



**PURE
POTENTIAL**

Pure Potential *Leadership Coaching*

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

Is Pure Potential coaching *for you?*

Do you feel the weight of responsibility resting on your shoulders? Are you facing challenges in your organisation, such as dealing with demanding workloads, navigating complexity, challenging relationship dynamics or creating space for innovation when the pace of work seems relentless?

Are you often stressed, overwhelmed by spinning multiple plates, feel like an imposter in your role or find work is preoccupying and taking over your home life too? Or perhaps you're just curious about what might be possible for you as a leader and want a powerful and pragmatic way to unlock greater potential?

Pure Potential coaching programmes are designed to meet your specific needs, creating significant internal shifts. This insight-based learning, founded in flow neuroscience, brings out the best in you as a leader, with a tangible impact on your team, your organisation and the bottom line in your business.

- Improve performance and accelerate results
- See yourself, your team and your workplace through fresh eyes
- Gain new perspective on complex challenges
- Communicate with more clarity and impact
- Break patterns of feeling distracted or overwhelmed
- Cultivate stronger relationships and connections
- Be able to switch off and fully engage in home life
- Offer space for greater innovation and creativity in your leadership
- Enable cultural and behavioural transformation in your organisation

Pure Potential coaching *straddles the profound and practical*

A much deeper approach than typical coaching programmes, we explore alongside you to look at the source of behaviour and change, creating a tangible impact on your day-to-day experience of work. Reducing your cognitive load will enable space to emerge to optimise your potential. The natural byproduct will be greater clarity as a leader, an ability to navigate challenge more effectively and forge stronger relationships.

Our approach is simple, accessible and grounded in neuroscience and psychology, yet deeply rooted in the practical realities of leadership.



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



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

Joseph Jawroski



Pure Potential has been a real eye opener and very beneficial in how I now see and operate within my work and personal life.

I have learnt a great deal through this journey that has developed my skills in leadership, strategic thinking and improved performance.

Zaber Khan,
Commercial Manager, Actemium

Who are your coaches?

Sarah Armitage MBE

Sarah is an experienced coach and facilitator of cultural change who combines qualifications and experience in strategic Human Resources, psychology, organisational development and system 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. Sarah supports organisations in a wide variety of sectors, including manufacturing industry, third sector and education.

Michelle McCartan

Michelle is a highly qualified leadership and peak performance coach and consultant with passion and expertise for guiding leaders, teams and individuals to perform at their best. Michelle has a deep understanding of the realisation of potential, from 25 years working throughout Australasia and Europe. She's held senior roles within organisations such as Ford Motor Company and Deloitte, as well as a Director role within a global Leadership Consultancy where she worked across Asia Pacific with clients such as GlaxoSmithKline, Sony and Microsoft. 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, 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.



The coaching has undoubtedly been instrumental in the reshaping of the business and helping the team to improve as a unit.

Jason Sharman

Managing Director, Atlas Packaging



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Coaching brought new light into my mind and, over a number of years, helped me and the team hugely to form a bond that ultimately reached a very different level to that reached before.

Nick Chambers

Sector Director, Actemium



Coaching has pointed me to the endless possibilities available to me to whilst understanding the human mind has enabled me to operate from a place of wholeheartedness in everything I do.

This coaching has created an abundance of insights that makes me a better person in work and life.

Belinda Murray

Managing Director BWM Dentsu Melbourne



Pure Potential *Coaching Programmes*

Programmes to suit all needs: 3, 6 or 12 session coaching programmes (60 minutes per session). Investment starts at £750 for 3 session programme.

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

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?

