

Guided Journey

We guide you in an exploration of the human design to unlock the potential within you and your world.

Revealing what's possible

Is this guided journey *for you?*

Are you curious to know more about the nature of the human design, the inner workings of the mind, and the often invisible filters through which we perceive our daily lives?

Do you feel the weight of a busy life and the pressure to achieve? Can you imagine navigating your inner and outer world with greater clarity, curiosity and ease? Would you like to explore a simple, powerful orientation that helps you access more creativity, resilience, connection and wellbeing?

The **Guided Journey** invites you to travel independently through beautifully designed workshops, supported at every step by a Pure Potential Guide. After each workshop, you meet online with your Guide for a 1-hour reflective coaching session to share insights, deepen learning and explore real-life application.

This immersive exploration into the source of human potential and how lasting change comes about, offers a safe, reflective space to step back and look with fresh eyes at the assumptions you hold around challenge, overwhelm and struggle.

It prompts a shift in perspective, a reconnection to the source of your potential, and ultimately:

- More confidence and resilience
- Greater wellbeing, ease and clarity
- Increased creativity and agility
- Stronger relationships, deeper connection and presence
- Higher productivity and experience of flow states

Pure Potential *straddles the profound and practical*

It goes much deeper than the average coaching or development programme questioning our assumptions of where change truly comes from, making these results sustainable and applicable in all situations we face.

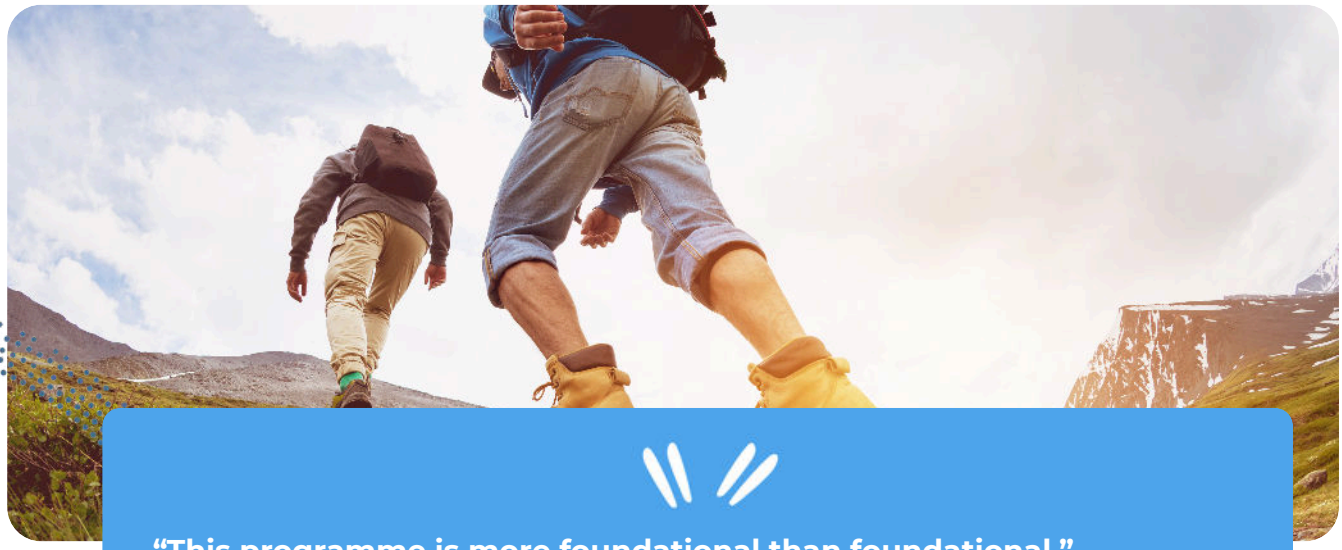
"Pure Potential will change how you look at your life and will be transformative to your outlook on the future challenges that you face."

Harry Rickels, Head of School

The Guided Journey

You travel independently *and* with your Guide. The journey includes:

- **Research and orientation,** a welcome video getting you ready to explore and a questionnaire to clarify the challenges you face and the outcomes you would like.
- **A 'journey plan'** which clearly sets out the steps to be taken.
- **Ten beautifully designed video workshops**, each carefully sequenced to build on and deepen understanding and insight. Every workshop offers a real-time exploration of the principles and metaphors at the heart of Pure Potential, guiding you step-by-step through your human design in a way that feels simple, experiential and transformational.
- **Ten 1-hour reflective 1-1 coaching sessions** with your Pure Potential Guide to share insights, deepen learning and explore real-life application.
- **A backpack** containing all you need for the exploration, along with the 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 really stick.
- 6 months access to the **Pure Potential on-line world** of expert explorer videos and all the resources from the Journey.
- The journey is carefully closed with final reflections on learning, practical application and **commitments to sustain and 'pay it forward'**, creating a ripple effect around you on the your onward journey.



"This programme is more foundational than foundational."

Rev Dr Mike Firbank, Chaplain, Vicar and Pioneer Minister

Three milestones on the journey

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Foundations of Change

Firstly 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.

Be the Change

On the next milestone 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.

Lead the Change

The final milestone sees us using our understanding to explore our real life challenges and limitations afresh. This might be how we lead, deal with difficult relationships, solve problems or create change. Whatever they are, we can now address them with access to more possibility and potential beyond the limitations of our past experience.

Journey Steps

Steps 1 - 4
The principles and features of the Human Design · Flow · State of Mind · Thought · Resilience · Beliefs

Steps 5 - 6
Feelings · Overthinking

Steps 6 - 7
Identity and how we see ourselves with greater clarity

Steps 8 - 9
Listening · Creativity · Connection

Step 10
Practical Application · Reflection · The Onward Journey

Who are your guides?

Sarah Salisbury 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.

"We were already a strong leadership team, but Pure Potential helped us better understand ourselves and each other, equipping us with practical tools and a shared mindset that will make us even more effective in the future"

Saleh Saeed, Chief Executive Officer, Humanatrian Sector

PURE POTENTIAL

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

Joseph Jawroski

"You have had a phenomenal effect on the way I conduct myself and how I see the world both professionally and personally. Will never be able to thank you enough for helping me "open my eyes" to the potential I have as a person"

Simon Birchall, Senior Engineer



“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?

Please get in touch if you’re curious about the difference Pure Potential could make for you.

We look forward to exploring with you and...

Revealing what’s possible

Visit **pure-potential.org**

Or contact:
sarah@pure-potential.org
or call Sarah on 07712 000449

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