



**PURE
POTENTIAL**

Pure Potential

A Transformational Journey

September - December 2025

Pure Potential is a shared development experience for leaders who want to unlock limitless potential and create change in themselves and their world.

Is the expedition *for you?*

Do you feel like there's a huge responsibility resting on your shoulders; the weight of expectation, stakeholder feedback, staff wellbeing and more?

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

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

Pure Potential invites you on an immersive exploration to get curious about how lasting change comes about. We take a closer look at the inner workings of the mind, the nature of the human design and the often invisible filters through which we perceive our daily lives.

Grounded in neuroscience, the programme affords space to step back and look with fresh eyes at assumptions held around the causes of stress and overwhelm, prompting a shift in perspective.

The impact is both profound and practical and offers a new orientation for navigating daily life as we forge a deeper understanding of how our minds work, releasing our attachment to heavy mental loads, enabling access to:

- Greater ease and clarity
- More innovation, creativity and agility
- Stronger relationships and deeper connections
- Cultural and behavioural transformation in your organisation, setting and community

Pure Potential *straddles the profound and practical*

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

Joseph Jawroski



"The content is well scaffolded in a carefully sequenced experiential journey that is anchored in safety."

Sharon Gray OBE, Director of Wholehearted Learning & former Member of the Youth Justice Board

The Shared Journey

We travel together as explorers from different contexts for the benefit of a shared learning experience. The journey includes:

- Pre-expedition research interviews and survey. 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 in-person and online workshops, covering the 'foundations of change', how to 'be the change' and then 'lead the change'.
- Three 1-1 online 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



Our Journey Map

**September to
December 2025**

1 - 9 September 2025
**Research Interviews and
Surveys** - 50 minutes online

Thursday 11 September
In person, 8.30 - 4.30
Opening Ceremony and Workshop 1
to share the research, open your
backpack and get ready for the
journey. Exploring the potential on
offer when we align with the human
design.

One to One Coaching Session 1
w/c 22 September

Be the Change

Thursday 9 October
In person, 8.30 - 4.30
Workshop 4
How to 'be the change', a deep dive
into feelings and identity.

Thursday 23 October
On-line, 2.30 - 4.45
Workshop 5
Exploring listening and the capabilities we can
access as we continue to 'be the change',
including creativity and connection.

Lead the Change

Thursday 6 November
In person, 8.30 - 4.30
Workshop 6
How to 'lead the change'. A fresh perspective on leadership.

One to One Coaching Session 3
w/c 10 November

Thursday 20 November
On-line, 2.30 - 4.45
Workshop 7
'Lead the change'
continues with the Pure
Potential Glossary and a
whole new orientation to
your challenges and
opportunities.

Thursday 4 December
In person, 8.30 - 12.30 plus
Celebration Lunch
Closing Ceremony
The learning is shared and
celebrated with commitments
made to 'pay it forward'.

Foundations of Change

Thursday 18 September
On-line, 2.30 - 4.45
Workshop 2
The principles and features of the
human design.

Thursday 2 October
On-line, 2.30 - 4.45
Workshop 3
Further features of the design
including resilience and wellbeing.

One to One Coaching Session 2
w/c 13 October

The milestones on the *journey*

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1. Research

It all starts with the pre-expedition research phase. Through a one to one conversation and online surveys, 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.



2. 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.



4. 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.



3. 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 through the system and community.



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, staff and pupils. It has made such a difference.”**

Matthew Crawford
Trust Leader

Who are your guides?

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.



"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



“The programme 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
Headteacher

I’m really interested, what now?

Your investment for this truly transformational journey is £2,500.

The location for the in-person workshops is the stunning setting that is:
Morley Hayes, Main Road, Morley, Derbyshire, DE7 6QA,

Please get in touch if you’re ready to sign up or simply curious to talk more about Pure Potential.

Michelle, Sarah & Natalie

Visit **pure-potential.org**

Or contact:

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