



**PURE  
POTENTIAL**

# **Pure Potential** *Leadership Coaching*

For leaders ready to unlock their limitless potential and create change, or even full-scale transformation, in themselves and their work settings.

# Is Pure Potential coaching *for you?*

Do you feel like there's a big responsibility resting on your shoulders?

Are you often stressed, time poor, overwhelmed from spinning multiple plates, feeling like an imposter and finding it hard to switch off?

Or are you simply curious about what might be possible for yourself as a leader and want a powerful and pragmatic way to unlock greater potential?

No matter the size of your team or complexity of the real world challenges you face, Pure Potential coaching programmes are powerful and customisable, creating internal shifts that bring out the best in you as a leader whilst having a tangible impact on your team, your setting and your life.

- Feel greater ease, confidence and momentum
- See yourself, your team and your work environment through fresh eyes
- Communicate with greater clarity and impact
- Build stronger relationships and deeper connections
- Break the patterns of feeling distracted and overwhelmed
- Be more able to switch off and fully engage in your home life
- Create cultural and behavioural transformation in your setting and community

Pure Potential coaching *straddles the profound and practical*

You will receive much deeper coaching than the typical programme, ultimately exploring the source of behaviour and change. We will work with you to take the weight off your mind so it can be optimised for potential and with it fresh perspective, clarity and momentum.

Our approach is refreshingly simple, logical and memorable yet deeply rooted in the practical realities of leadership. The effects are lasting, offering you a new language and understanding of the human design to share with others in your world and to tackle real world challenges now and into the future.



**It takes you on a journey to really understand our thinking so we can focus on what really matters. I still go back to it on a daily basis and use it.**

**Emma McCann,**  
Head of HR Business Partnering COO, Santander



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“The future is not  
fixed, we live in a world of  
*possibilities*”

Joseph Jawroski



Pure Potential has been a real eye opener and very beneficial in how I now see and operate within my work and personal life.

I have learnt a great deal through this journey that has developed my skills in leadership, strategic thinking and improved performance.

**Zaber Khan,**  
Commercial Manager, Actemium

## Who are your coaches?

### Sarah Armitage MBE

Sarah is an experienced coach and facilitator of cultural change who combines qualifications and experience in strategic Human Resources, psychology, organisational development and system leadership. With over 25 years of coaching and facilitation experience and a clear grounding in how the mind works, she's committed to helping people and teams wake up to their full potential. Sarah supports organisations in a wide variety of sectors, including manufacturing industry, third sector and education.

### Michelle McCartan

Michelle is a highly qualified leadership and peak performance coach and consultant with passion and expertise for guiding leaders, teams and individuals to perform at their best. Michelle has a deep understanding of the realisation of potential, from 25 years working throughout Australasia and Europe. She's held senior roles within organisations such as Ford Motor Company and Deloitte, as well as a Director role within a global Leadership Consultancy where she worked across Asia Pacific with clients such as GlaxoSmithKline, Sony and Microsoft. Michelle is a best selling author in the field of performance and wellbeing.

### Natalie Nuttall

Natalie is an experienced coach and facilitator and has a wealth of expertise in stakeholder engagement to harness systemic change. Natalie has supported the delivery of leadership programmes, working with senior teams to inspire curiosity and deep reflection around leadership culture and the alignment of values. She works alongside leaders to point them back to their intrinsic potential to thrive, enabling profound shifts both personally and professionally.



**The coaching has undoubtedly been instrumental in the reshaping of the business and helping the team to improve as a unit.**

**Jason Sharman**

Managing Director, Atlas Packaging



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**Coaching brought new light into my mind and, over a number of years, helped me and the team hugely to form a bond that ultimately reached a very different level to that reached before.**

**Nick Chambers**

Sector Director, Actemium



**Coaching has pointed me to the endless possibilities available to me to whilst understanding the human mind has enabled me to operate from a place of wholeheartedness in everything I do.**

**This coaching has created an abundance of insights that makes me a better person in work and life.**

**Belinda Murray**

Managing Director BWM Dentsu Melbourne



## Pure Potential *Coaching Programmes*

**Programmes to suit all needs:** 3, 6 or 12 session coaching programmes (60 minutes per session). Investment starts at £750 for 3 session programme.

**Accessible:** conducted online at a time and frequency that works for you and your world

**Powerful resources:** access to powerful yet short video resources with human potential experts from around the world

**Supportive:** access to your coach between sessions for questions and reflections

Please get in touch if you're curious to talk about our Pure Potential coaching programmes.

*Michelle, Sarah & Natalie*

Visit [pure-potential.org](https://pure-potential.org)

Or contact: [michelle@pure-potential.org](mailto:michelle@pure-potential.org)  
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or call Sarah on 07712 000449





When you come curious, with  
your eyes open, ready to  
transform your inner and outer  
landscape, who knows what  
could be possible for you and

*your world?*

