



**PURE  
POTENTIAL**

# **Pure Potential**

## *Headteacher & Educational Leadership 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 there are heavy responsibilities resting on your shoulders? Are you holding the weight of results, inspection outcomes, parental feedback, staff wellbeing, budget constrictions, safeguarding and maybe more?

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 in your educational setting 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 science, brings out the best in you as a leader, with a tangible impact on your team, your work environment and your life.

- Improve performance and accelerate results
- See yourself, your team and your educational setting through fresh eyes
- Gain new perspective on complex challenges
- Communicate with more clarity and impact
- Break the patterns of feeling distracted and overwhelmed
- Cultivate stronger relationships and connections
- Be more able to switch off and fully engage in your home life
- Enable cultural and behavioural transformation in your educational setting

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 in education. 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 acknowledges the unique complexities of the education landscape.



**"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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“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

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

*Michelle, Sarah & Natalie*

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







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