



# Fit FOR PURPOSE CHIEFS OF TRANSFORMATION

**For Leaders of Leaders that are  
accountable for high service in  
complex environments**

“The feed-forward has been incredibly valuable. I’ve really enjoyed the engagement that we’ve had.”

“We benefit from the guiding philosophy of a person who has been able to do this with many people.”

“Deep reflection, as scary as it might be, is actually very, very powerful.”

“This whole thing has slowed me down, whilst speed me up. It’s enabled me to learn this really clever strategy of just taking a breath.”

“It’s very much a period of self-reflection. You need to be open and willing to change. If you’re really interested in growing as a leader and growing as a human, then it’s a course worth jumping into.”



Join other Executives experiencing the shift and appreciating the support lifting their trajectories now and into this decade.

# **The Foundation for Navigating Transitions 10x More Effectively**

**(2 x ability to see options that serve) x (5 x ability to intercept patterns that sabotage follow through.)**

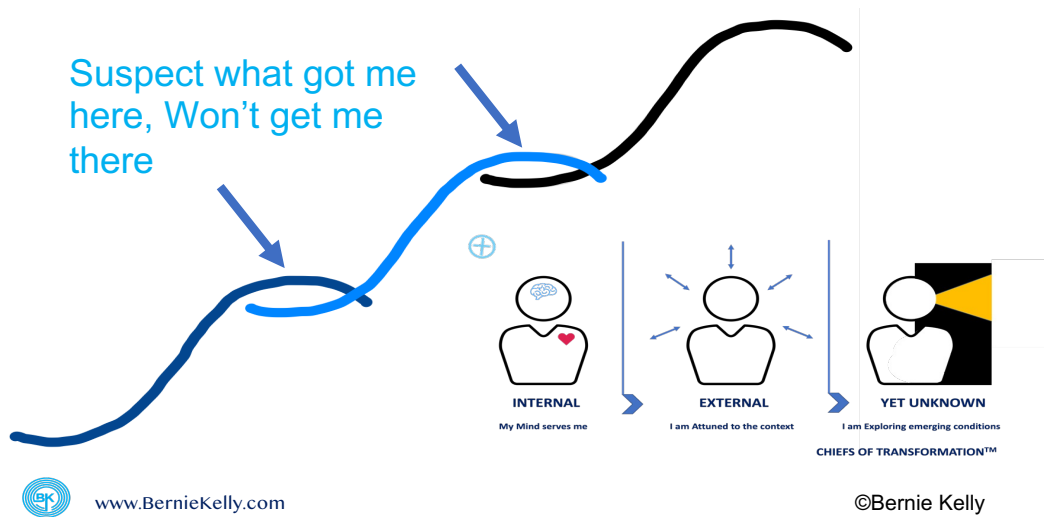
**Expand the range of strengths you are utilising and bringing out in others.**

**Increase effectiveness around the Executive table.**

**Experience more ease and fulfilment within the turbulence of this disruptive era.**



# NAVIGATING INDUSTRY TRANSFORMATION



As Executives we have known for a long time that we must embrace change and uncertainty. But the environment we were trained in wasn't about navigating this many multidimensional, overlapping disruptions, and underlying mega-trends.

Take the tectonic shifts in the operating landscape triggered by the pandemic— critical staff shortages, severe supply chain interruptions, the transition to remote and flexible work, and emotion charged politics.

Then the forces that are redefining viability in virtually every industry: climate change, the rise of exponential technologies, the increase in cyber attacks, and the mounting demands for greater diversity, equity, and inclusion.

All this on top of no respite at home with concern for our loved ones, and parts of life we may have taken for granted that have also been disrupted.

Leading through all of this involves inspiring others through transitions that are beyond their current perspectives, strengths, and comfort zones, and we need to be up for that. WE are also on the transformative journey.

## AMONG PEERS YOU SHARE:

- ✓ There is significant burden of responsibility of Executive roles in industries experiencing disruption, serving clients, sustaining an organisation, developing people. Despite our workload, it is hard to avoid the nagging internal chatter that we are not doing enough!
- ✓ The senior person knows-all, linear strategy and implementation model has become irrelevant - it is no longer fit for purpose in the age of compounding rapid change, as running ever faster on the mouse wheel will only take us so far. This is easy to talk about intellectually AND very difficult to change in practice.





**For you to lead through this industry disruption, it is going to be like being a Trek Leader.**

- Inspiring diverse stakeholders with possibility, to go where they have not gone before.
- Creating a compelling destination that activates action.
- Mapping the real and authentic challenges and dangers along the path.
- Ensuring sufficient resources and being equipped to make it through the journey.
- Ensuring team fitness for the pace and scale required of the journey. Will the pre-conditions for success be met in time for each milestone?
- Bringing the energy of a guide, supporter, encourager to make sure participants and plan remain on track as the journey progresses.

## **Working Together, We Gain Clarity and Commitment for Your Specific Situation:**

**Phase 1:** What Matters? What Really Matters?

**Phase 2:** Am I Building the Mental Fitness to Focus on What Matters?

**Phase 3:** What Must I Do, Feel and Think About, to Be What Matters?

### **Fit FOR PURPOSE Leaders and Organisations**





Leading Disruption with Grace is quite distinct from our expertise, our technical capabilities as Executives and functional leaders.

Accomplished Executives also reflect on their State and Focus for their next phase when looking at their target level in the Leading Disruption with Grace ladder.

### Where do you sit now?

**Where do you NEED to operate to be where you aim to be on the other side of the industry transformation?**

## LEADING DISRUPTION *with Grace*

(Capacity of spirit, heart, head, and hands with self, team, organisation, network)

Leading aligning self, team, organisation, network partners

Leading with self-accountability of the situation. Subjective rather than objective view of the industry disruption



Leading aware of the opportunity with industry transformation.  
(Change-fatigue)



Leading with inherited operating models and Executive playbook  
(On path to irrelevance)





## THIS PROGRAM IS IDEAL FOR YOU IF:

- ✓ You can define a target condition in 6 and 12 months, which will be a breakthrough in terms of the person you need to be, the activity you need to do, and the outcomes delivered. You are aware you need to cut through more than the treadmill of BAU.
- ✓ The development is a priority personally and for the organisation.
- ✓ The more I know, the more I know I do not know” resonates with you.
- ✓ You love to see others grow and flourish.
- ✓ This is an opportunity.

## IT IS NOT FOR YOU IF:

- ✓ You are expecting and seeking little development in yourself, team, or organisation.
- ✓ Business as Usual will distract focus from a commitment to development.
- ✓ The phrase “been there, done that,” resonates with you.
- ✓ You really just want people to do their job.
- ✓ This is an obligation.

## Phase 1: What Matters? What Really Matters?

### Week 1 : Introduction & Exploring What Matters

- Pod introductions to fellow Chiefs of Transformation.
- Why being a Chief of Transformation is necessary as a leader in these times.
- Introduce Success Stacking model. How ‘What Really Matters’ looks different from different time perspectives.
- Utilising time perspectives to lead ourselves, and others, through transformative shifts.
- Program overview and questions for clarity.

### Program Overview

#### Working Together, We Gain Clarity and Commitment to 3 Transformative Questions:

1. What Matters? What Really Matters?
2. Am I Building the Mental Fitness to Focus on What Matters?
3. What Must I Do, Feel and Think About, to Be What Matters?





# CREATING A FOUNDATION FOR SUCCESS STACKING

## SUCCESS STACKING

10 year view	Life Direction	<p>"Most people overestimate what they can do in one year and underestimate what they can do in ten years." ~ Bill Gates</p>
1000 Day view	Strategic Direction	<p>3 years gives space for the key markers to be achieved in that phase of the organisation and our life. Are our priorities clear? Is our Focused Direction aligned?</p>
100 Day view	Focused Direction	<p>Quarterly sprints provide space for Clear direction, assigned ownership, managing the workload, accountability to outcomes. Timely learning loops.</p>
10 day view	Actionable Direction	<p>Where we make things happen.</p> <p>"All things are created twice," there's a mental or first creation, and a physical or second creation to all things." ~ Stephen R. Covey</p>

©Bernie Kelly

## Using time to Success Stack

# NOT

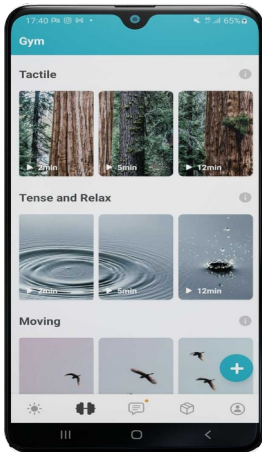
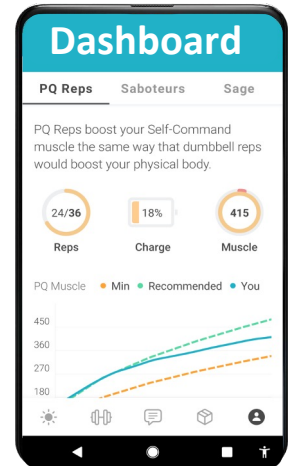
## Playing Snakes and Ladders





## Week 2 : Shared Scheduling & Setting Up for the Mental-fitness Program

- Confirming Program logistics (group sessions and initial 1:1).
- The Anchors of dealing with internal drivers at the base of Change Management, Psychology, Neuroscience, and Leadership effectiveness.
- Research and references overview.
- Personal self-assessment using the Mental-fitness\* assessment tool.
- By focusing just 2% of your time each week, you can build the mental fitness of your team.\*\*



*\* Mental-fitness is your capacity to respond to life's challenges keeping above the line, rather than reacting from below the line.*

*\*\* After 6-8 weeks of this program MRI images show increased grey matter in the Prefrontal Cortex (Sage Brain) and decreased grey matter in the Amygdala (Saboteur Brian)*







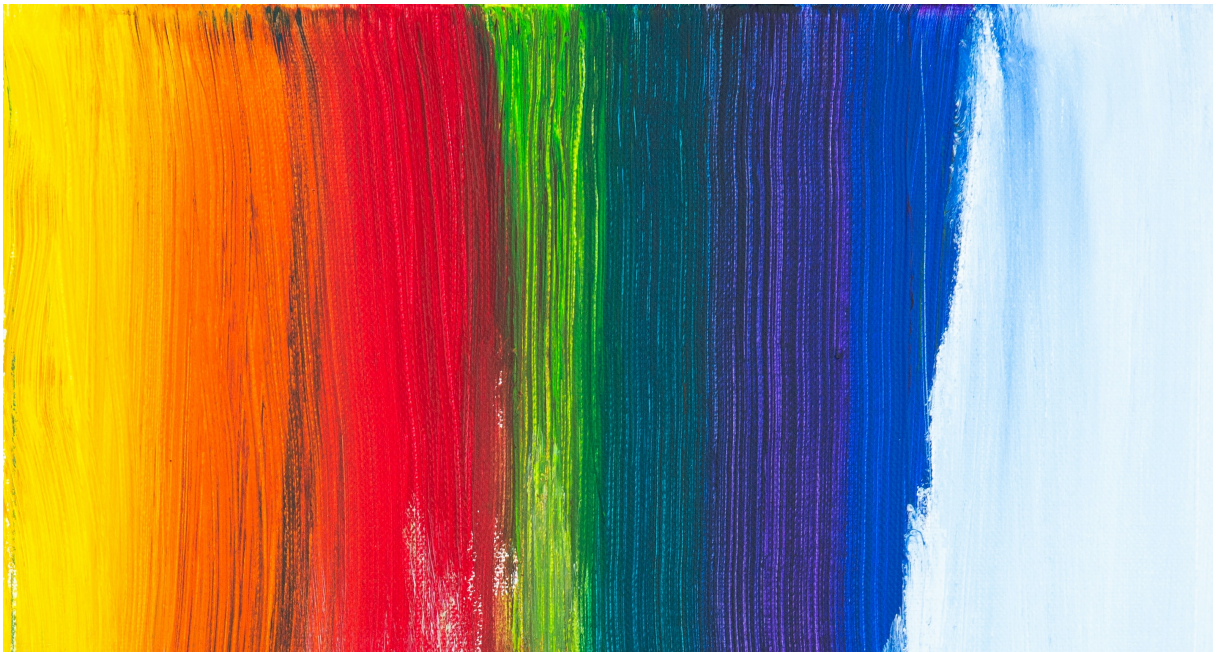
## Phase 2: Am I Building the Mental Fitness to Focus on What Matters?

**At the same time that developments in our external environment are moving exponentially, we as humans are also on an exponential path of learning about how our minds work.**

The developments in psychology, leadership development and neuroscience have been massive in recent years. We are better equipped with knowledge about the internal drivers than ever before in history.

**Rather than chasing the noise we choose to go deep and shift our practice.**

Like using primary colours when painting a picture with a thousand shades, we go to the anchor points of personal and organisational transformation.



Going deep and shifting our practice involves understanding and leveraging the anchors of achievement and performance, strong relationships, and fulfilment:

1. Building the Self-command muscle
2. Intercepting Default patterns
3. Building your Calm and Clear mind muscles

The program leverages the habit strengthening principles of:

- Encouraging self expression
- Shared social experience
- Support to focus and clear your specific barriers





## Week 3 : Self-Command Muscle

- **We focus on what it takes to run your brain rather than being run by your Default patterns.** Self-command is key to intercepting unhelpful mental habits and rewiring your brain to respond more effectively.
- Try out and discover Mental Fitness exercises that are most effective for you.

Within our Pod we discuss our experience with the exercises and will each declare an audacious aspiration that we want to achieve through this program. We will play a Feed-forward exercise.





## Week 4 : Intercept the Default Reactions

For this entire week, you'll intercept and weaken the most damaging Saboteur, the Judge. You discover how judging yourself, others, and circumstances is a key source of your stress and quite damaging to your performance. ***Most participants discover their Judge to be far more prevalent and damaging than they suspected.***

- Expose your Judge's hidden lies, limiting beliefs, and negative patterns and its impact on performance, relationships, and stress.
- Practice intercepting your Judge before it hijacks you.
- Rewire your negative neural pathways by redirecting the Judge response.
- One to one call with Bernie – using the Success Stacking model.

Within our Pod we will discuss awareness of default reactions and their impact on our work and life fulfilment.

## Week 5 : Intercept the Default Reactions (Your Accomplice Saboteurs)

This week you intercept and weaken the top drivers (identified through the Saboteur Assessment) from the following: Avoider, Controller, Hyper-Achiever, Hyper-Rational, Hyper-Vigilant, Pleaser, Restless, Stickler, Victim.

- Expose your accomplice Saboteur's hidden lies, limiting beliefs and negative patterns and its impact on performance, relationships, and stress.
- Discover how to quickly intercept this Saboteur before it hijacks you.
- Rewire your negative neural pathways by redirecting this Saboteur's response.

Within our Pod we will share insights from our self-assessment and how we can see this in others we interact with.



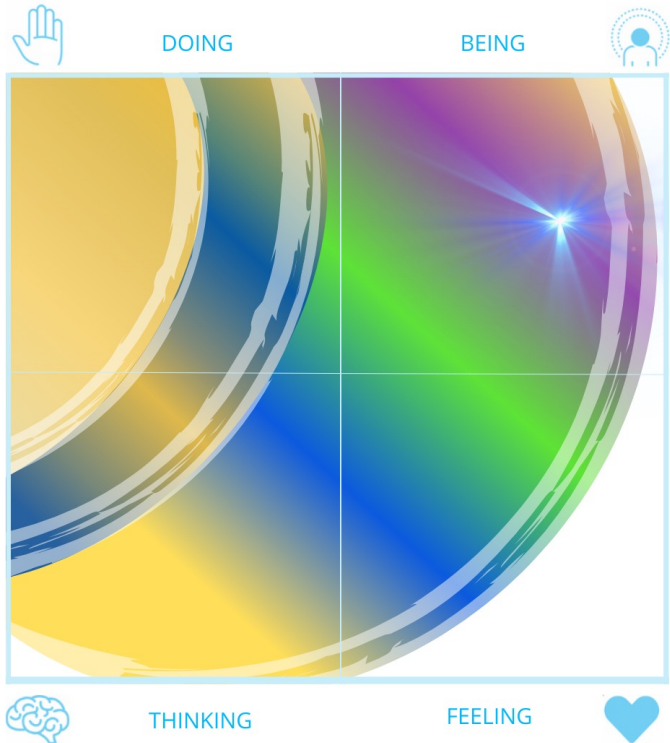




# Week 6 : Build Your Power to Cause Transformation

## TRIPLE LOOP LEARNING & LEADING

Expanding Organisational Wisdom



### 1 WHAT are we doing? HOW are we doing it?

- Think and act within the known institutionalised frame
- Systematic logic (linear input to output)
- Existing known behaviours and belief systems
- Predictable outcomes

### 2 WHY do we do WHAT & HOW? How to improve within that WHY?

- Move between 'are we doing things right' and are we 'doing the right things'?
- Fixation on preserving existing epistemology
- I reflect and measure within a methodology that I've been taught

### 3 WHY do we frame one WHY / HOW / WHAT over alternatives?

- Reflecting on our thinking, doing, feeling, being
- Yes AND...
- Collective application of knowledge-in-action

Developments in neuroscience provide us with more knowledge of the brain, combining this with awareness of your essence as an individual we learn fundamental building blocks for our internal drivers.

After weakening your Saboteurs, it is now time to strengthen your Sage, the counterpart to your Saboteurs. Your Sage lives in an entirely different part of your brain, **generates all your positive emotions, and achieves peak performance through a calm and clear mind.**

WISDOM incorporates scientific understanding, personal experience, judgment, discretion and discrimination, compassion and instinct. Sagacity is another word for this kind of wisdom. Such wisdom forms the basis of the art of transformational leadership.

- Practice the **Sage Perspective that every outcome or circumstance can be turned into a gift and opportunity.**
- Use the **3 Gifts Technique** to find the opportunity in setbacks.
- Replace draining self-judgment with energizing self-acceptance and empathy.
- **Boost speed of recovery** from failures and setbacks.
- We draft your personal development plan.

Within the Pod we share experience with the exercises and areas we each are shifting.





## Week 7 : Boost your Transformational Powers

The Sage region of the brain enables 5 primary powers. Analogous to the 3 primary colours, ***these 5 powers recombine to form all of the emotional intelligence competencies considered crucial to professional success.***

- Augment your mental toolbox with 5 Sage powers.
- Practice 3 techniques to activate each power.
- Know when to use which power - right tool at the right time.
- Boost emotional intelligence through combinations of the 5 primary powers.
- One to one calls with Bernie

Within the Pod we share experience with the exercises and areas we each are shifting. We discuss how this building block sits at the root of all effective team building and organisational culture change initiatives.





## Week 8 : Take Clear-Headed, Laser-Focused Action

You use your Sage's Navigate and Activate powers to take clear-headed, laser-focused, decisive action.

- Use your Sage's Navigate power to align your actions with a deeper sense of meaning and purpose.
- Use your Sage's Activate power to act without fear or emotional distractions even in midst of great crises.
- Discover your Sage's deep wisdom, far surpassing your analytical intelligence.
- Discover how your Sage generates your highest performance while enjoying every step "in the zone."

Within the Pod we each discuss what being in the zone as a Chief of Transformation means to us.





## Phase 3: What Must I Do, Feel and Think About, to Be What Matters?

### Week 9: Sketching Your Path

One to one calls with Bernie where we identify the must-do next steps to change your trajectory and continue to build and leverage your mental-fitness. We practise using your wisdom to cut through the noise in your personal and organisational priorities.

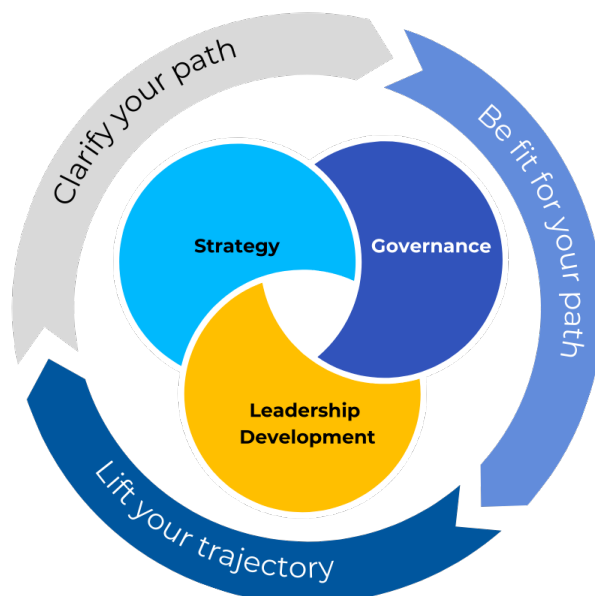
You are invited to join the Complimentary **Belong** community for ongoing community and content access.

Within the Pod we discuss how these Internal Drive Anchors can be applied as the *primary colours are to the colours of the rainbow* for the many issues across the transformation agenda now, and ongoing.

### Week 10: Committing to the First 100 Days on Your Path

- Get super clear on Lifting the Trajectory.
- Establish a rapid feedback and learning loop, where we can see progress – either celebrate, further planning, or go deeper on our personal challenges.

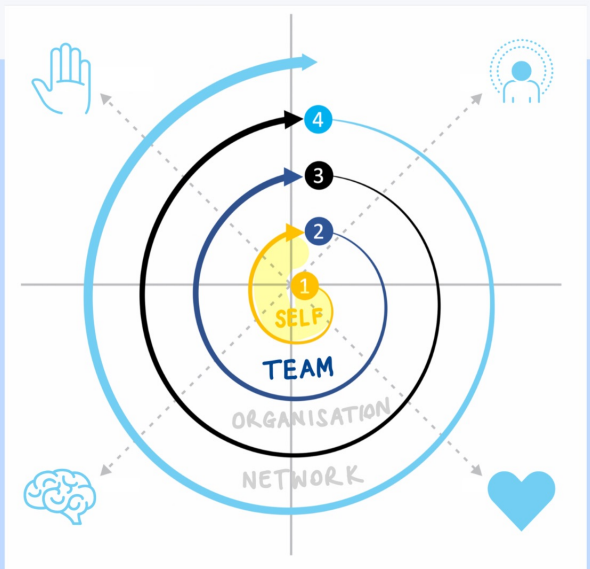
#### Being the Guide beside you, I help you





## Week 11 : Reflections & Celebrations

- The Power of Reflections in embodying our learning.
- The Power of Progress Celebrations on a Transformative Path.



**LEADING DISRUPTION** *with Grace* ⊕

### *The key* to building your capacity

#### Physical capacity



The degree you deliver relevant action (what management refers to as 'labour' and our technologies [from the spear and wheel through to space craft]).

#### Spirit capacity



The degree you understand who you are and what matters most.

#### Cognitive capacity



The degree you can sustain attention, process information with speed and flexibility, recognise patterns, maintain working memory and process multiple simultaneous topics (commonly referred to as IQ).

#### Emotional capacity



The degree you can foster quality relationships, overcome limiting beliefs, feel ease in adapting to challenging situations (commonly referred to as EQ).







## THIS PROGRAM INCLUDES:

- ✓ Weekly Group Pod Sessions of like-minded Executives.
- ✓ One-to-One with Bernie Kelly – facilitated to understand what really matters to you and prioritised next step planning to maximise your trajectory in your priority areas.
- ✓ Online Self-assessment survey and personalised report of current patterns.
- ✓ Training in fundamental principles of mental-fitness, based on the latest in psychology, neuroscience and performance science.
- ✓ Exclusive App, leveraging Stanford University research, guiding your daily practice.
- ✓ Complimentary Membership of the Chiefs of Transformation **Belong** community and exclusive events and materials.
- ✓ Success stacking and time perspectives and individual development plan, 'must do's' to change your trajectory.
- ✓ E-Book copy of 'Traction: The 4 Practices of Change-fit Leadership Teams' by Bernie Kelly.
- ✓ Audiobook of first 8 Chapters of Positive Intelligence by Shirzad Chamine.
- ✓ Success stacking and time perspectives and individual development plan, 'must do's' to change your trajectory.
- ✓ Invitation to One-to-One Partnering where leaders leverage their insights and accelerate their path.

## PROGRAM MEASURABLE OUTCOMES:

- ✓ Participants have the foundation to **Navigate Transitions 10x More Effectively**: (2 x ability to see options that serve) x (5 x ability to intercept patterns that sabotage follow through.)
- ✓ The participant understands the fundamental principles of mental fitness.
- ✓ Plan for the next 100 days and 1000 days that has increased relevance and rigour of organisational and workforce strategy and implementation planning.
- ✓ Individual development plan with priorities, actions and dates
- ✓ The participant performs a self-assessment survey, pre and post executive coaching:
  - The participant achieves a sense of calm in which to think clearly and positively impact others.
  - The participant expands their range of strengths being utilised.
  - The participant increase bringing out strengths in direct reports.
  - The participant reports improved relationships with Executive colleagues.
  - *Previous participants report 20-50% more time of clarity and awareness in their work and home life.*

## WHERE TO FROM HERE:

Make a time to chat with Bernie for more information about this program.

[Click here to make a time.](#)





# Bernie Kelly

## Transformation Partner

## LEADING DISRUPTION *with Grace*

I love seeing the impact of leaders when they evolve themselves to fulfil their purpose within the changing conditions.

My career, immersed in Business Transformation leadership for over 30 years, has taught me that:

- to lead through transformation you need ongoing relevant and rigorous leadership development.
- sustainable energy is vital for leaders going through network transformation.
- strong, cross-functional teams are at the root of all successful network transformations.



### *I am like a partner for committed Trek leaders:*

- *Creating community where we are inspired by the company we keep.*
- *Developing Maps and resources for effective travel.*
- *Ensuring fitness (capacity of spirit, heart, head, and hands).*
- *In your corner through the twists and turns of the journey.*

[www.berniekelly.com](http://www.berniekelly.com)

More background can be found on [Bernie Kelly's LinkedIn Profile](#)

