trust.

## PARTICIPANTS WILL WALK AWAY WITH:

- ✓ A deep understanding of the key elements of a successful feedback conversation
- ✓ An understanding of the barriers that usually prevent us from having difficult conversations and how to move past them
- ✓ A game plan for asking for feedback for themselves to aid in their own development
- ✓ An exclusive feedback framework designed to make even the most difficult of conversations simple
- ✓ Time to practice, prepare and set up a 'real world' feedback conversation around something important to them to ensure learnings are embedded straight away.



# MANAGEMENT MASTERMIND - THE KEY SKILLS YOU NEED TO LEAD SUCCESSFULLY

## MULTI-DAY WORKSHOP

This 2-day workshop is perfect for new, 'soon to be', or aspiring leaders who need a bootcamp of sorts into the world of management and leadership. The Management Mastermind will plant the seeds of leadership, and provide participants with the time and space to craft their own leadership philosophy and values. We will unpack what it really means to be a leader, and what the shift from individual contributor to team leader truly involves.

### PARTICIPANTS WILL ALSO BE INTRODUCED TO SOME OF THE FUNDAMENTAL SKILLS OF LEADERSHIP INCLUDING:

- ✓ Individual contributor to Team Leader – What do we need to let go of?
- ✓ *What got you here, won't get you there* – common traps that new managers fall into and how to avoid them
- ✓ The power of coaching as a tool for success
- ✓ Emotional intelligence and the core competencies needed for success
- ✓ How to have Courageous Conversations and manage conflict to drive performance
- ✓ Navigating change in a VUCA world
- ✓ AQ – What's your adaptability quotient
- ✓ Inspirational leadership
- ✓ The art of Influence and Persuasion

Set your aspiring leaders up for success NOW and introduce them to the world of leadership and management BEFORE they hit the ground and need to run. Trust me, they'll thank you for it! It is also recommended that participants complete the DISC Behavioural Assessment as part of this workshop to allow deeper levels of reflection and to ensure focused action occurs.

***\*\*Claire Seeber is an accredited practitioner and facilitator of DISC and Advanced DISC assessment tools\****

# EMOTIONAL INTELLIGENCE - WHY YOU'VE BEEN DOING IT WRONG AND WHAT YOU NEED TO KNOW. 'HOUR OF POWER' OR HALF DAY SESSION

Emotional Intelligence, or EQ/EI is thrown around a lot these days, but what does it REALLY mean? This workshop digs into the key elements of Emotional Intelligence, what it looks like, sounds like, and feels like, and where it can go very wrong.

Tapping into the wonderful work from Daniel Goleman, we will expand on the 12 key competencies associated with a high level of emotional intelligence, and ensure participants have a deeper understanding of the competencies they need for leadership success. *Guess what - it's more than just empathy!*

## PARTICIPANTS WILL WALK AWAY WITH:

- ✓ An understanding of what EQ/EI is, and what it is not
- ✓ A clear picture on the 12 key competencies of EQ/EI and why a balance of all matters for successful leadership
- ✓ Clarity on their own current levels of EQ/EI via an EQ Self-Assessment
- ✓ An individual game plan for their focus areas in order to elevate their own EQ for greater success.



# "GROW UP" - COACHING YOUR TEAM TO GROW FOR GREATER BUSINESS SUCCESS 'HOUR OF POWER', HALF DAY OR FULL DAY SESSION

Coaching is one of the most powerful tools that we have that requires nothing but our two ears and our one mouth (*there is a reason we have two of one, and one of the other!*). This game changing workshop dives into the powerful art of coaching, and how we can drive better business outcomes and high performing teams through the use of it in our daily conversations. This workshop is perfect for all team members as the art of coaching can be used at all layers in a business, and even with clients or customers.

## PARTICIPANTS WILL WALK AWAY WITH:

- ✓ An understanding of the differences between coaching, mentoring and consulting
- ✓ An introduction to the GROW model and how to use it to drive powerful conversations daily at all levels of the organisation (and beyond!)
- ✓ The art of powerful questioning to get conversations 'unstuck' and moving forward
- ✓ The ability to listen actively and look for the 'unsaid'
- ✓ Their own bespoke question bank to start using with stakeholders and clients for more effective conversations and better outcomes.

# THE ART OF INFLUENCE AND PERSUASION IN DEVELOPING YOUR LEADERSHIP 'HOUR OF POWER', HALF DAY OR FULL DAY SESSION

Do you wish your ideas or opinions were heard, noticed and adopted more often? Do you struggle to influence key stakeholders in your role? The ability to influence, persuade and communicate effectively is a fundamental skill to leadership and career success. Yet often, it isn't something we take the time to reflect on, or consider our own approach to things. We then wonder why we didn't get the outcome we wanted. *The Art of Influence and Persuasion Workshop* is a 'packs a punch' type class designed to help you take what you already have, and amplify it for greater success.

## PARTICIPANTS WILL LEARN:

- ✓ The difference between influence and persuasion
- ✓ The keys to effective communication in order to really be heard
- ✓ The 'WIFM' principle to 'selling' your ideas to ensure better outcomes
- ✓ The power of body language in achieving your desired outcome
- ✓ Network Mapping and the power of relationship currency for your success.



# BOOST YOUR TEAMS PERFORMANCE WITH A DISC ADVANCED WORKSHOP HALF DAY OR FULL DAY SESSION

Want to increase the effectiveness of your team and how you work together? Perhaps you are a relatively new team, or have experienced significant change and you want to set yourself up for success by leveraging your teams' individual and collective strengths more?

Maybe you just want to boost your understanding and influence with your key stakeholders and peers?

DISC ADVANCED is the worlds most advanced behavioural assessment and one of the most utilised tools in the world. It is a powerful tool in aiding individuals and teams to learn more about their own working style, communication and leadership capabilities. When we understand ourselves, we can understand others, and the DISC framework provides a fantastic base to do just that.

We will also have some fun as we explore our styles because, really, if we can't do that, what is the point of it all!! This is a great session to add into a team building day, or an offsite.

## AT THE END OF THIS SESSION YOUR TEAM WILL:

- ✓ Have a deeper understanding of the DISC framework and the different behavioural styles and manners in which people work
- ✓ An insight into their own personal style through their individual DISC Assessment report
- ✓ An understanding of their teams' styles and how they can interrelate with their own
- ✓ Strategies for identifying other behavioural styles, as well as tactics for communication, service and leadership styles when dealing with different behavioural styles.
- ✓ An action plan for each individual that will allow them to narrow their focus on the elements they may want to shift in order to help themselves be more effective within their own team.

***\*\*Claire Seeber is an accredited practitioner and facilitator of DISC ADVANCED\*\****

# MINDSET, MOTIVATION AND THE POWER OF SELF-AWARENESS FOR SUCCESS

## 'HOUR OF POWER', HALF DAY OR FULL DAY SESSION

Are you noticing your team appear to be a bit 'stuck', stagnate, or low on energy? Perhaps they need a boost and an opportunity to step back and reflect on how they are currently showing up? This workshop is developed to help you and your team step back, reflect and re-energize how they view things. Why? *Because only once we change our thinking, can we change our outcome.*

### PARTICIPANTS WILL WALK AWAY WITH THE FOLLOWING:

- ✓ A deeper understanding of the concept of self-awareness and how our own thinking impacts how we show up in the world
- ✓ The 4 Self-Awareness Archetypes and what most people miss out on
- ✓ An opportunity to reflect on how they currently may be showing up and the impact this may be having on themselves, their team and those around them – *the good, the bad and the ugly.*
- ✓ An Introduction into Mindset and the power of adopting a growth mindset in order to unlock greater potential
- ✓ Key thinking traps that we fall into – how to recognise them and get out quickly!
- ✓ A deeper dive into Motivation - what is it, why do I need it, and key tips and strategies to help keeping it
- ✓ A bespoke action plan to keep participants on track and embedding their learnings following the workshop.

# PRODUCTIVITY AND PRIORITISATION - GET MORE DONE WITH LESS!

## 'HOUR OF POWER' OR HALF DAY SESSION

Feeling like there are just not enough hours in the day? Then this is the workshop for you! Feel like you are caught in a cycle of working harder and harder, yet not seeing the output? THIS is the workshop for you.

The *Productivity and Prioritisation* workshop will walk participants through the differences between being busy and productive, adding value versus activity, and most importantly it will show you HOW to do this in the context of your own job.

### PARTICIPANTS WILL WALK AWAY WITH:

- ✓ An understanding of the difference between being busy and productive
- ✓ Time Optimisation strategies and tips for managing the overwhelm
- ✓ How to slow down in order to speed up, and deliver more in less time
- ✓ The 4Ds of Productivity
- ✓ The power of Schedule Auditing using the 'RER' approach
- ✓ Habit Creation - how to build them and actually stick to them!
- ✓ Participants will also have '*Integration*' time where they will get to design and develop their own game plan to reduce the overwhelm and work out how they will embed this into their working lives (*Note: integration time is only in the half day session*).

# WHY YOU MUST KNOW YOURSELF TO SELL YOURSELF! 'HOUR OF POWER', HALF DAY OR FULL DAY

Let's bust some myths on what confidence is (and is not!) once and for all. This interactive and hands on workshop will see participants smashing through some commonly held myths and beliefs around confidence, and give them a well needed boost as to HOW they can take their own story, experiences and thought leadership to sell themselves with more confidence to get exactly what they want!

## PARTICIPANTS WILL WALK AWAY WITH:

- ✓ Clarity on what confidence is and is not
- ✓ A deeper understanding on how to overcome confidence barriers and keep moving forward
- ✓ Have greater awareness on their own thought leadership, strengths and experiences and how they have shaped them
- ✓ Developed their own individual story journey and created their own unique selling proposition for success (*Note: this option is only available in half day and full day sessions*).





# SELL YOURSELF WITH CONFIDENCE AND GET WHAT YOU WANT! *A Workshop for aspiring Women Leaders* **'HOUR OF POWER' OR HALF DAY SESSION**

*"But I don't want to seem braggy". "I don't want to toot my own horn too much". "I get uncomfortable talking about myself".* I hear these phrases so often. I hate to break it to you, but your career and leadership success depends on you being able to sell yourself with confidence.

This jam-packed session guides participants through the four key areas of focus that must be identified, owned and leveraged in order to successfully sell ourselves with confidence in our careers and in business.

## **PARTICIPANTS WILL WALK AWAY WITH:**

- ✓ An understanding of why we need to sell ourselves to ourselves first and foremost
- ✓ An understanding of HOW our own stories, experiences and thought leadership are the basis for our own unique selling proposition
- ✓ The knowledge, tips and tactics of how to sell ourselves online with confidence
- ✓ Key tips and strategies on how to sell ourselves in person to our manager, key stakeholders, or recruiters (internally or externally to your Org)
- ✓ The ability to show up, lean forward and articulate our ideas with persuasion, influence and impact to ensure we are really heard!

# IMPOSTER SYNDROME - MANAGE IT TO WORK FOR YOU! 'HOUR OF POWER' OR HALF DAY SESSION

Imposter Syndrome is a word thrown around like confetti these days, but what is it really, and how can it derail your success if not managed appropriately? This workshop isn't one of those step 1-2-3 and it's gone style sessions (*sorry, but lying to you just isn't my jam!*), but what this workshop WILL do, is help you understand and unpack what Imposter Syndrome actually is, and HOW you can use it for good.

In this engaging, entertaining and brutally honest session, participants will get the opportunity to reflect on what kind of imposter they may have, plus we will dig into the art of managing it so that it can support your performance, not derail it.

## PARTICIPANTS WILL LEARN:

- ✓ An understanding of what Imposter Syndrome is
- ✓ The 4 main types of Imposters that interfere with our success. Participants will reflect on which one/s show up for them and why
- ✓ How to recognise when your Imposter is creeping on you
- ✓ The ability to name and shame their imposter and how to disassociate with them
- ✓ Tips, tactics and strategies for how to manage your inner critic and take what's yours!



# START PLAYING TO YOUR STRENGTHS - CAREER PLANNING SESSION FOR WOMEN HALF DAY OR FULL DAY SESSION

This action packed, interactive and engaging workshop will see participants walk away with a tangible action plan in hand ready to go and conquer their career goals!

Perfect for participants looking for greater clarity on what their next steps might be in your Organisation, and what they need to do in order to get themselves there.

## AT THE END OF THIS WORKSHOP PARTICIPANTS WILL HAVE:

- ✓ Completed a lookback session on their career journey so far – what have they done and what are they proud of
- ✓ Brainstormed and reflected on what kinds of future pathways and roles they are interested in, and what intentions do they want to set
- ✓ Identified their signature strengths and how these strengths can support them with their career goals. Furthermore, they will have a game plan in place to help them leverage their strengths, and then close the gap on some of their identified weaknesses
- ✓ Crafted some SMART goals, intentions and an action plan to get them closer to where they want to be
- ✓ Built out a network map and narrowed in on an ideal sponsor who can help them increase visibility
- ✓ Mapped out barriers that may get in the way, and a plan on how to deal with those
- ✓ Cemented their own unique selling proposition on what they bring to the table, and how to sell themselves for success.

# What My Clients Say...

“

Claire has had an undeniable positive impact on my life. Through her game changing coaching and leadership programs, she has challenged me, inspired me and created many a-ha moments to help me grow and evolve in ways I never imagined. Claire's honesty combined with her positive 'make change happen' attitude has transformed my life and put my career on a winning trajectory. Claire helped me get out of my own way and now, I'm on a purposeful path with no self-imposed obstacles to stop me from making a real difference to my life and those around me. Thank you, Claire, - my coach for life.

**NIKOS PSALTOPOULOS**

Disruptor + Innovator + Chief Operations Officer  
at MarineTraffic.



“

Claire is a fantastic coach and facilitator, and one that I would highly recommend. She has a knack for asking the right questions to help you get out of your own way, while also having fun (we did laugh in every session!). Claire's authentic and genuine personality, coupled with her experience and knowledge, truly made her the perfect coach for me. Conversation was effortless and she always knew when the wheels were spinning for me and she would ask questions to dig into what I was thinking - we dug deep during each session! If you're wanting to get yourself or your organisation out of your/its own way, Claire is the person to help you achieve this. Her work has been so Incredible, that she is now working on a broader scale with our leaders too!

**JODY MARTIN**

HR Manager - Petcurean, Canada.



# What My Clients Say...

“

Claire led a discussion with our HR organization about resiliency and how we show up to work. The session, held 10 months into the Coronavirus pandemic, was a refreshing break for the team that reminded them to focus on and care for themselves even during challenging times. Claire's approach was down to earth, real, and easy to connect with.

**RYAN BOND**

Senior Vice President – Human Resources - NBC Universal Studios.



“

We have just completed a phenomenal 12-week mindset, motivation and productivity program with Claire and oh my gosh the energy in the room at our lookback session was incredible! We found so many areas of the business to celebrate and areas we can 'surprise and delight' our clients by implementing small process changes. Claire "got us" right from the first session and the change in energy within the team was noticeable from our first meeting. We loved being coached by Claire so much it's something we want to continue on a regular basis to keep on the awesome track we have gotten onto.

**KIRSTIN DUNN**

Director and Licensee - Semple Property Group



“

What an inspiring and self-revealing six weeks. Claire is an excellent facilitator and guides the conversation where yourself and others can truly discuss, share and learn from one another. A safe community to strip back the roles and titles we all have that hang over us in the HR profession and meet as supporters of each other. Our profession brings people together in a group like this, but with Claire seamlessly moving the discussions between all of us, a small community of support is unknowingly built.

**KARLA KOCHAN**

Chief People Officer, Canada, Program Participant



## Claire Seeber + Eating Your Cake Too Fan Club



Elka Collective



# Key Examples of My Work

## **CLIENT: GLOBAL SHIPPING TECH COMPANY DEVELOPMENT OF BESPOKE LEADERSHIP PROGRAM + 3 MONTHS OF 1:1 COACHING FOR FULL LEADERSHIP + EXECUTIVE TEAM.**

Working with the COO and HR Manager of this Greek Headquartered Company, we created a bespoke 4-month leadership program that complemented their current internal L&D framework. The program comprised of 25 participants with a key focus on self-leadership and understanding current leadership impact. Participants completed the LSI survey and received 360 feedback from up to 10 individuals across the organisation that they work closely with. They received a 90 minute 1:1 debrief each to go through results, and then came together as a leadership team for a one-day Masterclass to discuss the results, provide feedback to each other on style, and to commit to development goals together as a leadership team. Virtual coaching then continued for each participant for the following 3 months with 3 x 1-hour session for each participant. In its third year now, this program continues to expand, grow and continues to get results.

## **CLIENT: CANADA BASED PET COMPANY DESIGN, DEVELOPMENT AND FACILITATION OF A FULL YEAR PROGRAM TARGETED AT NEW AND MIDDLE MANAGERS AND FOUNDATIONAL LEADERSHIP SKILLS.**

Developed in full consultation with the HR Team, this program was a first of its kind for this Company, who were looking at a high energy, engaging, and fully virtual learning experience for their middle management team. With the objectives of building leadership capability, increasing confidence, and developing a leadership community in-house, we were able to design and develop a program that blended practical skills with real world action.

# Key Examples of My Work

**CLIENT: LARGE US BASED MEDIA COMPANY**  
**VIRTUAL WORKSHOPS CREATED FOR HR TEAMS ACROSS THE COUNTRY**  
**DESIGNED TO SUPPORT THEM IN REDEFINING THEIR TEAM PURPOSE**  
**AND REENERGIZE + REMOTIVATE FOLLOWING A TOUGH YEAR.**

Facilitated a number of different webinars by creating reflective and hands-on workshops to give their HR team time and space to be honest and vulnerable about current feelings, following a tumultuous and challenging year of change. Webinars were designed to give HR Teams the opportunity to come together and share learnings, insights, create new commitments, and then pave a pathway forward to redefine the unique roles they play coming into the new year. Feedback was overwhelmingly positive, and particularly appreciated was having a facilitator who *"really understood their world"* having been in it previously.

**CLIENT: REAL ESTATE AND PROPERTY**  
**MANAGEMENT COMPANY**  
**DESIGN, DEVELOPMENT AND FACILITATION OF A 4 MONTH**  
**PROGRAM FOR THE PROPERTY MANAGEMENT TEAM TARGETED**  
**AT MINDSET, MOTIVATION AND PRODUCTIVITY.**

This piece of work was designed to provide the Property Management Team with the container of space, time and healthy tension, to step back, reflect and re-engage with how they might be able to work more effectively as individuals and together. A blended learning approach of 1:1 private coaching sessions, collaborative workshops, and a playback session at the conclusion of the program provided tangible deliverables and a great experience for all.



# So, Why Me and How Am I Different?

Because, in addition to all the theory and the jargon, I've also actually been there – truly been there – and have done it, from the inside. I understand the true complexities of being internal within an organisation, and the delicate navigation that is often required for sustained positive change. I understand the need for Organisational Awareness. For Influence. For TRUE impact. I have been in the trenches navigating organisations through huge cultural change programs, driven leadership capability and played a key role in the development of high-performance teams **from inside** an organisation.

I also know this....

I won't be everyone's cup of tea, and I have learnt along the way that that is ok. I believe in workshops and coaching programs that provide real and tangible strategies and actions that you can actually implement and don't just talk about how great it would feeeeeellllll to be a certain way. I want you to actually BE a certain way. I like to cut the crap. I also like to laugh. A LOT. Because I think that if we can't do that, then what is the point of it all?



# Formal Qualifications

(SO YOU HAVE A GOOD LEVEL OF COMFORT THAT I KNOW MY SH\*T!)

- ✓ Bachelor of Commerce – Majoring in Marketing, Management and Human Resource Management (Murdoch University, WA).
- ✓ Graduate Certificate in Employee Relations (Griffith University, QLD).
- ✓ Associate Certified Coach (ACC) through the International Coaching Federation (ICF) - a global body designed to ensure the coaching profession remains ethical, professional and high quality.
- ✓ Level 3 Executive Coaching certification from the Institute of Executive Coaching and Leadership (IECL).
- ✓ Accredited in Integrative 9 Enneagram Transformational Coaching Tool.
- ✓ Accredited in Human Synergistics Life Styles Inventory tool (LSI & GSI) for individuals and organisations.
- ✓ Accredited Consultant in DiSC Profile and Disc ADVANCED assessment platforms.
- ✓ Certified Practitioner of NLP (Neuro-Linguistic Programming), and Practitioner of TLT (Time-Line Therapy).
- ✓ Cert IV in Training and Assessment (*in progress*).





# Ready to Move Your Organisation Forward?

REACH OUT TO ME HERE AND LET'S TALK.



[youcan@eatingyourcaketoo.com](mailto:youcan@eatingyourcaketoo.com)  
[www.eatingyourcaketoo.com.au](http://www.eatingyourcaketoo.com.au)