



**PURE  
POTENTIAL**

# Pure Potential

## *Leadership*

Pure Potential is an individual or shared development expedition for leaders or aspiring leaders ready to unlock their limitless potential and create change, or even full-scale transformation in their organisational setting and worlds.

# Is the expedition *for you?*

Do you feel like you're carrying a heavy load uphill? Are you often stressed, time poor, overwhelmed from spinning multiple plates, feeling like an imposter and finding it hard to switch off?

Or do you feel like you've reached a plateau and, although things are going well, want to reach the next level and see more of your potential make an impact?

Are you curious about what might be possible for you and your organisation?

If this is you, join us for the Pure Potential expedition which explores the inner terrain of our incredible human design. By understanding how our mind works at a profound and practical level, a new orientation for navigating the world is on offer alongside a lighter mental load and optimised system enabling you to access;

- Higher levels of performance and wellbeing
- More innovation, creativity, agility and learning
- Stronger relationships and deeper connections
- Cultural and behavioural transformation in your organisational setting

The Pure Potential exploration goes MUCH deeper than the average change or leadership programme questioning our assumptions of where change truly comes from, making these results sustainable and applicable in all situations we face.



**“Pure Potential – a MUST for all leaders, a simple yet powerful programme which helps prepare your mind for today’s challenges and those ahead.”**

**Paul Scaife**

Trust Finance and Operations Lead

# The Individual Journey

A one to one expedition with a highly experienced Pure Potential Guide. This is for leaders wanting a deep dive transformative experience. This includes:

- Pre-expedition research interviews with yourself and a sponsor. This allows your Guide to get to know you, your world and the challenges and opportunities you currently face. The research findings are shared at an Opening Ceremony, enabling a strong connection to the realities of your context and helping you to feel supported for the journey ahead.
- Seven 1 hour one to one coaching sessions, covering 7 themes across the 'foundations of change', how to 'be the change' and then 'lead the change'.
- A backpack containing all you need for the expedition and a printed glossary of the journey language. These Pure Potential 'journey essentials' provide powerful, memorable metaphors to help you fully experience the potential available to you and for the learning to stick beyond the conversations.
- Access to the Pure Potential online world, where you'll 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' with your sponsor to celebrate your learning and commit to paying it forward.



**“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

# A typical *Journey Map* for an individual expedition



**Research Interviews** with yourself and a sponsor

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



## *Foundations of Change*

### **Coaching Session 1**

Exploring the potential on offer when we align with the human design.



### **Coaching Session 2**

The principles and features of the human design.



### **Coaching Session 3**

Further features of the design including the 'intelligence of life' and resilience.



## *Be the Change*

### **Coaching Session 4**

How to 'be the change', a deep dive into feelings and identity.



### **Coaching Session 5**

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



## *Lead the Change*

### **Coaching Session 6**

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

### **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 with your sponsor, commitments are made to 'pay it forward'.





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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 both been inspirational.”

Kim Millar, Headteacher

# The Shared Journey

For the group expedition, we travel together as explorers from the same industry, or colleagues coming together for the benefit of a shared learning experience. The shared journey includes:

- Pre-expedition research interviews with yourself and a sponsor. This allows your Guide to get to know you, your world and the challenges and opportunities you currently face. The research findings are shared at a group Opening Ceremony, enabling common themes to be understood.
- Seven group workshops, covering the 'foundations of change', how to 'be the change' and then 'lead the change'.
- One to one coaching sessions to dive deeper into your unique experience.
- A backpack containing all you need for the expedition and a printed glossary of the journey language. These Pure Potential 'journey essentials' provide powerful, memorable metaphors to help you fully experience the potential available to you and for the learning to stick beyond the conversations.
- Access to the Pure Potential online world, where you'll 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' with your fellow explorers and sponsors to celebrate the learning and commit to paying it forward.



**“This programme is more foundational than foundational.”**

**Rev Dr Mike Firbank**

School Chaplain, Vicar and Pioneer Minister

# A typical Journey Map

## for a shared expedition



**Research Interviews** with yourself and a sponsor

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



### Foundations of Change

**Workshop 1**  
Exploring the potential on offer when we align with the human design.



One to One Coaching



**Workshop 2**  
The principles and features of the human design.

**Workshop 3**  
Further features of the design including the 'intelligence of life' and resilience.



### Be the Change

**Workshop 4**  
How to 'be the change', a deep dive into feelings and identity.



One to One Coaching



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



### Lead the Change

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

One to One Coaching



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



One to One Coaching



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



# 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, your guide gets to know you and your sponsor 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 educational setting 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 to colleagues or organisational sponsors, creating ripples of impact and transformation.





When you come curious, with  
your eyes open, ready to  
transform your inner and outer  
landscape, who knows what  
could be possible for you and  
*your world?*



**“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

## 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 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, Sarah is Chair of a growing multi-academy trust and sits on the East Midlands Advisory Board for the Department of Education Regional Director.

### Michelle McCartan

Michelle is a highly qualified leadership and peak performance coach and consultant with a passion and expertise for guiding leaders and teams to feel and perform at their best. Michelle has a deep understanding of peak performance, flow neuroscience and human behaviour built from over 20 years working throughout Australasia and Europe. She has held senior Human Resource and Leadership Development roles and consulted to leaders and teams in diverse organisational settings from professional services and manufacturing to education and public services. Michelle is a best selling author in the field of performance and wellbeing.



**“A programme like no other. No expectations, no pressure, just the request to show up, fully present, open and curious. I have changed my way of thinking as a result, that is impacting positively on my life, both personally and professionally.”**

**Karen Scrivens**

Infant School and Nursery Headteacher



**“This is the one leadership program every leader must do, it’s a game changer and will show you how to truly lead through work, life, flow. I am now able to adapt to whatever situation is thrown my way with an endless opportunity mindset.”**

**Belinda Murray**

Managing Director BWM dentsu Melbourne

## **I’m really interested, what now?**

Let us have a conversation about what makes sense for you, whether this is an individual expedition or a shared journey for your team or leaders across your organisation.

The exact arrangements can be tailored to your needs, a typical shared expedition is travelled over 12 weeks.

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

Or contact: [michelle@pure-potential.org](mailto:michelle@pure-potential.org)  
or [sarah@pure-potential.org](mailto:sarah@pure-potential.org)  
or call Sarah on 07712 000449





**“Pure Potential has been transformational for me. I have always believed that we all have something incredibly powerful within us – I was right. This programme unleashes it!”**

**Ben Riggott**  
Trust Development Lead

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

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