

# FIND YOUR PERFORMANCE EDGE

THROUGH INTEGRATED  
SYSTEMS OF LEADERSHIP,  
CULTURE & STRATEGY

*Stephanie Bown*



TRANSFORMATIONAL JOURNEYS TO HIGH PERFORMANCE,  
FOR INDIVIDUALS, TEAMS & ORGANISATIONS

# THE CHALLENGE WE ARE ALL FACING

## WE ARE LIVING IN AN AGE OF DISRUPTION

50% OF ALL EMPLOYEES  
WILL NEED RESKILLING  
BY 2025, AS ADOPTION OF  
TECHNOLOGY INCREASES

*(World Economic Forum,  
Future of Jobs Report 2020)*

24% OF CEOs SAY THEIR  
BUSINESS IS FOREVER  
CHANGED POST COVID

*(KPMG Global CEO Outlook  
Pulse Survey, 2021)*

For your business to  
adapt to any market  
condition and weather any  
storm, what you need to  
focus on are your systems  
for performance.

## MOST EMPLOYEES ARE DISENGAGED AND UNDERPERFORMING

80% OF THE WORLD'S  
POPULATION ARE  
DISENGAGED OR  
ACTIVELY DISENGAGED

*(Gallup State of the Global  
Workplace, 2021)*

### COMPARED TO DISENGAGED EMPLOYEES, ENGAGED EMPLOYEES DELIVER

**18% Greater sales**  
**23% Greater profitability**  
**41% Lower quality defects**  
**66% Greater wellbeing**  
**64% Less safety incidents**

*(Gallup Q12 Meta-Analysis: 10th Edition,  
2020)*

## EMPLOYEE WELLBEING IS THE NEW PRIORITY

7 IN 10 PEOPLE GLOBALLY  
ARE STRUGGLING OR  
SUFFERING IN THEIR LIVES

*(Gallup Press, Wellbeing at Work, 2021)*

## IF YOU ARE A BUSINESS LEADER

You can't control what happens in the broader social, environmental, or economic context. What you can influence is how your organisation is set up to respond. What you can do is create the conditions for performance in your business by focussing on the systems that connect, align and inspire your people.

# THE SOLUTION



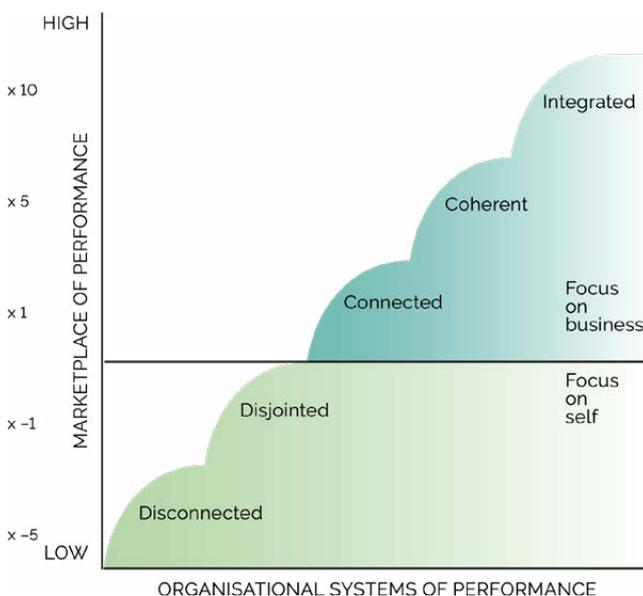
## INTEGRATED SYSTEMS AMPLIFY PERFORMANCE

### Organisations are composed of interrelated subsystems.

For the whole organisation to perform as it should, the subsystems need to find points of alignment.

If they only partially connect, they deliver mediocre performance. If they fully connect and fully align, they deliver high performance. Integrated systems create the optimal internal conditions that amplify performance.

The nature of your organisational system directly impacts where people focus their energy and effort, which ultimately impacts market performance. The more interconnected your organisation is, the stronger your market performance will be.



In **disconnected** and **disjointed** systems, people waste effort and energy on self-protection instead of getting on with the task. Organisations with disconnected or disjointed systems deliver sub-average market performance.

In **connected**, **coherent**, and **integrated** systems, people are enabled to bring their full selves to the completion of their work. The business becomes the focal point of energy. Connected systems meet market performance, while coherent and integrated systems deliver superior market performance.

### Are you as a business leader experiencing any of these?

- \* A new strategy is not implemented?
- \* A new system or process is not taken up?
- \* A set of expectations aren't met?
- \* A change program doesn't stick?
- \* Feedback doesn't improve an individual's behaviour?
- \* A set of company values aren't being lived?

**Then what you need to think about are your systems of performance.**

# THE HIGH PERFORMANCE SYSTEM

PURPOSE + PASSION + PERFORMANCE = PROFIT

**LEADERSHIP, CULTURE AND STRATEGY** are the three critical elements that connect the activities of people across an organisation. They determine what people work on, and how they work together to achieve maximum potential. For each of these, there are proven ways of working that drive performance:

- A leadership system
- A culture system
- A strategy system

When working together and integrated into business practices – a high-performance system is created.

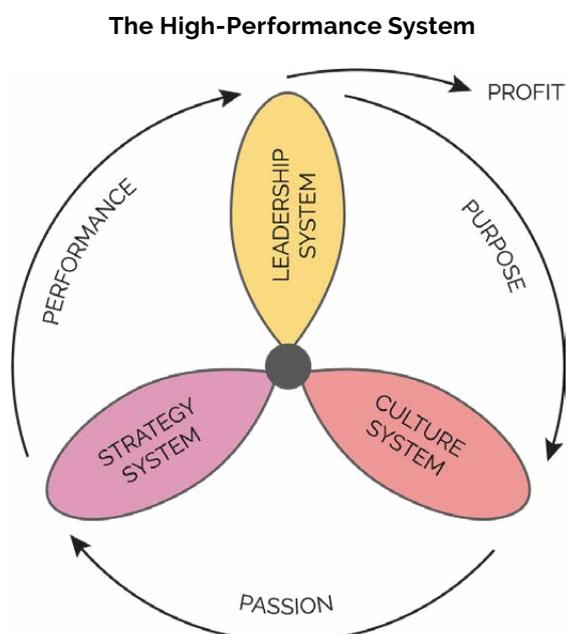
**LEADERSHIP fuels PURPOSE** by keeping people connected to the purpose of the organisation.

**CULTURE fuels PASSION** by connecting people to a shared system of values and beliefs.

**STRATEGY fuels PERFORMANCE** by ensuring that all team members set and are accountable to results.

*These are the 3Ps of high-performing organisations:*

**PURPOSE, PASSION AND PERFORMANCE.**



Your performance system is like the vascular system of your organisation – like blood, it carries vital information, resources, tools and skills into the interrelated subsystems so they can be absorbed by teams and individuals, used to add value and converted into better performance.

Together, the net result of an organisation where people are connected to purpose, passionate about what they do, and performing to a high standard, is profit.

**PROFIT is the OUTCOME**

Profit is not the reason we do business, but it is the outcome of doing business well. Profit is a critical measure of a healthy system.



# THE VALUE OF HIGH-PERFORMANCE SYSTEMS

To impact market performance, organisations must bring together their systems for leadership, culture and strategy – where all systems are interconnected. This is where we see the high-performance system producing remarkable results.

Consider the High-Performance Ladder below.

**Where do you sit on the leadership, culture or strategy ladders?**

Adopting the systems for leadership, culture and strategy will elevate your:

- leaders from being hostile to inspiring
- culture from being toxic to adaptive
- strategy from being invisible to actionable.

This will result in people who focus on continuous improvement, amplifying their efforts and delivering superior market performance compared to competitors.

**The High-Performance Ladder**

THE REALITY				THE RESULT		
Organisational system	Leadership	Culture	Strategy	Focus	Effort	Market Performance
Integrated	Inspiring	Adaptive	Actionable	Continuous improvement	Amplified	x 10
Coherent	Supportive	Inclusive	Clear	Task performance	Sustained	x 5
Connected	Directive	Siloed	Complicated	Task completion	Applied	x 1
Disjointed	Busy	Defensive	Outdated	Internal competition	Scattered	x -1
Disconnected	Hostile	Toxic	Invisible	Self-protection	Withheld	x -5

# WHAT THE NUMBERS SAY!

## LEADERSHIP

Research by Gallup showed that modern-day workers are primarily motivated by personal and professional development, and increasingly want to work with managers who coach, not bosses who tell.

Findings from Gallup's 'Building a High-Development Culture Through Your Employee Engagement Strategy' in 2019 which shared the results of a meta-analysis covering 1.8 million employees, 230 organisations and 49 industries in 73 countries, included:

***The relationship we have with our manager is still the most important one in the business; 70% of the variance in team engagement is determined solely by the manager.***

Managers who adopt a coaching mindset and focus on developing their people deliver the strongest engagement and performance results, including:

- 41% lower absenteeism
- 20% higher sales
- 21% higher profitability

## CULTURE

Human Synergistics, one of the world's leading companies measuring and consulting on cultural transformation, measures culture against 12 different styles of thinking and behaviour, clustered as 'constructive', 'passive defensive' or 'aggressive defensive' styles.

In cultures that demonstrate predominantly constructive styles, people are encouraged to interact with each other in positive and supportive ways. In these cultures, people balance a focus on task and goal achievement with a focus on people and relationships. They are described as 'humanistic' companies – companies that emphasise the learning, growth and wellbeing of their people in the achievement of business goals.

Compared to those working in predominantly 'passive defensive' or 'aggressive defensive' cultures, employees in 'constructive' cultures report:

- 26% more satisfaction
- 32% more motivation
- 19% greater role clarity
- 26% less stress
- 28% better teamwork
- 30% better inter-unit coordination
- 25% more commitment to departmental quality
- 32% greater perception of external adaptability
- 32% greater perception of organisational quality.



## STRATEGY

The biggest problem most companies have with strategy – is execution. It's realising the potential value of the strategic plan.

Mankins & Steele report in a 2005 *Harvard Business Review* article 'that companies typically realise only about 60% of their strategies' potential value because of defects and breakdowns in planning and execution'.

***Jeroen De Flanders, author of Strategy Execution Heroes attributes these breakdowns to poor 'initiative management' – the point where organisational objectives meet individual opportunity.***

De Flanders' research revealed that over 27% of 1,100 organisations say that their strategic initiatives aren't managed correctly.

DeFlanders' research reported that:

- 30% receive no information on how to execute strategy
- 24% receive no useful strategy information from other departments
- 18% are unable to explain how to set individual objectives
- 13% are unable to explain the strategy.



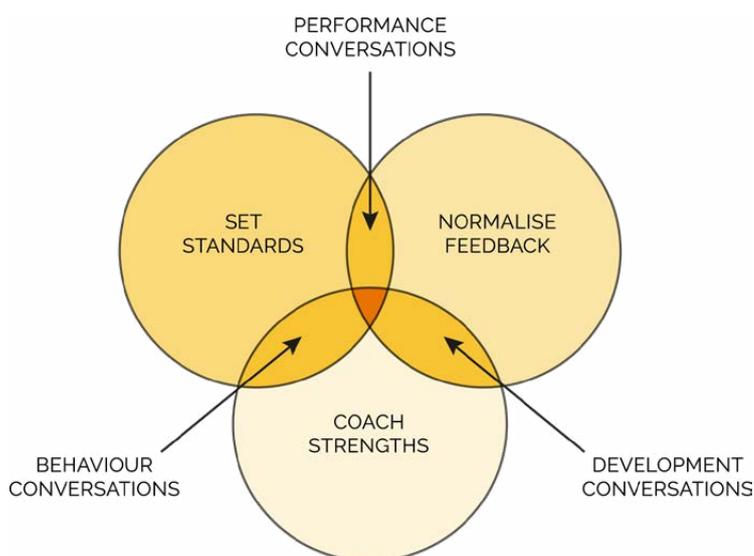
# LEADERSHIP SOLUTIONS

## SOLUTIONS THAT CONNECT PEOPLE TO PURPOSE

**Leadership fuels purpose** by connecting people to their purpose in the organisation, and the organisation's purpose in the market. Leaders light the fire and guide the way for their people by continuously harnessing and developing talent.

Unless leaders continually create context to connect people to their purpose within the team, the team to their purpose within the business, and the business to its purpose within the market, the power of purpose to motivate and inspire people becomes lost.

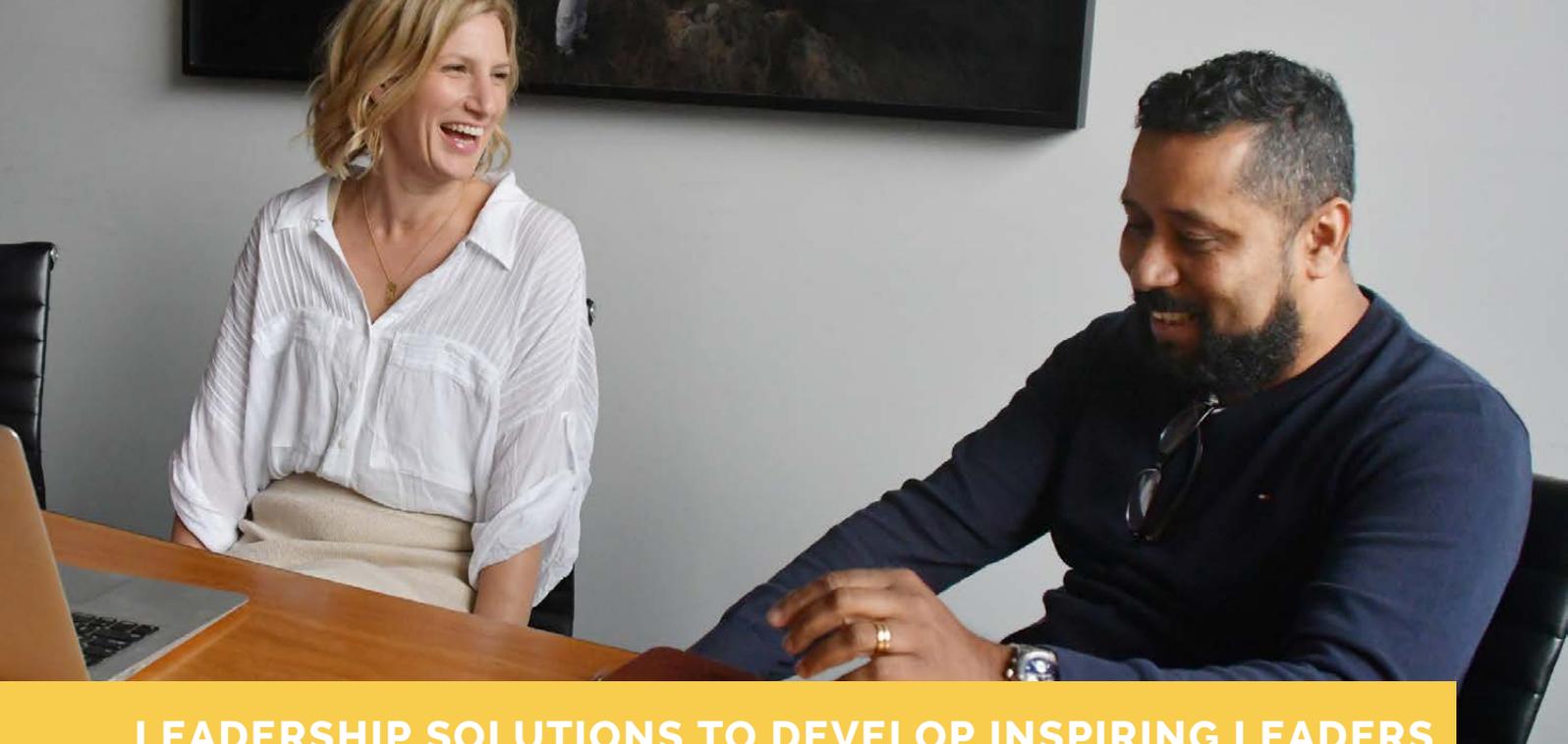
## THE LEADERSHIP SYSTEM



The Leadership System is a perpetual process of building capability in your people and inspiring high performance in the service of the organisation's purpose.

The system is a series of deceptively simple behavioural codes for unlocking performance through leadership, including:

- Setting standards for performance that are clear and measurable
- Normalising feedback by both asking for and giving feedback
- Coaching strengths to develop capability



## LEADERSHIP SOLUTIONS TO DEVELOP INSPIRING LEADERS

### INSPIRE

Our flagship 2-day leadership development program for leaders at any level. This program builds the skills of leaders to set clear standards for performance and behaviour, normalise a culture of feedback, and coach teams using a strengths-based approach. This is our most in-demand program, relevant for leaders across all industries and levels.

#### Inclusions:

- 2 x 1 day leadership training sessions able to be flexibly delivered (online or in-person), over consecutive days or weeks apart
- 1-month follow-up 90min group coaching & accountability call
- Reference materials including a copy of Stephanie's book **Purpose, Passion & Performance**, learning journal, coaching cards, Clifton's StrengthsFinder diagnostic, and regular communication during the program.

**Total investment: \$20,000 +GST for groups of up to 15 leaders, plus \$150 +GST per participant resources fee**

### BE MINDFUL

Mindful leadership coaching program for senior leaders and executives dealing with high stress or significant life transitions. Live and lead more mindfully, with less stress and more joy.

#### Inclusions:

- 3 x 90min coaching sessions specifically designed to build positive goals, positive relationships and positive meaning, culminating in creation of personalised 1-page life path to actualisation
- Coaching pack including Moleskin journal, copy of Stephanie's book **Purpose, Passion & Performance**, Clifton StrengthsFinder diagnostic, and personal gift, plus follow up notes and actions post each session.

**Total investment: \$5,500 +GST per person**

### PERFORM

Tailored one-on-one coaching programs targeted to C-suite executives and/or People & Culture leaders to step-up into more senior roles, or practice and embed systems of performance.

#### Inclusions:

- 4 x 60min personalised coaching sessions targeted to address specific coaching goals
- Follow up notes and actions post each session
- Access between sessions for urgent questions and advice, coaching pack including Moleskin journal, reference book and personal gift.

**Total investment: \$5,500 +GST per person**

*360-degree feedback diagnostics offered at additional fees – please enquire.*

# CULTURE SOLUTIONS

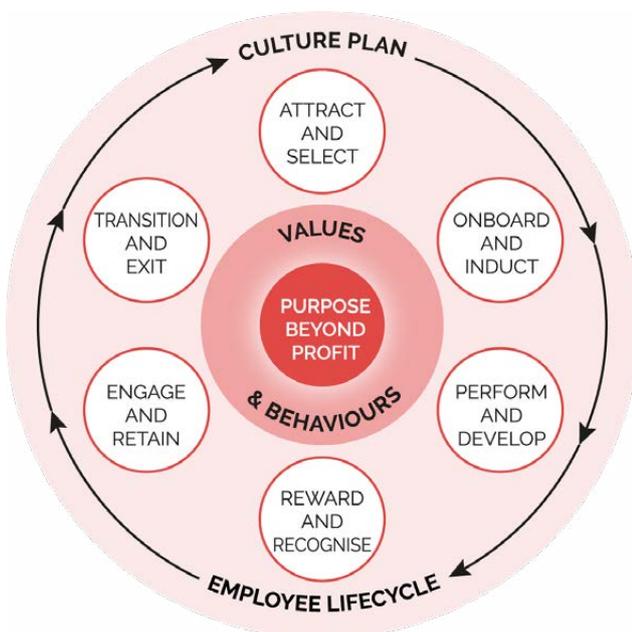
## SOLUTIONS TO DRIVE ENGAGEMENT

**Culture drives engagement and ignites passion for your purpose.** High-performance organisations prioritise culture by putting their people first, and building their businesses around talent.

In high-performance cultures, everybody lifts to bring their best game. People are encouraged to challenge

each other and speak up, no matter their status or authority in the business. No single individual is above the culture, not even the founder or the CEO. These cultures create legacies; operating rhythms that pull people in and generate enormous amounts of energy and passion from everyone who works within them.

## THE CULTURE SYSTEM



The Culture System is the process for living your values at every stage of the employee lifecycle and for prioritising the wellbeing of your people.

The Culture System involves the creation and communication of:

- **Your purpose beyond profit** – how you add value to all stakeholders of your business
- **Your values and behaviours** – how you behave in the pursuit of your purpose or company mission
- **A Culture Plan** that clearly communicates how you live your values at each stage of the employee lifecycle.



## CULTURE SOLUTIONS TO BUILD ADAPTIVE CULTURES

### DISCOVER

Discover how you create value amongst all your stakeholder groups by defining your company purpose, values and core behaviours. Set the norms that support and sustain constructive, high performing cultures.

#### Inclusions:

- Purpose and values discovery workshop
- Consolidation of workshop output and draft of values and behaviours document
- Session to finalise values and behaviours, and plan internal communications

**Total investment: \$16,500 +GST**

### ENGAGE

Enhance the employee experience (EX) to lift engagement and drive results with a culture plan that demonstrates your commitment to living your values at each stage of the employee lifecycle.

#### Inclusions:

- 1-day culture plan workshop
- 4 x 90min mentoring sessions with P&C leaders to embed the plan.

**Total investment: \$21,500 +GST**

**Note:** Talk to us about our super-charged program including the use of the *Human Synergistics* culture measurement system.

### ROLE MODEL

Role model a culture of high performance from the top down by building trust and respect in your senior leadership team with 360-degree feedback and learning using Human Synergistics diagnostic instruments.

#### Inclusions:

- Project set-up and administration: \$1,500 +GST
- Half Day pre-briefing and group styles simulation workshop: \$5,000 +GST
- LSI assessment + individual debrief: \$1,600 +GST per person
- 1-day LSI debrief workshop and post session recommendations: \$10,000 +GST

**Base investment: \$16,500 +GST  
plus \$1,600 +GST per participant  
(recommend max group size of 10)**

## Miele

*“Working with Stephanie was a great experience. Starting the process was challenging but with Steph’s support I was able to understand what is important to me, my purpose and most clearly what I want to achieve not just at work but also personally with my family.”*

**MARK BATESON, General Manager New Zealand, Miele**

# STRATEGY SOLUTIONS

## SOLUTIONS TO CREATE ALIGNMENT

**Strategy fuels performance** by ensuring all team members set and are accountable to results.

By implementing a cyclical process involving strategy creation, cascading and alignment, and evaluation and

review, businesses create teams that are clear on how their work impacts performance outcomes and how they can adjust their priorities to impact results.

## THE STRATEGY SYSTEM



The Strategy System aims to close the gap between strategy creation and strategy execution.

The Strategy System aligns the whole team to work collaboratively. It involves:

- **Creating a one-page Business Plan** that is clear and actionable
- **Cascading goals** through to teams and individuals through alignment sessions
- **Evaluating performance** to review progress and to reflect on opportunities for continuous improvement.



## STRATEGY SOLUTIONS TO TURN PLANS INTO ACTION

### ALIGN

Engage your leadership team to build a one-page Business Plan – driving full alignment and accountability for results.

**Inclusions:**

- Pre-session interviews with key senior leaders
- Provision of agenda, facilitated strategy workshop and draft strategy document
- Post-session consultation with key stakeholders.

**Total investment inclusive of:**

- 1-day workshop \$15,000 +GST
- 2-day workshop \$30,000 +GST

### CASCADE

Get everyone 'on the same page' by training leaders in how to effectively cascade the business plan to team plans and individual plans.

**Inclusions:**

- Discussion and agreement on performance processes and goal setting templates
- Training workshop for leaders on how to effectively cascade KPIs, facilitate strategy creation workshops and have positive individual performance conversations.

**Total investment: \$15,000 +GST**

### ACHIEVE

Improve strategy execution and achieve full value from your business plan with quarterly strategy sessions to review results, identify high-value activities, and renew clear focus goals and priorities for the quarter ahead.

**Inclusions:**

- 4 x half day executive strategy workshops. First half day to set up reporting dashboard and meeting agendas
- Following 3 x half days at quarterly checkpoints to review, reflect and reset priorities for the quarter ahead.

**Total investment: \$30,000 +GST**

## CYGNETT

*“By engaging Stephanie we’ve been able to step out of the business to map out our strategies, goals and objectives and provide a clear road map for our team including career development and team goals.”*

PAUL SANTORO, CEO, Cygnett

# SUPERCHARGED PROGRAM PACKAGES

## SOLUTIONS TO BUILD HIGH-PERFORMANCE SYSTEMS

### Want to supercharge your high-performance systems across your organisation?

Stephanie Bown partners top business leaders, founders and entrepreneurs - both in Australia and Internationally. She helps embed systems of leadership, culture and strategy in leadership, teams and organisations to deliver sustainable and transformational change.

There are three ways you can engage Stephanie:

- **Individual programs** that complement your existing performance programs
- **Packaged offerings** to embed systems of performance as part of your operational DNA
- **As a speaker** for your corporate or team event to spark new thinking and energy for change.

NOVAS 

*“Steph is an incredibly relatable coach that builds and drives high-performance cultures. She has and continues to have a significant impact in my business. We initially engaged Steph to deliver a 2-Day workshop where she introduced Mastering Feedback and Coaching framework to our senior team. The outcomes were extraordinary, we all walked away with a strong understanding of how to create a culture where people feel safe to speak up, offer ideas, challenge the status quo and address performance gaps with candour. Steph continues to coach myself and the senior team on a monthly basis so that we can cascade the learnings to our teams and reach our full potential.”*

TODD FOSTER, Managing Director, Novas and YPO Melbourne member





# KEYNOTE SPEAKER

**STEPHANIE BOWN**

## **DELIVERING POWERFUL, ENGAGING KEYNOTE PRESENTATIONS**

### **RE-IGNITE**

**Following disruption, change, transformation or turnaround, RE-IGNITE your organisations connection to purpose, RE-ENGAGE your people, and RE-ALIGN their performance expectations and commitment to an organisation's culture.**

In this powerful 60-90 minute keynote, Stephanie gives business leaders the insights and practical tools to navigate in a post-covid era.

**At this event, you will:**

- Understand the new hybrid work paradigm and how we can get "the best of both worlds"
- Gain insight into new connected leadership styles – how to be a leader people love to follow
- Understand how to set personal boundaries to maintain positive work/life integration
- Take ownership and control of your own career trajectory – fully leveraging their strengths in service of the organisation's purpose.

### **CREATE ALIGNMENT**

**Find out the most effective way to foster alignment and drive high performance.**

The biggest problem most companies have with strategy – is execution. High performing organisations set clear and measurable strategies and know which activities convert into results. Every person in the business understands what good performance looks like, and they understand how what they do, generates value – both for customers as well as for colleagues.

**At this event, you will:**

- Understand what leads to misalignment and breakdowns in strategy execution
- Learn about a proven process for strategy creation and execution that ensures your organisation remains adaptive and responsive in your chosen market
- Find out how to cascade strategy and align teams in ways that both motivate and inspire your people.

### **INSPIRE HIGH PERFORMANCE**

**Discover what leaders do to inspire high performance and connect people to purpose**

Do you see untapped or unrealised potential in your people but don't know how to activate it? Do you want to give feedback in ways that actually help, not hinder workplace relationships? Do you want to know what really motivates and inspires people to achieve exceptional standards?

This keynote will help leaders understand how to set clear benchmarks for performance, normalise feedback and coach strengths.

**At the event you will:**

- Understand the typical mistakes leaders make that drive disengagement and poor performance
- Discover what truly motivates people at work
- Learn about The Leadership System – the behavioural codes for unlocking performance through leadership.

Total investment: \$8,000 +GST for a 60min keynote.

# OUR CLIENTS

## A SELECTION OF PAST AND PRESENT CLIENTS

**Miele**

**CYGNETT**



NOVAS

**Hector's Deli.**



**POLITIX**

SPELL & THE GYPSY COLLECTIVE





## WHAT STEPH'S CLIENTS SAY ABOUT HER



*"As our high performance partner since 2016, Stephanie has worked closely with the Pentana Solutions Executive Team and myself to facilitate both the creation of our 5-year strategic vision and execution of this vision through quarterly strategy and leadership sessions.*

*Through 360-degree feedback and ongoing coaching, Stephanie has helped us adopt more constructive styles of leadership, engage our Top 50 leaders in strategy execution, and truly take ownership of our roles as executives.*

*With Steph's guidance and support, we've become a stronger, more aligned executive team, demonstrating measurable improvements in both our leadership and our business performance. I am very comfortable recommending Steph to both my YPO peers and my business partners."*

STEVE KLOSS, CEO, Pentana Solutions & YPOer



*"We engaged Steph to work with our exec team and team leaders to embed a number of core skills incl. coaching, effective leadership, enabling and resilience. As a business who values our people, organisational culture and team engagement above all else, we entrusted Steph to support our journey. Her understanding of our organisational DNA and development needs was exceptional, as was the content she delivered and the way in which she delivered it. I ultimately retained Steph as a personal leadership coach and can't recommend her highly enough."*

NICK BOOTS, General Manager, Stone & Wood Brewing Co.



*"Mindful leadership coaching was a necessity for me. I was on a treadmill and I didn't know where the off button was. Stephanie helped me prioritise my family and my own wellbeing. The process of talking and opening up gave me the clarity and confidence I needed to make the right decisions and to take the necessary steps towards making positive change."*

SHANNON BENNETT, Celebrity Chef and Creative Director, Vue Group

# STEPHANIE BOWN

## FIND YOUR PERFORMANCE EDGE

### STEPHANIE TAKES HER CLIENTS ON A JOURNEY OF CHANGE

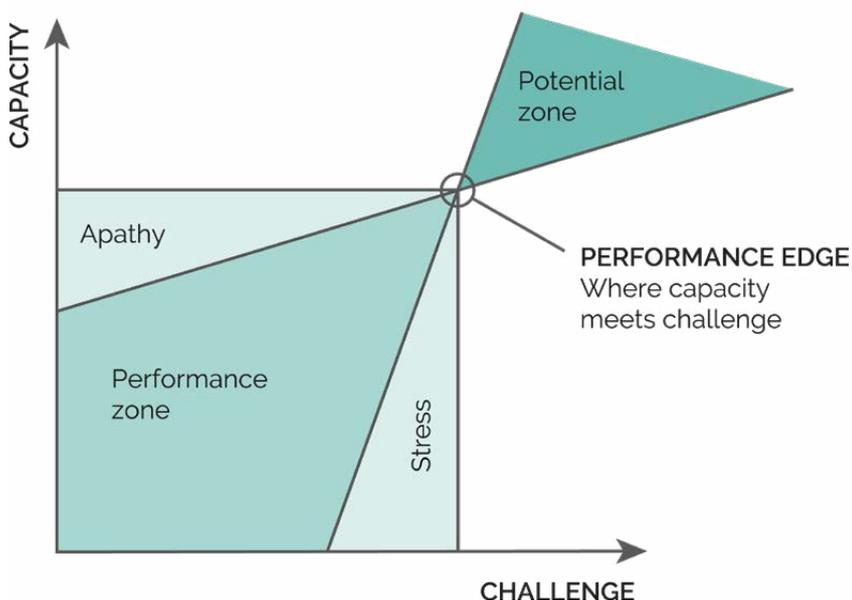
Stephanie Bown is a performance expert, skilled in enhancing business performance by activating the potential of individuals, teams and organisations.

As an accomplished speaker, author, mentor, facilitator, trainer and coach, Stephanie's evidence-based approach embeds performance cultures and yields outstanding results.

### STEPHANIE HELPS INDIVIDUALS AND TEAMS FIND THEIR PERFORMANCE EDGE

Our performance edge is where full capacity meets the complexity of challenge. At the edge, we push past what we know, to the "unthought known". We dig deep, forge new neural pathways and make new connections. Our potential is never fully realised. The brain is continuously changing and dendritic cells (brain cells or neurons that look like tiny trees) never stop reaching for more connections. The internal landscape of possibility is never one that is fully explored. What a beautiful, endless plane of possibility lies within?

#### Finding the performance edge



Our challenge as leaders and change makers is helping people to discover their performance edge and safely hold them there.



## ABOUT STEPHANIE

### **I am obsessed with performance and helping people move from simply functioning to fully flourishing.**

Since I was in my early teens, I have been studying the deep inner workings of the mind. I am fascinated at what makes people thrive in a work environment, not just survive.

Having completed over nine years of tertiary education in psychology, neuropsychology, positive psychology and organisation dynamics; as well as five professional accreditations in validated psychometric tools; I have devoted my life to discovering the dynamics of individuals, teams and organisations at work and I live to share my insights with clients and to educate others.

With a strong grounding as a management consultant with Nous Group, I became the in-house Performance Partner at Swisse Wellness, where I coached the executive and senior leadership teams over a number of years to sharpen their focus and achieve a record company sale of \$1.6 billion in 2014. Things got a little crazy!

In 2015, I relocated my family to Byron Bay, NSW, where I founded my own practice. From there, I deliver strategy creation and leadership development initiatives with CEO's, Founders and business leaders spanning all industries, helping their teams achieve greater alignment, clarity and commitment for their cause.

## MY MISSION IS TO DELIVER LIFE CHANGING LEARNING EXPERIENCES.

### **QUALIFICATIONS & ACCREDITATIONS**

- Bachelor of Applied Science - Psychology and Psychophysiology
- Honours in Neuropsychology
- Masters of Organisation Dynamics
- Diploma of Positive Psychology
- YPO Certified Forum Facilitator (CFF)
- Myers Briggs Type Indicator (MBTI) Personality profile tool
- Human Synergistics Life Styles Inventory (LSI); Organisational Culture Inventory (OCI), and Customer Service Styles (CSS)
- Genos Emotional Intelligence
- Certificate IV in Training and Assessment
- Lover of yoga, food and family

### **GET IN TOUCH**

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LinkedIn: [stephaniebown1](https://www.linkedin.com/in/stephaniebown1)

Website: [stephaniebown.com](http://stephaniebown.com)

*Stephanie Bown* 

# PURPOSE, PASSION & PERFORMANCE

## STEPHANIE'S ACCLAIMED FIRST BOOK



A performance curator, consulting to some of Australia's most inspiring entrepreneurs and business leaders, Stephanie's life-long obsession with helping individuals, teams and organisations operate at their performance edge, was the catalyst for this book.

In her book *Purpose, Passion and Performance; how systems for leadership, culture and strategy drive the 3Ps of high performing organisations*; Stephanie explores how business leaders can build interconnected organisations where people are enabled to be adaptive, resilient and responsive to market dynamics.

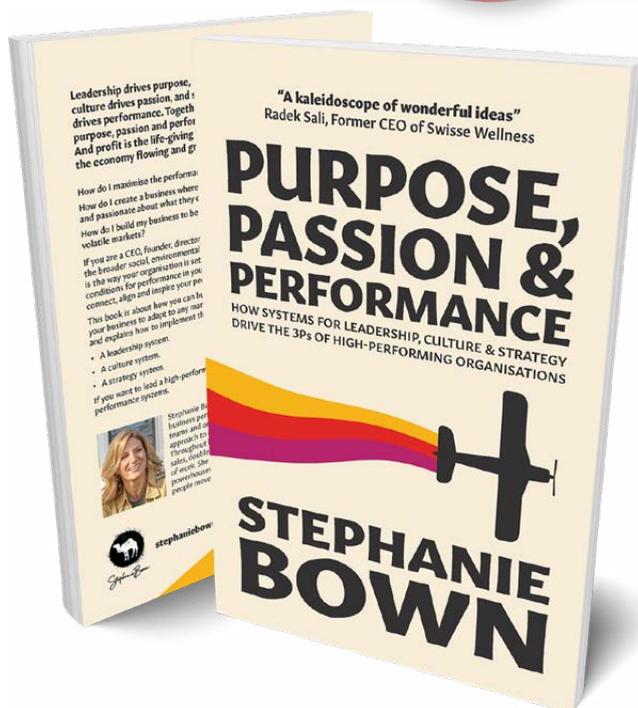
Recognised in the top three business books on Leadership in Australia 2021, Stephanie openly shares her IP with her broad readership base, having enjoyed strong sales in Australia and internationally.

Stephanie presents a systematic approach to leadership, culture and strategy; where each system drives one of the three core characteristics of high performing organisations. Leadership drives Purpose. Culture drives Passion. Strategy drives Performance.

*Together the 3Ps –*

### **PURPOSE, PASSION AND PERFORMANCE**

*translate to profit.*



## THE FOUNDRY

*"I can think of no greater testimonial for this book than the fact that it will become required reading for any Founder we back. In our dynamic world this book helps provide tools to help leaders align their team with the vision... and when true alignment exists we all know spectacular things can happen."*

MICHAEL DA GAMA PINTO, Managing Director,  
Benjamin Duncan Group & The Foundry



## LIGHT WARRIOR

*“A kaleidoscope of wonderful ideas, Purpose, Passion & Performance is an easy read and moves at a pace that enables you to really think about each insight and its relevance to your business. The delivery is measured and considered, giving you the opportunity to implement learnings and integrate them into your existing practices.*

*Whether you are an aspiring or recently appointed CEO, or a seasoned veteran honing your skillset, this book will give you the tools to implement high-performance systems within your own organisation.”*

RADEK SALI, Chairman of Light Warrior Group & Lightfolk Foundation (Former CEO of Suisse Wellness)



*“High performance is one of those catch phrases that every organisation aspires to but is so hard to get a firm grip on. Steph’s book ‘Purpose, Passion & Performance’ lowers the veil on where success comes from. Her ability to simplify the complex and make it achievable for every business (or individual) makes this a must read for anyone with a desire for building high performance teams.”*

SAM MITCHELL, Coach Hawthorn FC , 4x AFL Premiership Player (Hawthorn FC), Brownlow Medallist (2012), 3 x All Australian