

# FIND LEADERSHIP SYNERGY

**WHERE LEADERS ARE BETTER TOGETHER**

TRANSFORMATIONAL  
JOURNEYS TO  
HIGH PERFORMANCE  
FOR LEADERS AND  
LEADERSHIP TEAMS

Independent  
Thinking

Collective  
Capacity

*Stephanie Bown*



PROGRAMS THAT FUNDAMENTALLY CHANGE THE WAY  
LEADERSHIP TEAMS CONNECT, ALIGN AND INSPIRE.

# “THERE IS NOTHING PERMANENT EXCEPT CHANGE.”

HERACLITUS.

**CHANGE HAS ALWAYS BEEN THE ONLY PERMANENT, BUT THERE IS NO DOUBT THAT THE PACE OF CHANGE IS RAPIDLY INCREASING AND SHOWING NO SIGNS OF SLOWING UP**

IN THE 2022 WORLD ECONOMIC FORUM GLOBAL RISKS PERCEPTION SURVEY, 41.8% OF RESPONDENTS BELIEVE THE WORLD WILL BE CONSISTENTLY VOLATILE WITH MULTIPLE SURPRISES.

For businesses to thrive in these constantly shifting market dynamics, leaders need to adopt new skills and strategies that effectively leverage the talent and capacity of people and teams.

**GLOBAL TALENT SHORTAGES ARE AT AN ALL-TIME HIGH**

75% OF EMPLOYERS GLOBALLY REPORT DIFFICULTY FINDING THE TALENT THEY NEED IN 2022, THIS HAS DOUBLED SINCE 2010 (31%).

**TOP TALENT IS MORE MOBILE, WORKING ACROSS JOBS OR IN MULTIPLE JOBS AT THE SAME TIME**

14% OF COMPANIES HAVE IMPLEMENTED SKILLS-BASED TALENT STRATEGIES, SUCH AS PAY-FOR-SKILLS OR A SKILLS FRAMEWORK.

**COMPANIES ARE INVESTING IN UPSKILLING**

52% OF ORGANISATIONS EMBARKING ON TRANSFORMATION ARE TARGETING WORKFORCE UPSKILLING/RESKILLING FOR CRITICAL TALENT POOLS POST-PANDEMIC.

**AS ADOPTION OF TECHNOLOGY INCREASES, WORKFORCES NEED RESKILLING**

1.1 BILLION JOBS ARE LIABLE TO BE RADICALLY TRANSFORMED BY TECHNOLOGY IN THE NEXT DECADE.

# STEPHANIE BOWN



## ABOUT STEPHANIE

### STEPHANIE BOWN HELPS LEADERSHIP TEAMS BE BETTER, TOGETHER.

Stephanie is obsessed with the collective capacity for all humans to come together in small groups and make a difference. By exploring the bonds that tie and the moments that break, Stephanie inspires leaders to fully turn up, lean in, and leverage collective capacity achieve outstanding results.

Stephanie is the acclaimed author of *Purpose, Passion & Performance: how systems for leadership, culture and strategy drive the 3Ps of high performing organisations*; awarded one of Australia's top 3 leadership books in 2021.

As an accredited facilitator for Young Presidents Organisation (YPO) and Company Director (GAICD), Stephanie deeply understands the challenges today's leaders face. She works with directors, founders and executive teams to deliver talks and programs

that embed high performance habits and drive transformational change.

Having completed a Masters in Organisation Dynamics, tertiary qualifications in psychology, neuropsychology, and positive psychology; as well as professional accreditations in validated psychometric tools; Stephanie has devoted her life to discovering the dynamics of individuals, teams and organisations.

Following a strong grounding as a management consultant with celebrated consultancy Nous Group; as well as several years as the in-house coach to the executive team at Swisse Wellness who delivered a record private sale of AUD \$1.6 billion, Stephanie founded her own practice in 2015. From there, Stephanie has evolved to deliver thought-provoking content, programs and talks to leadership teams spanning all industries and continents that fundamentally change the way leaders and leadership teams operate.

### QUALIFICATIONS

- Graduate of the Australian Institute of Company Directors (GAICD)
- Masters of Organisation Dynamics
- First Class Honours in Neuropsychology
- Bachelor of Applied Science – Psychology and Psychophysiology
- Diploma of Positive Psychology
- Certificate IV in Training and Assessment

### PROFESSIONAL ACCREDITATIONS

- Young Presidents Organisation (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 (EI) Accredited Practitioner

# PURPOSE, PASSION & PERFORMANCE



## AWARD WINNING AUTHOR

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.

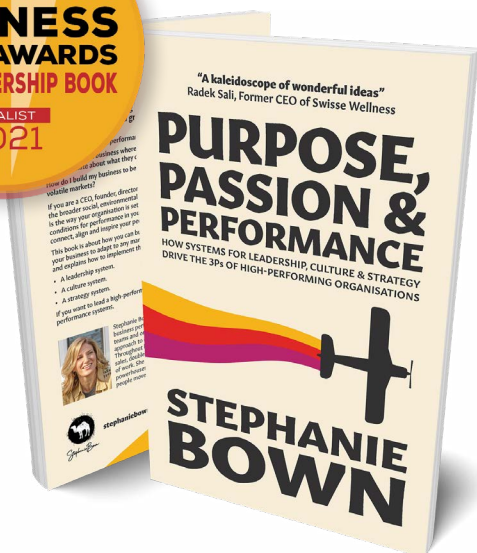
Leadership drives  
**PURPOSE**

Culture drives  
**PASSION**

Strategy drives  
**PERFORMANCE**

*Together the 3Ps – PURPOSE, PASSION and PERFORMANCE – translate to profit.*

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



*"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

# POWERFUL PROGRAMS FOR LEADERS + LEADERSHIP TEAMS

INTERACTIVE. EXPERIENTIAL. IMPACTFUL.

**In the current climate of constantly shifting market dynamics and workforce trends; how leaders *connect, align and inspire* is mission critical.**

Stephanie Bown offers a suite of programs designed for leaders at every level.

She partners with top business leaders, founders and entrepreneurs both in Australia and internationally

to drive transformational change and embed high-performance habits.

Her programs are tested across geographies and industries.

Stephanie adopts empirically proven methods that deliver measurable changes to culture and engagement results.





# TRANSFORM CULTURE PROGRAM FOR LEADERSHIP TEAMS

## MEASURE AND MANAGE YOUR CULTURE

### CULTURE DRIVES ENGAGEMENT AND IGNITES PASSION FOR YOUR PURPOSE!

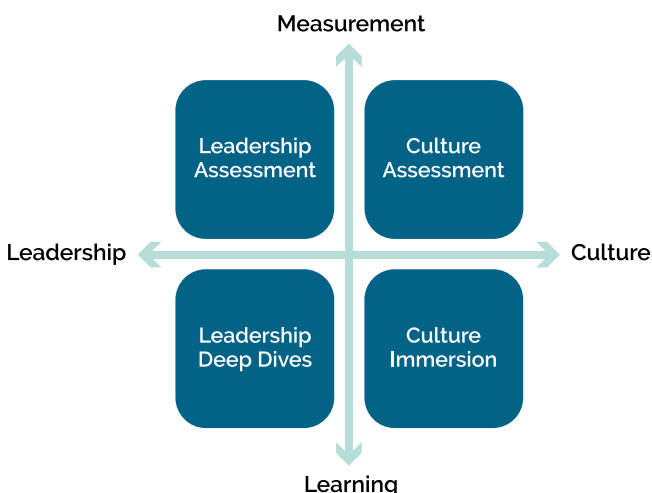
You may have the world's greatest product and go-to-market strategy, but if you do not have a culture and that emphasises healthy, constructive behaviour, you will not realise the full potential of your workforce, and your business will not be enabled to sustain high performance.

*"What gets measured gets managed".*  
**Peter Drucker**

Most organisational leaders understand the importance of culture. However, most do not know how to tangibly measure and manage culture.

This comprehensive 12-month program provides organisational leaders with a system to measure, manage and enhance their most powerful intangible assets driving performance – the organisations' culture and leadership.

The **TRANSFORM CULTURE** program includes four key components that are able to be delivered as single elements or in combination:



- **Leadership assessment** of your leadership team using Human Synergistics Life-Styles Inventory (LSI)
- **Culture assessment** of the whole team using the Human Synergistics Organisational Culture Inventory (OCI) and Organisational Effectiveness Inventory (OEI)
- **Culture Immersion** week to develop the capacity of leaders and teams to contribute to positive, productive workplace cultures
- **Leadership Deep Dive and Coaching** with the leadership team to develop leadership capability and deliver culture plans.

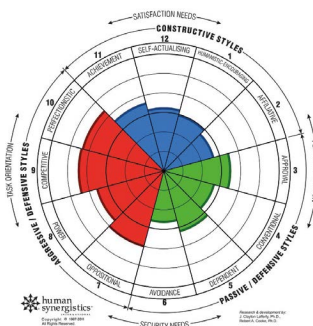
'Blue cultures are SUSTAINABLE.'

## DEVELOP LEADERSHIP CAPABILITY

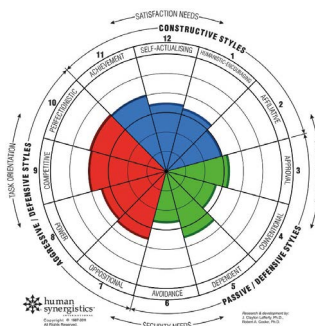
### THE DIFFERENCE BLUE MAKES

Global Executive team client of Stephanie Bown • 2016 – 2022

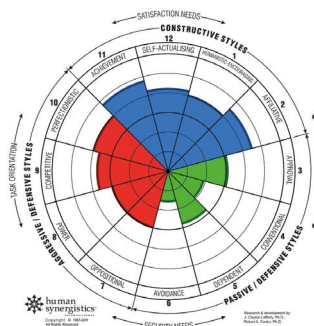
June 2016



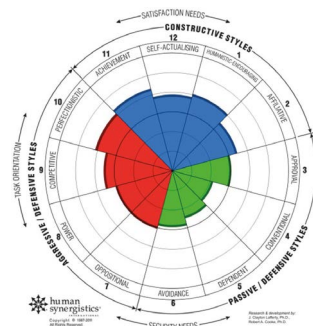
August 2017



August 2019



May 2022



*Blue styles drive the best overall performance outcomes. Blue cultures are SUSTAINABLE. We observe revenue growth, superior service and product quality, less stress and less turnover. With continuous focus – executive teams can and do, shift from red or green to blue over time.*

As an accredited Human Synergistics practitioner, Stephanie Bown adopts the *Human Synergistics Circumplex®* – the measurement system for culture and leadership. The Circumplex® measure twelve different styles of thinking and behaving. These styles are clustered into three colours; blue, green and red.

- **BLUE styles are constructive behaviours.** These cultures lift workplace engagement, positively impacting business results.
- **GREEN and RED styles are called defensive behaviours.** These cultures foster the conditions that drive disengagement, negatively impacting the bottom line.



*'Measure, manage and enhance powerful intangible assets...'*

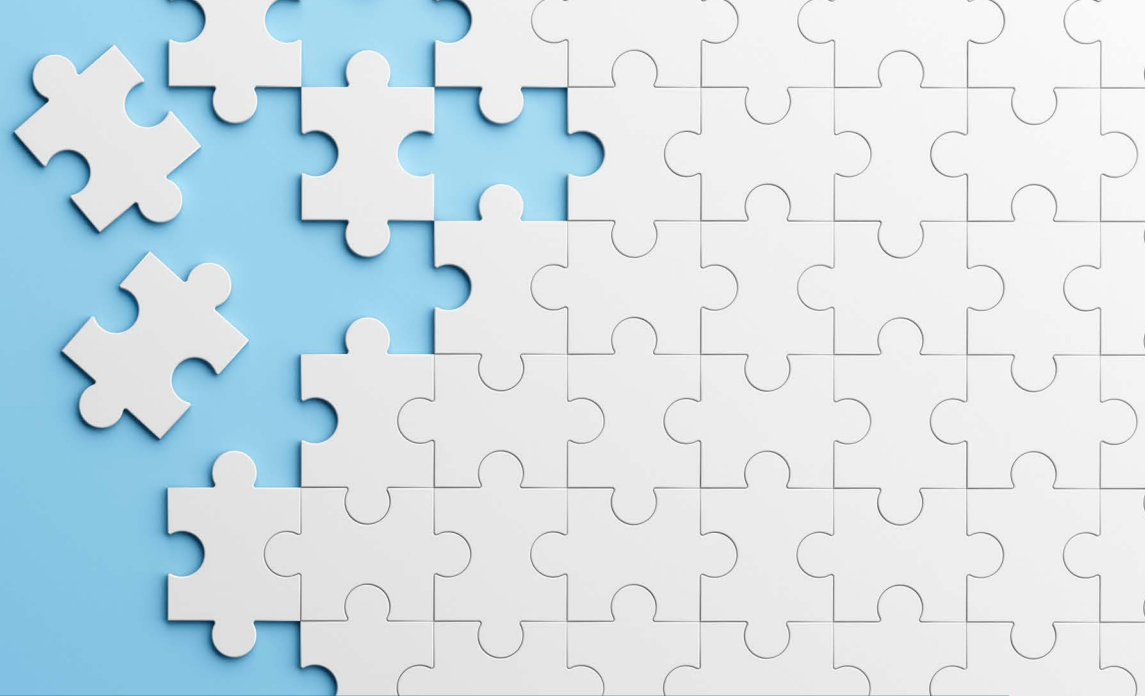
## DELIVERING MEASURABLE OUTCOMES

### KEY FEATURES OF THE PROGRAM:

- **A 12-month rolling intervention.** Stephanie Bown becomes the performance partner to the leadership team; working with them over time to build constructive styles that deepen trust, transparency, and accountability to culture.
- **Options to scale up or down.** The program can be delivered as a whole, or as discrete components; giving clients options to meet budget or timeline constraints.
- **Options to incorporate any culture measurement system.** We recommend using Human Synergistics; however, the program can incorporate results from any pre-existing leadership, culture or engagement measurement system already in place, such as CultureAmp.

### OUTCOMES OF THE PROGRAM:

- Leveraged capability of the leadership team
- Values aligned + values led business
- More harmonious senior leadership team – deeper trust and respect
- More self-aware, emotionally intelligent, less stressed leaders
- Open feedback culture – where it is psychologically safe
- A new language to talk about values and behaviours “red”, “green” and “blue” behaviours
- A measurement system to link senior leader OKRs to leadership effectiveness
- Skilled leaders who coach and inspire high performance in teams
- All team members understanding what culture is and how they individually impact culture
- Accountability and ownership for a positive workplace culture across the business
- Improved engagement across the business
- Improved productivity across the business
- Improved retention of talent and return on talent investment.



## 12-MONTH ROLLING INTERVENTION

### INVESTMENT:

Pricing for this program depends on the size of the leadership team and scope of program elements. This program incorporates options to scale costs up and down to meet client budget and time constraints.

As a general indication, programs for this level of intervention typically range from \$50,000 to \$175,000. Please download the **TRANSFORM CULTURE** brochure from [stephaniebown.com/programs](http://stephaniebown.com/programs) for further information on pricing and program components.



*I really enjoyed working with Stephanie while I was in the Novozymes OneHealth Leadership Team. Stephanie has an amazing capability working with teams to combine leadership with culture and strategy – making it complementary and aligned with each other. Very valuable for both the people, organization, and business. Besides this Stephanie has a very approachable, open, and trusting personality making it easy to connect and collaborate with her. I hope our paths will cross again in the future.*

**KLAVS KIRK**, Biopharma and Biotech  
Operations Executive, Denmark

**PROGRAM TIMELINE** • A typical program roll-out looks like this:

1 MONTH	2 MONTH	3 MONTH	6 MONTH	9 MONTH	12 MONTH
LSI Kick-off Workshop. Map Values to Blue Styles. (4 hrs)	Culture Survey (OCI & OEI)	Culture Immersion Week (2-5 days depending on the program components)	Individual Coaching (1 hr pp) Leadership Deep Dive (Half day)	Individual Coaching (1 hr pp) Leadership Deep Dive (Half day)	Individual Coaching (1 hr pp) Leadership Deep Dive (Half day) Program Restart



# HIGH PERFORMANCE PROGRAMS

## FOR LEADERS AT EVERY LEVEL

ALIGN TO DRIVE COLLABORATION

## ALIGN

Annual strategy retreat for leadership teams.

Engage your executive leadership team to build a *Strategy-on-a page* – driving full alignment and accountability for results

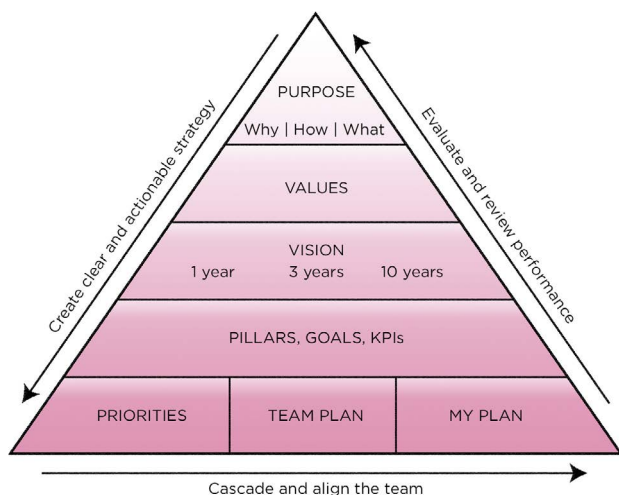
### INCLUSIONS:

- Pre-session interviews with key senior leaders plus preparation activities for teams to gain bottom-up buy in to the strategy process

- Provision of agenda, facilitated strategy workshop and draft strategy document
- Post-session consultation with key stakeholders to sign off on strategy document and plan cascade process.

### TOTAL INVESTMENT INCLUSIVE OF:

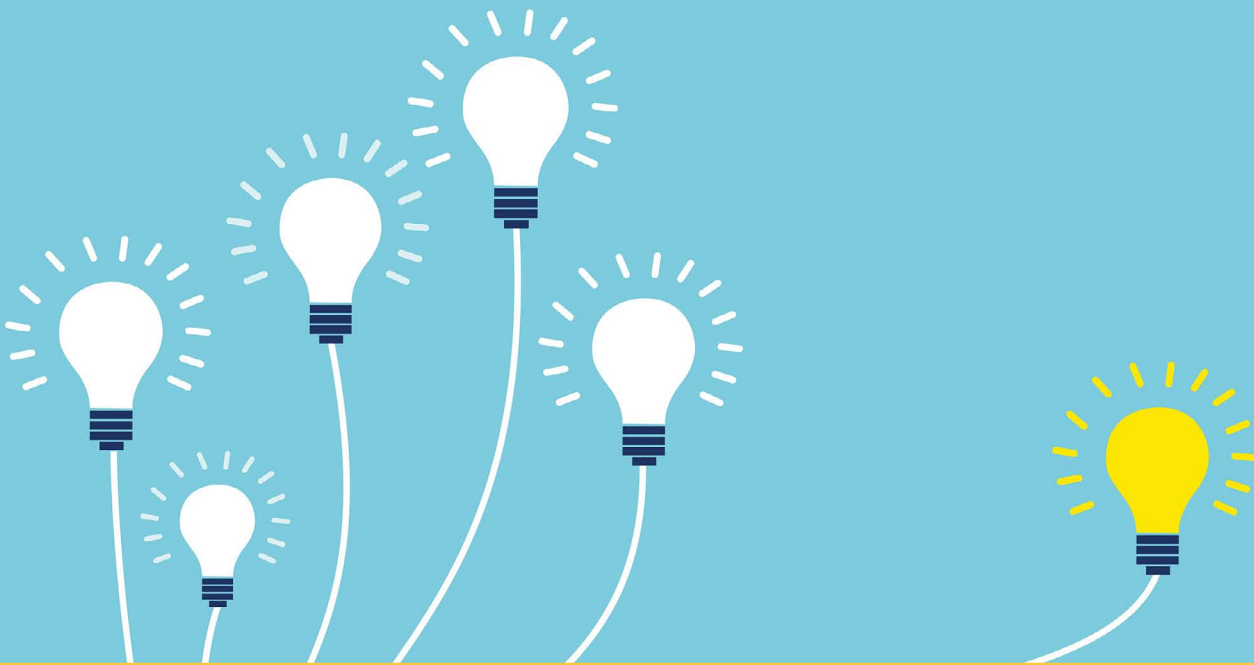
- **2-day workshop \$30,000+GST**
- **1-day workshop \$15,000+GST**



**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.



## INSPIRE HIGH-PERFORMANCE

# INSPIRE

## Leadership fundamentals for leaders at any level.

Our flagship 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.

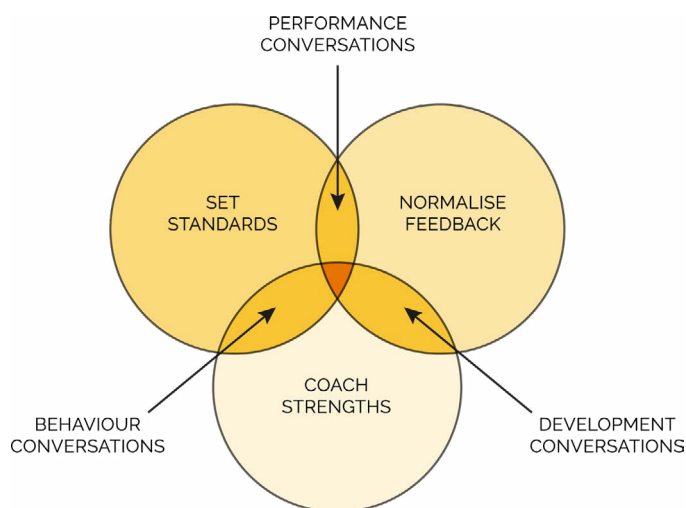
### INCLUSIONS:

- 4 x half day leadership learning 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.

### TOTAL INVESTMENT INCLUSIVE OF:

- **\$20,000+GST for groups of up to 15 people + \$150 per person resources fee.**
- **Individual half-days can be delivered as stand-alone workshops at \$7,500+GST + \$150 per participant resources fee.**



**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 and confidence in teams.



## AMPLIFY YOUR VALUES

### AMPLIFY

A team building workshop resulting in greater trust, connection to values, and positive team vibes.

This workshop is designed to teach teams about what culture is; how they contribute to it; and how they are each empowered to lead a safe, supportive, and inclusive environment for everyone.

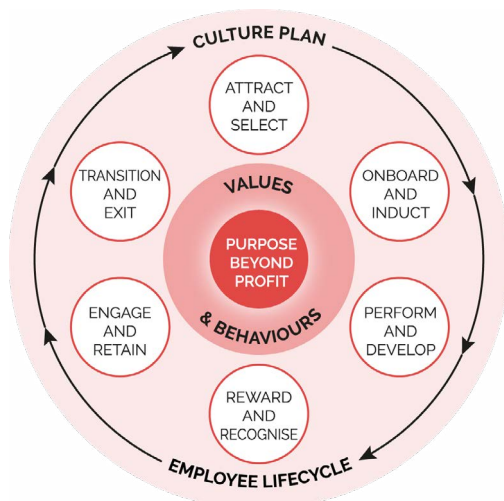
It's designed for intact teams or leadership teams to agree on what is within their power to control when it comes to making this a great place to work.

#### INCLUSIONS:

- 1 x full day workshop for groups of up to 15

#### TOTAL INVESTMENT INCLUSIVE OF:

- **\$15,000+GST for groups of up to 15 people**  
+ \$50 per person resources fee.



**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.

## RE-IGNITE CONNECTION IN HYBRID

### RE-IGNITE

For leaders or intact teams adapting to hybrid working arrangements.

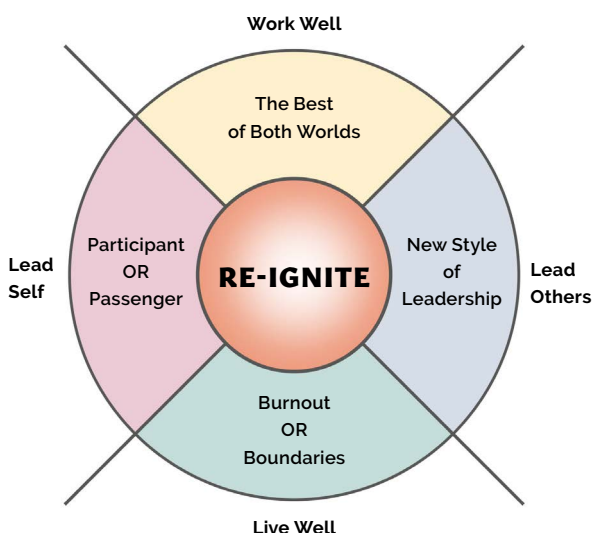
Hybrid working affords individuals more flexibility and freedom. But with greater freedom, comes greater responsibility. To thrive in the new hybrid paradigm, we need to reconsider how we operate across four dimensions: how we work, live, lead ourselves, and lead others.

This keynote + optional workshop event explores four key dimensions of Stephanie's Re-Ignite in Hybrid

framework and invites teams to think about how they adopt new strategies to effectively navigate hybrid and achieve team synergy.

#### INCLUSIONS & INVESTMENTS:

- **\$8000+GST for 60min keynote**
- **\$15,000+GST for keynote + 1-Day team workshop**



The **RE-IGNITE FRAMEWORK** challenges teams to;

- **Discuss the new hybrid work paradigm** – giving leaders the opportunity to detail their own organisational framework for expectations moving forward
- **Provide insight into new styles of leadership** that enable and inspire people
- **Explore resetting boundaries** to maintain positive work / life integration
- **Take ownership and control** of their own career trajectory – fully leveraging their strengths in service of the organisation's purpose.

# DIAGNOSTICS & DEBRIEFS

## DIAGNOSTICS THAT STRENGTHEN SELF-AWARENESS

### DIAGNOSTICS & DEBRIEFS (2-4 HRS)

Diagnostic and psychometric tools are effective ways of deepening self-awareness and appreciation of others. Stephanie is an accredited practitioner in a several validated diagnostics. All sessions include;

- instruction on how self-awareness drives satisfaction and performance
- shares of individual results
- discussion on how these insights enhance leadership effectiveness
- application of these tools beyond work into personal domains
- Action planning to take meaning and value from the exercise.

Diagnostic	Description	Session Length
<b>Myers Briggs Type Indicator</b>	A personality profiling tool that describes your personality and preferences	4hrs
<b>Gallup StrengthsFinder</b>	A strengths diagnostic that identifies what you are naturally talented at and enjoy doing – the keys to your superpowers	2hrs
<b>Genos Emotional Intelligence Assessment</b>	A diagnostic that quantifies your Emotional Intelligence – a critical leadership skill and core driver of success in all domains of life.	4hrs
<b>Human Synergistics Life-Styles Inventory (LSI)</b>	A tool that quantifies the degree to which you are adopting constructive vs defensive styles of thinking and behaving. The LSI empowers mindful awareness of stress triggers and increases your capacity to choose a constructive response.	4hrs

#### DIAGNOSTICS INVESTMENT:

• Myers Briggs Type Indicator (MBTI)	\$100+GST per person + half day facilitation fee
• Gallup StrengthsFinder Survey	\$50+GST per person + half day facilitation fee
• Genos Emotional Intelligence Assessment	\$150+GST per person + half day facilitation fee
• Human Synergistics Life-Styles Inventory (LSI)	\$150+GST per person + half day facilitation fee
• Half-day Facilitation Fee	\$7,500+GST.



# TALKS THAT INSPIRE

STEPHANIE BOWN

Stephanie takes her audiences to the edge, challenging them to introspectively explore their own leadership styles and how their daily actions impact culture and performance.

*The key message was around the Systems of Leadership, and how they can be enabled. I would 100% recommend to buy the book and get Stephanie to come in and talk to your team.*

MARTI HUGHES  
Principal, Organisational Leadership, Tennis Australia

*An exceptional communicator, Stephanie had the full attention of the audience, sharing her insights and simple takeaways on how to effectively manage a team and providing simple but effective strategies that we could implement straight away.*

NIKKI BRAYBROOK  
Chair, Monash Business Awards

*Stephanie virtually presented her Create Alignment keynote presentation to over 50 CHSP Service Providers within the Victorian Grampians region. Stephanie was engaging, knowledgeable & very personable which made our attendees feel comfortable & willing to share their experiences*

NATALIE MILLAR  
Inclusion & Wellness Advisor





## DELIVERING POWERFUL, ENGAGING KEYNOTE PRESENTATIONS



### THE BONDS THAT TIE

**Together is better than apart, but only if you fully turn up. The *Bonds that tie* are the threads that hold teams together to be better together and achieve team synergy– where the whole is greater than the sum of its parts.**

In this talk, Stephanie explores synergy as the intersection between individual thinking and collective capacity.

#### At this event, you will:

- Understand power dynamics in groups that kill productivity and innovation
- Uncover the *Bonds that tie* and how they enable groups to elevate individual thinking and leverage collective capacity
- Be inspired to turn, up, lean in, and share your voice to truly add value.

### UNCOVERING THE SECRETS TO HIGH PERFORMING TEAMS

**High performance is not a mystery and it's not luck. There's a system and process to how it works.**

To drive purpose, passion and performance leaders need to learn and adopt systems for high performance. Systems create habits, which create results. In her talk; Stephanie will lead us on an insightful discussion about systems for leadership, culture and strategy and how they work together to achieve the potential of your business.

#### At this event, you will:

- Understand the drivers of *Purpose, Passion and Performance* (the 3Ps) in organisations
- Learn practical tips to drive the 3Ps performance for leaders at any level
- Be inspired by the stories of leaders who've built amazing cultures.

### SPEAKING INVESTMENT:

- Keynote rate (60-90mins) – \$8,000+GST
- Conference delegate book rate - \$20 per book (RRP is \$29.95)



## EVENTS, CONFERENCES, TEAM DAYS

### 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.

### SPEAKING INVESTMENT:

- Keynote rate (60-90mins) – \$8,000+GST
- Conference delegate book rate - \$20 per book (RRP is \$29.95)

# OUR CLIENTS



A SELECTION OF CLIENTS WE'VE PARTNERED WITH





## 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.



*"Stephanie has done great things with us. Thanks to her planning, coaching and support, we had an award-winning team and a business that was hugely successful."*

RADEK SALI, Former Chief Executive Officer, Swisse Wellness (now founder Light Warrior Investments)



*"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

VIEW more testimonials at [stephaniebown.com](http://stephaniebown.com)

Stephanie Bown



## GET IN TOUCH

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