



**PURE
POTENTIAL**

Pure Potential

Leadership

Pure Potential is a shared development experience for those wanting to to unlock the limitless potential in themselves and their team.

Is the experience *for you?*

Do you increasingly see that your organisation's success and sustainability depends on unlocking the potential of your people? Are you curious about what's possible for your team and organisation as you make this a prime focus? Do you sense that there's more capability, wellbeing and performance to be realised?

Are you passionate about developing your team and leaders yet looking for a fresh orientation so that you feel confident that team cohesiveness, leadership momentum, performance and wellbeing is sustained over time?

Do you want an understanding and language that really sticks?

Do you want your team and leaders to have enriching and impactful conversations and relationships that see people flourish and results grow?

The Pure Potential development experience provides answers to these questions, ultimately enabling;

- Higher levels of performance and wellbeing
- Stronger relationships and deeper connections
- More agility, flexibility and responsiveness to change
- Cultural transformation as the language of potential ripples through the organisation

The Pure Potential development experience goes much deeper than the average skills or training programme as it enables participants to more fully understand the source of their potential, wellbeing and connection.

It provides a simple shared language to 'normalise potential' for everyday use and transformational benefits.



This was the best development of my career. 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

The Journey

A shared experience with your Pure Potential Guides. The journey includes:

- Online research interviews with team members and sponsors. This allows the challenges and opportunities you currently face to be seen and understood. It ensures the experience is tailored to your needs and provides a rich cultural picture to mark the starting point. The research findings are shared with all, addressed on the programme and can be used to reflect on to celebrate progress and cultural transformation.
- An 'Opening Ceremony' and seven sessions, providing a deep dive into what human potential is, in a highly participative and experiential way.
- Four one to one coaching sessions to explore each participants unique experience and the impact of the journey content.
- A 'backpack' and Pure Potential Glossary providing memorable metaphors to allow the learning to stick and be lived by the team beyond the workshops.
- Access to the Pure Potential online world, where explorers will find all the resources for the expedition, including a wealth of bespoke interviews with global experts in the field of human potential.
- A 'Closing Ceremony', where explorers and sponsors re-group to celebrate the learning and collectively commit to paying it forward.



This programme brings a whole new meaning and level of detail to leadership and cultural change that provides real business and personal benefits. I have experienced many cultural and strategic change programmes, but this offers a fresh and scientifically researched perspective which gets to the source of behaviour and enables you to move beyond limits and create lasting change.

Vince McDermott
Manufacturing Director, Atlas Packaging

Our Journey Map



Research Interviews to understand individual challenges and overall themes

Opening Ceremony to share the research, open your backpack and get ready for the journey.



Foundations of Change

One to One Coaching



Session 1
Exploring the potential wellbeing and performance on offer when we align with the human design.



Session 2
The principles and features of the human design.



Session 3
A deep dive into feelings.

Be the Change



One to One Coaching

Session 4
How to 'be the change', an exploration of what identity really is.

Session 5
Exploring pure presence listening and the capabilities we can access as we continue to 'be the change', including creativity, wellbeing and connection.



One to One Coaching

Lead the Change

Session 6
How to 'lead the change'. A fresh perspective on leadership.

One to One Coaching



Session 7
'Lead the change' continues with the Pure Potential Glossary and a whole new orientation to the challenges and opportunities identified.



Closing Ceremony
The learning is shared and celebrated, commitments are made to 'pay it forward'.



The milestones on the *journey*

PURE
POTENTIAL



Research

It all starts with the pre-expedition research phase. Through a one to one conversation, your guide gets to know you to understand your current terrain. This rich context forms a backdrop and is weaved throughout the expedition making it highly practical and customisable to your individual landscape.



Foundations of Change

Here we explore our in-built human system for accessing potential. Any system, when understood can be fully optimised and it is no different with human beings. When we understand the source of potential at a powerfully simple and experiential level, we can get out of our own way and tap into it more of the time.



Lead the Change

In this final phase we use our understanding to explore the real life challenges and situations in our team and organisation afresh. This might be how we lead, deal with difficult relationships or create cultural or organisational change in a new way. Whatever they are, we can now address them with access to more possibility and potential beyond the limitations of our past experience.



Opening Ceremony

We mark the official start of the expedition with an Opening Ceremony. Here the research findings are shared to enable a clear starting point and you receive your backpack containing all you need for the journey ahead.



Be the Change

In this phase we explore how to use this foundational understanding to fully access our potential to address challenges or create change. On our journey we take time to explore the capabilities available to us from this orientation, such as creativity, connection, resilience, wellbeing, focus and productivity.



Closing Ceremony

We finish the journey with a Closing Ceremony sat around a metaphorical camp fire, celebrating the expedition. Explorers get the opportunity to share and embed their learning and pay it forward, creating ripples of impact and transformation through the wider team and business.



**PURE
POTENTIAL**

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

Joseph Jawroski



This learning 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.

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

Belinda Murray

Managing Director, BWM Dentsu Melbourne

Who are your guides?

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



“This programme has enabled me to believe in myself more and truly realise that that the potential in me is limitless. Engaging in team sessions and having one to ones was a perfect combination to deliver this programme as it allowed us the opportunity to express ourselves independently and also as part of the wider team.”

Zaber Khan

Commercial Manager, Actemium UK

I’m really interested, what now?

Let’s have a conversation and get to know more about you and your team and organisational context.

We look forward to planning your Pure Potential journey.

Michelle, Sarah & Natalie

Visit pure-potential.org

Or contact: michelle@pure-potential.org
or sarah@pure-potential.org
or call Sarah on 07712 000449





We look forward to
exploring with you to
unlock your limitless
potential!

www.pure-potential.org