



# Pure Potential

## Leadership Deep Dive

A restorative 3-day immersion to step away from day-to-day demands and explore yourself, your leadership and organisation from a fresh perspective, creating lasting transformation.

## Why this Deep Dive is for you

This is your opportunity to abandon screens, mobile phones and the relentlessness of working life to create space to breathe and for new business perspectives to open up.

Drink in the stunning natural surroundings of the North Devon coastline and reconnect with yourself in a much more profound way.

It's a chance to exhale and let go of the stresses that have accumulated with the responsibilities of working life, and to be curious about the source of your experiences and the way this shows up in your capacity as a leader.

The immersion will create the conditions for clarity to emerge; whether that's around shifts in your leadership, a particular business challenge, navigating a period of transition or simply the chance to gain perspective around the wider context of business in relation to your life as a whole.

- Space to review your intentions, behaviours and impact as a leader
- Greater perspective for creativity, innovation and clarity of business direction
- An opportunity to unlock fresh thinking around business challenges and unleash optimum performance
- Understand how flow neuroscience can leverage the bottom line in your organisation
- A profound shift in what's possible for you as a leader and for your organisation



**This was the best development of my career. It takes you on a journey to really understand your thinking so you 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



## 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.

Under the insightful, expert guidance of skilled leadership and peak performance coach, Michelle, we invite you to settle into a reflective and curious mental space to enable fresh perspectives to emerge, bringing clarity to your leadership approach.



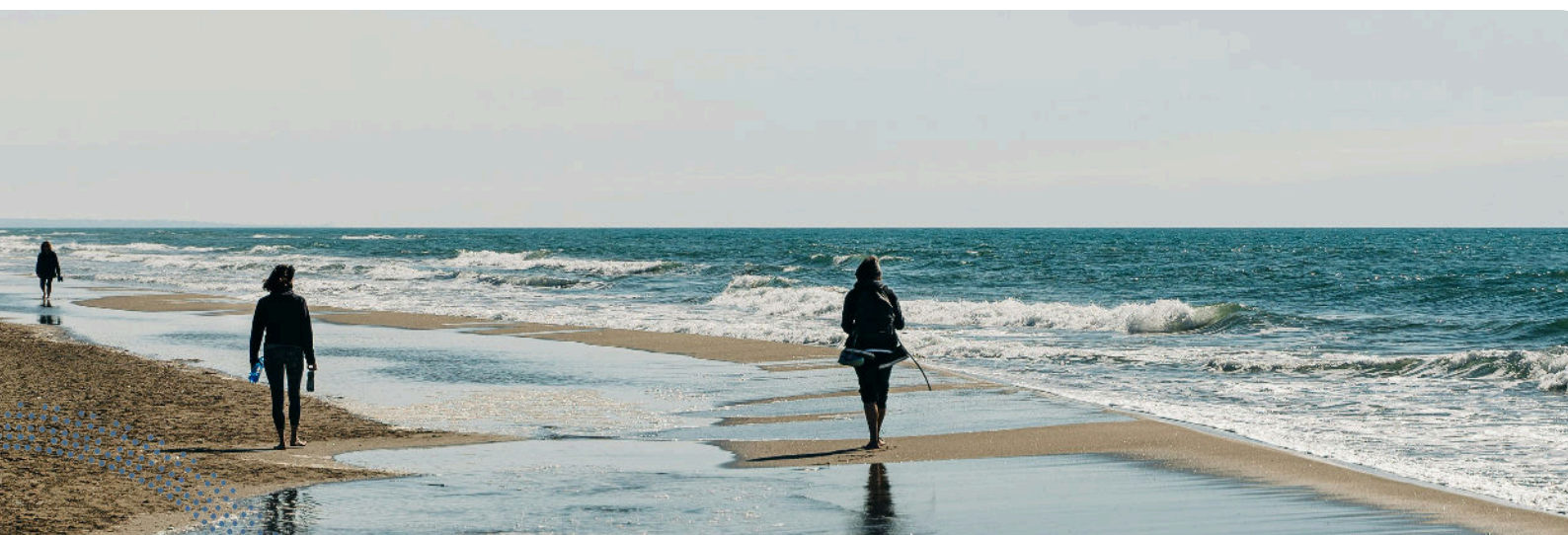


# The proposed *Deep Dive*



The intention behind the Leadership Deep Dive is to create a bespoke immersive experience, designed around your requirements. The experience includes:

- A 90-minute pre-immersion 1-1 research session to explore how to get the most from the Deep Dive
- 1 hour for your guide to talk to a sponsor of your choice to invite perspective and support
- A welcome upon arrival to familiarise you with the format & set the scene
- 10 hours of immersive 1-1 coaching across Day 1 and Day 2 with a bespoke itinerary crafted to meet your needs, including the opportunity for leisurely beach strolls, an invigorating dip in the pool or sea and nourishing dining experiences
- 3 hours of coaching on the final day with an opportunity for reflection on the Deep Dive experience
- 3 x coaching sessions post-immersion to embed the transformation and create lasting change in your professional and personal life



Hosted in beautiful North Devon at [The Saunton Sands Hotel](#), [Woolacombe Bay Hotel](#) or location of your choice, this Leadership Deep Dive will create valuable space for reconnection and clarity, revealing what's possible for you and your business.



**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

## **The Programme Includes:**

- Pre-immersion 1-1 research
- Pre-immersion engagement with a sponsor of your choice for additional perspective
- 13 hours of 1-1 coaching over the Deep Dive 3-day retreat
- 3 x coaching sessions post-retreat to embed learning and foster lasting change in your capacity as a leader

visit [www.pure-potential.org](http://www.pure-potential.org) or  
contact [michelle@pure-potential.org](mailto:michelle@pure-potential.org)





"The future is not  
fixed, we live in a world of  
*possibilities*"

Joseph Jawroski

