

INSPIRE GROUP

**LEADERSHIP
IS A WAY
OF BEING**

INSPIRE LEADERS

FOR LEADERS BY LEADERS

We believe that great leadership changes lives.

Actually, we don't just believe it. We know it, and we see it in the impact of our blended solutions, and in our own transformational journey as Inspire Group grows globally.

Inspire Leaders co-creates and delivers solutions that grow, challenge and nurture great individual and organisational leadership.

Because not all great leaders are born; we need to continually learn, practice and grow in all aspects of our lives.

As leaders, we've sat through our fair share of 'transformational leadership programmes', digested content and tools, had insights and yet somehow not embedded these 'wonderful' techniques into our real world. Like many, we've blindly struggled on with the debilitating mindset that the more senior we got, the more we had to do.

We know there is a better way. A way we know works.

BEING NOT DOING

Over the years, by shifting our focus to the ways and beliefs of leading through reflection, stories, practice and focus on the 'self', and away from the mechanics of management, the more memorable, successful and impactful our solutions have become.

By definition, all leaders must have followers. So, hearing how our participants describe the outstanding leaders they've followed, and how these leaders made them feel, we've redefined our entire approach to leadership development and self-improvement.

- **If leadership used to be about knowing more, is it now about asking more?**
- **If it was never really about just doing more, was it actually about being more?**
- **Because leadership is not something you 'do', it's more than that: it's a state of 'being'.**
- **Think about this. Now think of the most inspiring leader you've encountered.**
- **What made them distinct and different?**

You'll recall the great things they 'did'; the 'way' they did it: there was clarity, coherence and authenticity. But, it was how they made you feel that really set them apart.

WE BELIEVE

We believe you cannot truly lead others with impact until you've mastered leading yourself with great awareness, drive and a growth mindset; enabling you to organise, manage and lead your own life and relationships.

Of course, leadership and business fundamentals are important, but only alongside ongoing development of your mind, body and soul. Having an enriched, sustainable and holistic life is central to being an effective senior leader, and achieving greater authenticity, presence, vulnerability, trust and self-belief.

This isn't new thinking – but it's something we've been conditioned to forget. An increasingly multi-generational, socially connected and globally aware workforce is setting the new tone for productive but progressive work environments.

Leadership is a way of being, not a sequence of doing things. And we infuse three key beliefs in all our leadership solutions:



Dedication, hard work, intelligence and talent are merely the starting point – ongoing reflection, challenge and stretch are essential to performance and personal growth.

To lead others with credibility, influence and impact, one must explore and master how to lead your whole self: in your life, health, attitude, feelings and ambition.

Two attributes that define you as a leader, giving you the ability to lead effectively.

Notice how all three beliefs relate to your 'whole self' – not just your 'work self'.
Naturally, mindset comes first – as why would you invest in developing 'leaders' if their mindset is fixed and they don't believe that they have a capacity to grow and develop?

HOW?

We believe in the simplicity of learning, and in maximising impact and value for the learner through applying bold thought leadership.

We look further than the latest theory on great leadership, delving collaboratively into what will truly inspire and transform your leaders through blending neuroscience, technology, creative practice and reality through proven programmes and impactful interventions.

Our efficient and collaborative design process enables us to identify and tailor a solution through our simple and transparent menu-based approach so that we can quickly progress to delivery – and your leaders are able to apply their learning immediately, adding value not effort.

OUR INSPIRE LEADERS

JAMES MCCULLOCH Director of Leadership

027 248 8848 jmcculloch@inspiregroup.co.nz

GEMMA SIDES Lead Learning Designer

027 420 8078 gsides@inspiregroup.co.nz

NIC VELTMAN Leadership Development Manager, Wellington

027 540 4300 nveltman@inspiregroup.co.nz

AIDAN STOATE Leadership Development Manager, Auckland

027 204 8260 astoate@inspiregroup.co.nz

inspiregroup.co.nz