



**PURE
POTENTIAL**

Pure Potential

Shared Journey

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 Shared Journey *for you?*

This programme of cultural change for leaders who have experienced the transformational power and possibility of the Pure Potential understanding and language through participation in the Leadership Journey and/or through Pure Potential one to one coaching. **It is for leaders who now wish to 'pay it forward' and share the understanding within their organisation.**

Can you imagine a culture built on Pure Potential foundations? One where there is shared curiosity to 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. Can you imagine the benefits of making the invisible more visible in everyday interactions?

The Shared Journey invites you and your colleagues to travel together on an immersive exploration to get curious about how lasting change comes about.

The programme offers collective, reflective space to step back and look with fresh eyes at the assumptions held around the causes of stress, overwhelm, and struggle, prompting a shift in perspective.

It offers a **simple, new orientation for navigating daily organisational life** as you explore together to share a deeper understanding of how our minds work, ultimately 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 programme questioning our assumptions of where change truly comes from, making these results sustainable and applicable in all situations we face.



“The Pure Potential experience has amplified the culture we are intentionally building across Manor Hall Academy Trust: one where clarity, compassion, curiosity and connection shape our way of being.”

Phil Harrison
Trust CEO



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“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



“Being on this journey of Pure Potential has enabled me to really think about me, the way I think, the thoughts involved in this and the reason behind some of this thinking”

Alex Povey
Educational Research & Development

The Shared Journey

You travel together as a whole team of explorers. The journey includes:

- A thorough **research process** which sees all explorers complete a questionnaire asking for their honest views and experience on the current cultural landscape. This allows you as the leader to more fully understand your organisational context through the eyes of those who work within it. It also holds a powerful mirror up to the whole team on the current culture and provides a valuable starting point and backdrop for the exploration.
- The research findings are shared at a group **Opening Ceremony and launch workshop**, enabling common cultural themes and challenges to be understood. This workshop is facilitated by your Pure Potential Guide, who sets you up to 'travel well' with the 'Spirit of Engagement'. This opening workshop, also covers the **principles and features of the human design, including 'flow' and 'inner climate'**.
- The exploration then continues at a pace to suit your context. You are provided with **eight beautifully designed video workshops**, covering all the Pure Potential content from your Leadership Journey. The video workshops last between 60 and 90 minutes and come with a step by step guide for running the session easily, with no requirement for expert facilitation.
- **Any number of backpacks** can be included with your Shared Journey, each containing all you need for the exploration, along with the printed glossary of the journey language. As you know, these Pure Potential 'journey essentials' provide powerful, memorable metaphors to help you all fully experience the potential available to you and for the learning to stick beyond the conversations.
- A **final workshop and Closing Ceremony** with your Pure Potential Guide provides the opportunity for practical application of all the learning, and a chance to collectively celebrate the learning and commit to keeping it alive and paying it forward. The cultural questionnaire is re-run as part of the this to review the impact of the journey.



“This programme is more foundational than foundational.”

Rev Dr Mike Firbank

School Chaplain, Vicar and Pioneer Minister

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Your Journey Map

Step 1

- Inside Out
- Thought

Step 2

- Designed to settle
- Loosen Grip
- Interpreter

Step 3

- Beliefs
- Intelligence of Life
- Blank Canvas

Step 4

- Feelings 1
- Overthinking

Step 5

- Feelings 2
- Identity 1

Step 6

- Identity 2

Step 7

- Listening Line
- Creativity

Step 8

- Connection

Practical Application & Closing Ceremony, Full Day
(with facilitation from your Pure Potential Guide)

- Practical application
- Reflection
- Celebration
- Pay it forward
- The Onward Journey



Snow Globe



Opening Ceremony & Launch Workshop - Half a Day
(with facilitation from your Pure Potential Guide)

- Research Summary
- Spirit of Engagement
- The Human Design
- Flow
- Inner Climate



Inner Climate
Barometer



Kaleidoscope
Glasses



Thought Play-Dough

Finger Trap



Chatterly Teeth



Blank Canvas



Intelligence of Life



Overthinking Balloon



Feeling



Thinking
Feeling Coin



Listening Line



Trapezium



The milestones on the *journey*

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1. Research

It all starts with the pre-journey research phase. Through an online questionnaire, all explorers add their perspective on the current culture and their own inner landscape. This rich information forms a powerful starting point on the challenges to be addressed, making it highly practical and relatable.



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 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.

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 to pay forward this understanding, what now?

Please get in touch if you’re curious about the difference Pure Potential could make to your organisation or setting.

We look forward to exploring with and

Revealing what’s possible

Sarah, Michelle & Natalie

Visit **pure-potential.org**

Or contact:

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

Matthew Crawford
Trust CEO

www.pure-potential.org