



**PURE  
POTENTIAL**

# Pure Potential

## *Connected Team*

We guide leaders, teams and organisations to explore the potential that resides within them and their world, yet often feels unavailable.

*Revealing what's possible*

# 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 as you make this a prime focus?

Do you see that silo thinking and personal agendas get in the way of true collaboration? Do you know that there are higher levels of performance to be gained beyond these defensive barriers?

Are you passionate about developing your team yet looking for a fresh, innovative approach so that you feel confident that team cohesiveness, performance and wellbeing are sustained over time? Do you want an understanding and language that really sticks?

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

The Pure Potential **Connected Team** 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 from the team

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

It straddles the profound and the practical to provide a simple shared language to 'normalise potential' for everyday use and transformational benefits.



**“My mind has been completely blown! It has changed every aspect of my life, personal and professional. The programme challenges you how you see yourself and others, how you think and enables you to be the change which has a ripple effect not just for yourself but everyone you come into contact with”.**

Emily Ellis Santander HR Hub Lead, Santander

# The Team Journey

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

- Online research interviews with team members and sponsor input. This allows the challenges and opportunities you currently face to be seen and understood. It ensures the experience is tailored to 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.
- Three one to one coaching sessions to explore each participant's 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.



**“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 the individual and team challenges, opportunities 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. A chance for the team to share what's going on for them.



One to One Coaching

## Be the Change

### 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 connection and collaborative problem solving.



## Lead the Change

### Session 6

How to 'lead the change' as a team. A fresh perspective on leadership and an aligned approach to make a powerful difference.

One to One Coaching



### Session 7

'A whole new orientation to the challenges and opportunities identified and action plans to drive momentum.



### Closing Ceremony

The learning is shared and celebrated, commitments are made to 'pay it forward' and sustain the team's learning and success.





# The milestones on the *journey*

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## *Research*

It all starts with the pre-expedition research phase. Through a one to one conversation, we get to know you and understand how you experience the team, it's culture, challenges and opportunities. This rich context forms a backdrop to the journey making it highly relevant, practical and customisable to your team.



## *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.



## *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.



## *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.



## *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, grow our business or create cultural 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.



## *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 organisation.





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

*possibilities”*

Joseph Jawroski



**“Your calmness, wisdom and care have made the time spent on the programme both enjoyable and thought provoking. I feel that I will continue to put into practice everything I have learned and it will make such a difference to me, professionally and personally. Thank you so much, you've been inspirational.”**

Kim Millar, Primary School Headteacher

## Who are your guides?

### Sarah Armitage MBE

Sarah is an experienced coach, facilitator and system leader. She combines qualifications and experience in strategic Human Resources, educational psychology, organisational development, and cultural 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 and enjoy what they do. Receiving an MBE for her services to education in 2023, Sarah has extensive 'hands-on' experience of leading a trust board 'team' and growing a successful organisation from scratch.

### Michelle McCartan

Michelle is a highly experienced leadership coach, facilitator and organisational change strategist with a speciality in working with leaders and teams. She has extensive qualifications and experience in Human Resources, leadership coaching, cultural change, flow neuroscience, wellbeing and human behaviour. With 25 years working in the UK, Australia and Asia across a wide range of industries and organisations she has developed a deep grounding in how the mind works and how we can access its full potential and feel and perform at our best. 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 in many settings, 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.



**“Sarah is a fantastic enabler for group discussion and will bring the best in whatever team she is working with.”**

Chris Gilmour, Chief Technical Officer, Axians



## The investment

- **Research interviews** with each explorer and **sponsor input**
- **Research review and feedback report**
- **Seven sessions**, beginning with an Opening Ceremony for explorers and sponsors, flexible format of in-person and online delivery
- **Three one-to-one coaching sessions** for each explorer
- The **Pure Potential Backpack, printed Glossary** and **six months website access** to expert explorer videos and session content
- A **Closing Ceremony** with explorers and sponsors to review the learning, set up to 'pay it forward' and have an action plan to **sustain team success**.

*Please get in touch with any questions, we look forward to planning your Pure Potential **Connected Team** journey.*

*Michelle, Sarah & Nat*

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

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“It is the long history of humankind that those who learned to collaborate and improvise most effectively have

*prevailed”*

Charles Darwin



**“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



**“Enlightening!”**

Matt Gibbs, Senior Manager - Operational Competence, Tarmac National Skills and Safety Park

[www.pure-potential.org](http://www.pure-potential.org)