



# Pure Potential

*Open Leadership Journey*  
*Spring 2026*

We guide leaders, teams and organisations to explore the potential that resides within them and their world, yet often feels unavailable.

*Revealing what's possible*

# Is the experience *for you?*

Do you often feel the weight of responsibility? The burden of other people's demands on you and the pressure to meet deadlines and work harder?

Are you often stressed or anxious, 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 you? What potential in yourself is yet to be revealed?

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

We provide a simple shared language to 'normalise potential' for everyday use and transformational benefits.

This 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.



**“My mind has been completely blown! It has changed every aspect of my life, personal and professional. The programme challenges you how you see yourself and others, how you think and enables you to be the change which has a ripple effect not just for yourself but everyone you come into contact with”.**

Emily Ellis Santander HR Hub Lead, Santander

# The Journey

A shared experience with your sponsor, Pure Potential Guides and up to 12 explorers from different contexts and organisations. The journey includes:

- An online research interview and questionnaire. This allows the challenges and opportunities you currently face to be seen and understood by us. It also allows us to carefully orientate you to the exploration, so you know more of what to expect. The research findings are shared with all, including 'challenge themes' which are practically addressed on the journey.
- Three and a half days of in-person workshops and four online sessions, providing a deep dive into the source of human potential, in a highly participative and experiential way.
- Three one to one coaching sessions to explore your unique experience and the impact of the journey content.
- A 'backpack' and Pure Potential Glossary providing memorable metaphors to allow the learning to stick and be lived by you beyond the workshops.
- Access to the Pure Potential online world, where explorers will find all the resources for the expedition, including a wealth of bespoke interviews with global experts in the field of human potential.
- 'Opening and Closing Ceremonies', with your sponsor to set you up for success at the beginning and then thoroughly reflect and celebrate the learning at the end of the journey, collectively committing to paying it forward.
- Access to a closed peer network on WhatsApp as an extension of the exploration and an opportunity to deepen connections throughout the programme



**"This programme is more foundational than foundational."**

Rev Dr Mike Firbank, School Chaplain, Vicar and Pioneer Minister.





# Open Leadership Journey

March to June  
2026

One to One Coaching Session 1  
w/c 20 April

## Be the Change

Thursday 7 May  
In person, 9.00 - 4.30  
Workshop 4

How to 'be the change', a deep dive into feelings and identity.

## Lead the Change

Thursday 4 June  
In person, 9.00 - 4.30  
Workshop 6

How to 'lead the change'. A fresh perspective on leadership and a revisit of the challenges identified through the research.

Thursday 18 June  
On-line, 2.30 - 4.45  
Workshop 7

'Lead the change' continues with reflections and visioning 'what's possible?'

w/c 9 February  
Welcome message

Thursday 26 March  
In person, 9.00 - 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.

Thursday 21 May  
On-line, 2.30 - 4.45  
Workshop 5

Exploring deep listening and the capabilities we can access as we continue to 'be the change', including creativity and connection.

Thursday 30 April  
On-line, 2.30 - 4.45  
Workshop 3

Further features of the design including resilience and beliefs.

One to One Coaching Session 2  
w/c 11 May

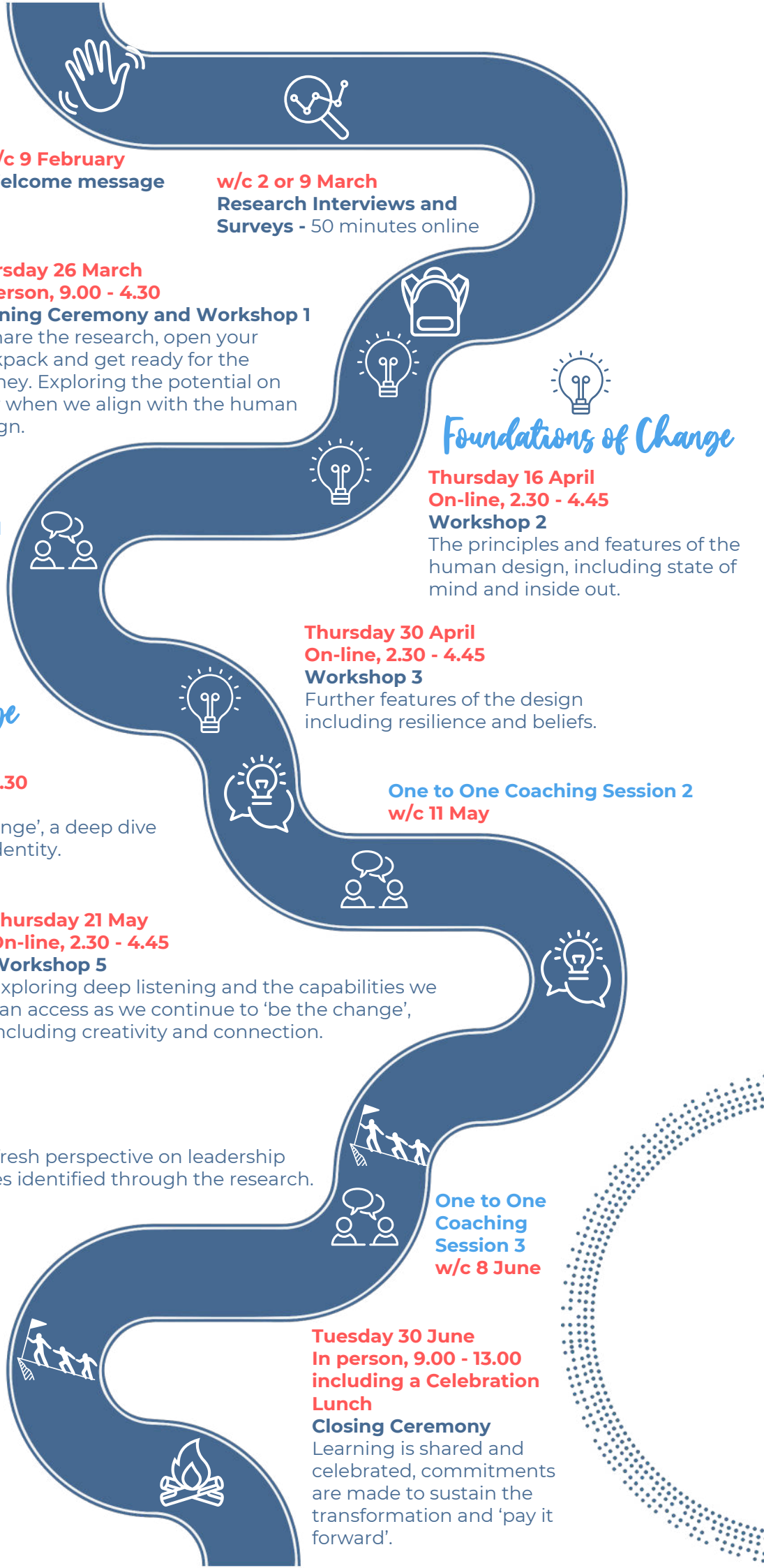
## Foundations of Change

Thursday 16 April  
On-line, 2.30 - 4.45  
Workshop 2

The principles and features of the human design, including state of mind and inside out.

Tuesday 30 June  
In person, 9.00 - 13.00  
including a Celebration Lunch

Closing Ceremony  
Learning is shared and celebrated, commitments are made to sustain the transformation and 'pay it forward'.





# The milestones on the *journey*

PURE  
POTENTIAL



## *Research*

It all starts with the pre-expedition research phase. Through a one to one conversation, we get to know you and understand how you experience your world, both challenges, opportunities and what brings you joy. This rich context forms a backdrop to the journey making it highly relevant and practical.



## *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.



## *Lead the Change*

In this final phase we use our understanding to explore our real life challenges and situations afresh. This might be how we lead, deal with difficult relationships, grow in our role or create cultural 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, welcoming you and your sponsor to this important orientation session. 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.



## *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 where your sponsor is once again invited to join us and sit around a metaphorical camp fire, celebrating the expedition. You will get the opportunity to share and embed your learning and pay it forward, creating ripples of impact and transformation through your context, be it a team, family, organisation or the wider world.





**PURE  
POTENTIAL**

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

Joseph Jawroski



**“Your calmness, wisdom and care have made the time spent on the programme both enjoyable and thought provoking. I feel that I will continue to put into practice everything I have learned and it will make such a difference to me, professionally and personally. Thank you so much, you've been inspirational.”**

Kim Millar, Primary School Headteacher

## Who are your guides?

### Sarah Armitage MBE

Sarah is an experienced coach, facilitator and 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.. She also chairs a Derbyshire-based children's charity, Derby Kids' Camp, which provides free holidays for those who need them the most.

### Michelle McCartan

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

- **Research interviews and online questionnaire** with each explorer
- **3.5 days of in-person workshops**, beginning with an **Opening Ceremony** to review the research and set up for success
- **4 on-line workshops** (each is 2 hours 15 minutes)
- **3 one-to-one**, 50-minute, on-line **coaching sessions** for each explorer
- The **Pure Potential Backpack**, printed **Glossary** and **six months website access** to expert explorer videos and session content
- A **Closing Ceremony** with explorers and sponsors to review and celebrate the learning and set up to 'pay it forward'
- Access to a **closed peer network on WhatsApp** as an extension of the exploration and an opportunity to deepen connections

**£2,750** per corporate/private-sector/organisationally funded explorer

**£1,950** per public or third-sector funded explorer

*All prices include lunch and refreshments for the in-person workshops but not VAT, which will added at the current rate.*

***We also have a small number of subsidised places, please speak to us about this.***

***We can also accommodate payment in two instalments.***

*We very much look forward to welcoming you on to your  
Pure Potential journey!*

*Sarah, Michelle & Nat*

Visit **pure-potential.org**


Or contact:

sarah@pure-potential.org

or call Sarah on 07712 000449







“The *truth* is like a lion; you don’t have to defend it. Let it loose, it will defend itself”

Augustine of Hippo



**“This programme has enabled me to believe in myself more and truly realise that the potential in me is limitless. Engaging in team sessions and having one to ones was a perfect combination to deliver this programme as it allowed us the opportunity to express ourselves independently and also as part of the wider team.”**

Zaber Khan, Commercial Manager, Actemium



**“Enlightening!”**

Matt Gibbs, Senior Manager - Operational Competence, Tarmac National Skills and Safety Park

[www.pure-potential.org](http://www.pure-potential.org)