



**PURE
POTENTIAL**

Pure Potential

Headteacher & Educational Leader Coaching

For leaders ready to unlock their limitless potential and create change, or even full-scale transformation, in themselves and their educational settings.

Is Pure Potential coaching *for you?*

Do you feel like there's a huge responsibility resting on your shoulders; the weight of results, inspection outcomes, parental feedback, staff wellbeing, budgets, safeguarding, pupil behaviour and more?

Are you often stressed, time poor, overwhelmed from spinning multiple plates, feeling like an imposter and finding it hard to switch off?

Or are you simply curious about what might be possible for your educational setting and want a powerful and pragmatic way to unlock greater potential?

No matter the size of your team or complexity of the real world challenges you face, Pure Potential coaching programmes are powerful and customisable, creating internal shifts that bring out the best in you as a leader whilst having a tangible impact on your team, your setting and your life.

- Feel greater ease, confidence and momentum
- See yourself and your educational setting through fresh eyes
- Communicate with greater clarity and impact
- Build stronger relationships and deeper connections
- Break the patterns of feeling distracted and overwhelmed
- Be more able to switch off and fully engage in your home life
- Create cultural and behavioural transformation in your setting and community

Pure Potential coaching *straddles the profound and practical*

You will receive much deeper coaching than the typical programme, ultimately exploring the source of behaviour and change. We will work with you to take the weight off your mind so it can be optimised for potential and with it fresh perspective, clarity and momentum.

Our approach is refreshingly simple, logical and memorable yet deeply rooted in the complexities of the education landscape. The effects are lasting, offering you a new language and understanding of the human design to share with others in your world and to tackle real world challenges now and into the future.



"I've gained deeper self-awareness, grown in confidence, and gained clarity on the kind of leader I aspire to be."

Laura Baddiley
Governance Lead



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POTENTIAL

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

Joseph Jawroski



“The coaching has facilitated a realisation of the power within:

- to overcome obstacles
- to feel a sense of calm and strength
- to quieten my inner doubts
- to authentically show up and know this is good enough
- to take pride in being seen and heard .”

Parmjit Atwal
Executive Headteacher

Who are your coaches?

Sarah Armitage MBE

Sarah is an experienced coach, facilitator and educational 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 trust board chairing experience, is a former National Leader of Governance and has supported the Department of Education at a Regional level.

Michelle McCartan

Michelle is a highly experienced leadership coach, facilitator and organisational change strategist with a speciality in working with educational 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 educational 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.



"Pure Potential coaching was incredibly valuable in helping me unlock new levels of confidence and clarity."

Becky Turner
Headteacher - Primary



"I found Pure Potential coaching so powerful in my role as a Headteacher. My coaching sessions provided the space for me to talk through and gain clarity on a range of leadership challenges. Michelle's ability to really listen is phenomenal - she then skilfully asks questions, provoking thought.

This was all done in line with key pure potential principles which ultimately allowed me to operate in a high state of mind and with clarity of thought. I can't recommend Pure Potential coaching enough - it truly transforms."

Samantha Jones
Headteacher - Secondary



"The Pure Potential Journey encourages you to reflect upon preconceived ideas around how leaders 'should be'. Vulnerability is not a weakness but in fact a strength which, when shared, can build trust and compassion within a team. Through challenging your thoughts, you become a stronger and more resilient leader, better able to approach situations with a sense of calm and authenticity."

Elise Piper-Hadfield
Headteacher - Primary



Pure Potential *Coaching Programmes*

Programmes to suit all needs: 3, 6 or 12 session coaching programmes (50 minutes per session)

Accessible: conducted online at a time and frequency that works for you and your world

Powerful resources: access to powerful yet short video resources with human potential experts from around the world

Supportive: access to your coach between sessions for questions and reflections

Great value: £495 for 3 sessions, £945 for 6 sessions, £1,795 for 12 sessions

Please get in touch if you're curious to talk about our Pure Potential coaching programmes.

Michelle, Sarah & Natalie

Visit pure-potential.org

Or contact: michelle@pure-potential.org
or sarah@pure-potential.org
or call Sarah on 07712 000449





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?



**“Pure Potential is the greatest gift we can give to our leaders.
It has made such a difference.”**

Matthew Crawford
Trust Leader