

## EXECUTIVE CENTRAL LEADERSHIP

LEADING FOR  
PURPOSE

Executive Central Leadership Coaches

## WHO WE ARE

**Executive Central is a team of senior executive coaches who partner with organisations to help them build exceptional, successful businesses where people are inspired to thrive and are empowered to succeed.**

We help you to create a road map for success and future-proof your business or organisation by enabling your most valuable assets - your people - to become their best selves.

As executives for executives, we understand what it takes to lead successfully in future-orientated organisations - we've done it ourselves. Our unique development and consulting programs deliver early business returns, individual success, and long-term value.

## WHY LEADERSHIP?

The contemporary environment of business is marked by disruption and uncertainty, with globalisation, rapid technology turnover, shifting business models and markets.

This complexity requires a new leadership. This is why leadership is at the core of all Executive Central Programs. Building an organisational culture that is diverse, resilient and innovative requires effective leadership at every level.

We offer programs for individuals and teams; experts to managers, managers to executives and high potential talent, assisting with seamless transitions through the leadership pipeline.

## LEADING FOR PURPOSE

Leaders in the For Purpose sector face particular challenges - multiple stakeholders, mixed volunteer and professional workforces, non-continuous funding, and still-developing governance models. Opportunities for leadership development can be limited, constrained by the small size of many organisations and the pressure to prioritise resources to the immediate needs of clients over investment in capability.

This program is designed around the particular needs of the sector and delivered in its context.

Executive Central has partnered with the Centre for Volunteering to offer leaders in For Purpose entities the opportunity to participate in the kind of program often only available in large corporations and government agencies.



LEADERSHIP

## HOW WE WORK: A STRENGTHS BASED APPROACH

The foundation of the work we do is unlocking potential and developing strengths. The Gallup organisation's StrengthsFinder 2.0 is a self-assessment online inventory through which the participant is able to identify their key strengths. We work with you to formulate plans to mobilize your strengths for maximum impact in the organisation and marketplace.

### TOGETHER WE LOOK AT:

**MODEL:** The strengths model and how it applies to you - individually, with your team and other colleagues.

**YOU:** Your own individual talents and strengths.

**OPPORTUNITIES:** How you can identify and maximise opportunities to develop your leadership from a Strengths base. People invariably find the Strengths work to be an affirming and empowering experience.

## ABOUT THE LEADING FOR PURPOSE PROGRAM

**TARGET AUDIENCE:** The Leading for Purpose Program is suitable for high-potential leaders with significant organisational responsibility and those on a leadership journey, e.g. directors, executives, emerging executive talent and recently promoted managers.

**PROGRAM STRUCTURE:** The Leading for Purpose Program utilises group and individual coaching to support and challenge participants towards taking their seat at the leadership table. The program is supported by the active involvement of managers or mentors.

Participants complete relevant pre and post projects such as relevant reading and completion of the Strengthsfinder Inventory.

**GROUP WORKSHOPS:** Group workshops provide a collegiate environment in which to learn from and with others. The facilitator introduces relevant and contemporary stimulus material via Power Point, pre-reading and multi-media, with suggested follow-up resources provided. We create a relaxed and open environment in which people can test out their ideas and have informed critical conversations with their peers.

We link topics to the experience of the participants, and take a learner-centered, active approach to facilitation. This approach guarantees a high level of engagement from the audience.

**ONE ON ONE COACHING:** Individual coaching develops self-awareness of strengths, values and attitudes, as well as identifying areas for development. Coaching provides a confidential environment in which you are both supported and challenged; a platform on which to fine-tune strengths and explore professional challenges; the opportunity to communicate your vision and values; assistance in developing long term strategies for organisation and individual success and the encouragement and affirmation needed to sustain a momentum towards your desired outcomes.

**LEARNING PARTNERS:** We recommend that participants organise into a peer learning partner system. Having a learning partner means that you have someone who can give you a reality check, insights or a boost. We recommend that learning partners meet independently from the structured workshops, with an agreed combination of grabbing a coffee together, phone contact or emails as required. All learning partner relationships evolve in their own way.

### READING MATERIALS AND A MULTI-MEDIA APPROACH:

Participants are asked to prepare for the group workshops with reading and reflection. We source current articles and papers from research providers such as McKinsey & HBR, as well as accessing insights from academic and industry/professional journals. A multi-media approach incorporates links and video to provide stimulus and inspiration.

## PROGRAM BENEFITS - INDIVIDUAL

- Leaders taking ownership of their own career development
- Deployment of individual strengths for high level performance
- Increased confidence in engaging and influencing people - internal and external.
- Transformation and self-awareness of strengths, leadership style and potential.

## PROGRAM BENEFITS - ORGANISATIONAL

- Strengthening the leadership pipeline
- Benefits of leadership diversity - market alignment, creativity and innovation, financial performance
- Healthy, engaged organisational culture with increased attraction and retention
- Improved Board/Management/Leadership alignment.

Are you ready to empower your people to lead? We can help.  
Contact us at: [info@executivecentral.com.au](mailto:info@executivecentral.com.au) or call 1300 737 495  
You can find details of all our programs at [www.executivecentral.com.au](http://www.executivecentral.com.au)



## OUR PERFORMANCE GUARANTEE

"We think that any organisation in the business of performance improvement should absolutely guarantee its own performance. We believe so strongly in the success of our work and stand so firmly by our results that we offer a full or partial service refund if clients don't see expected returns." **Rob Balmer, Managing Director, Executive Central**