



# LEADING THE WAY

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This brochure outlines information  
about your Leadership journey

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**INSPIRE GREATER IMPACT**  
LONDON • NEW DELHI • NEW YORK

**maynardleigh**  
associates

“IT’S IN OUR BONES”



## ABOUT MAYNARD LEIGH

Maynard Leigh delivers outstanding behavioral change programmes in the areas of communication, leadership and teams.

Since 1989 we've been pioneering the use of inspiring ideas from theatre, blended with psychological insight and frameworks for organizational change, to create highly intensive development in companies and in people.

Through experiential learning and performance coaching, using accelerated learning techniques in line with the latest neuroscience research, we unlock the creativity, passion and effectiveness of individuals and therefore the organizations.

Whether you want more inspirational leaders, better teams, more effective communications and presentations or a more sustained culture change, we devise solutions that produce results.

Leadership is increasingly about the ability to inspire others.

The best leaders produce outstanding performance in complex times.

At Maynard Leigh, we specialise in creating leaders and managers for the 21st century, at a time when trust in leaders is under scrutiny like never before.

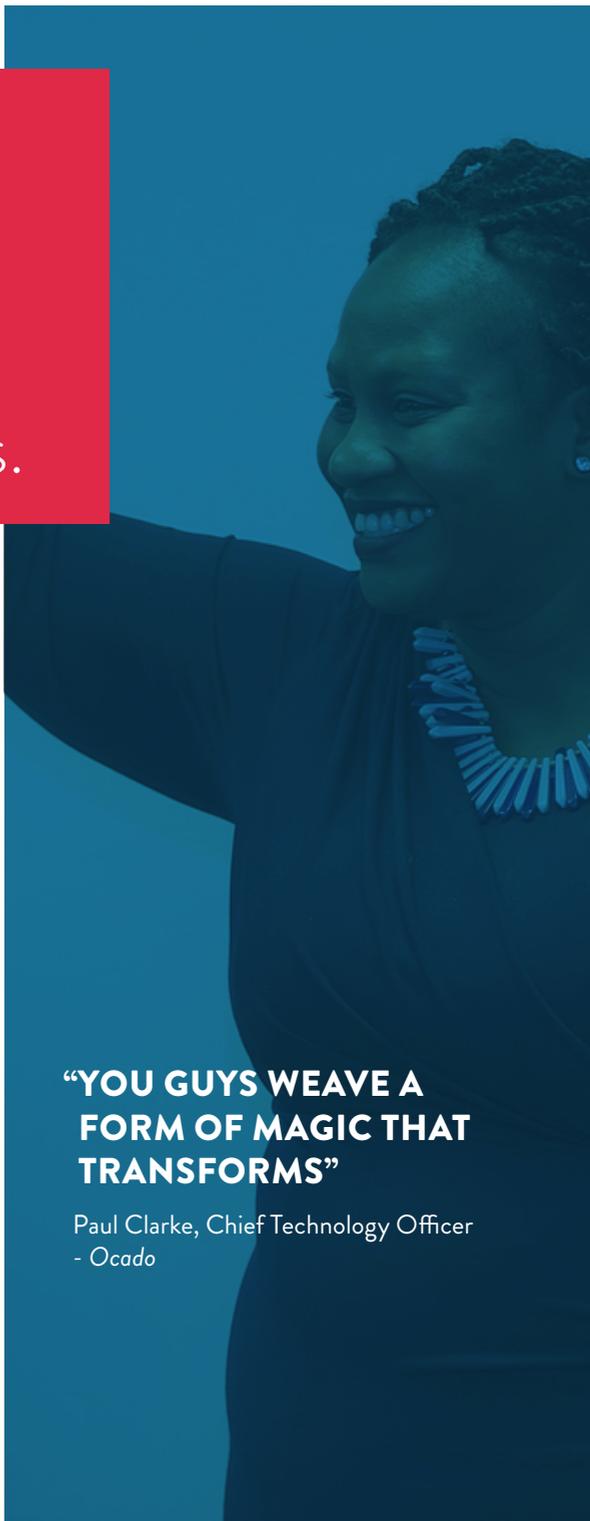
We offer values based leadership interventions based on behavioural change.

We believe that if we can support people at a senior level to model authentic and insightful good practise, then all stakeholders will benefit.

*The purpose of our Leading the Way programme is to improve each individual's strengths, styles and leadership capabilities.*

**“YOU GUYS WEAVE A FORM OF MAGIC THAT TRANSFORMS”**

Paul Clarke, Chief Technology Officer  
- Ocado





# LEADING THE WAY

During the workshop, each participant practises leadership by producing and implementing a change idea that will add value to their organisation.

It is a challenging event for leaders who want to inspire excellence in their organisations. It uses ideas from the theatre and the performing arts and explores the sort of leadership needed for the 21st century. It is action-focused and encourages people to produce exceptional results by inspiring themselves and others.

Throughout the process people will be challenged to seize every opportunity to use the Maynard Leigh 7I's framework. We also establish co-coaching partnerships, to support people in their growth.

## TARGET AUDIENCE:

Ideal for leaders with some experience who are committed to developing their skills to an inspirational level of performance, and who want to practise in a safe, encouraging rehearsal space.

## LEARN TO:

- Differentiate between management and leadership
- Use the essential elements of vital leadership
- Develop authority and gravitas
- Envision and communicate change ideas to others

## FEEL:

- Inspired to lead in a more exciting way
- Sensitive to others and challenged to take people with them
- Clearer on what works well for them as leaders
- Excited about unlocking others potential
- Personally responsible for making things happen

## BE MORE ABLE TO:

- Inspire people to produce outstanding performance
- Involve others in their vision
- Take risks and learn from experiences
- Successfully implement a change idea
- Invent appropriate processes and solutions to give the company a competitive edge.

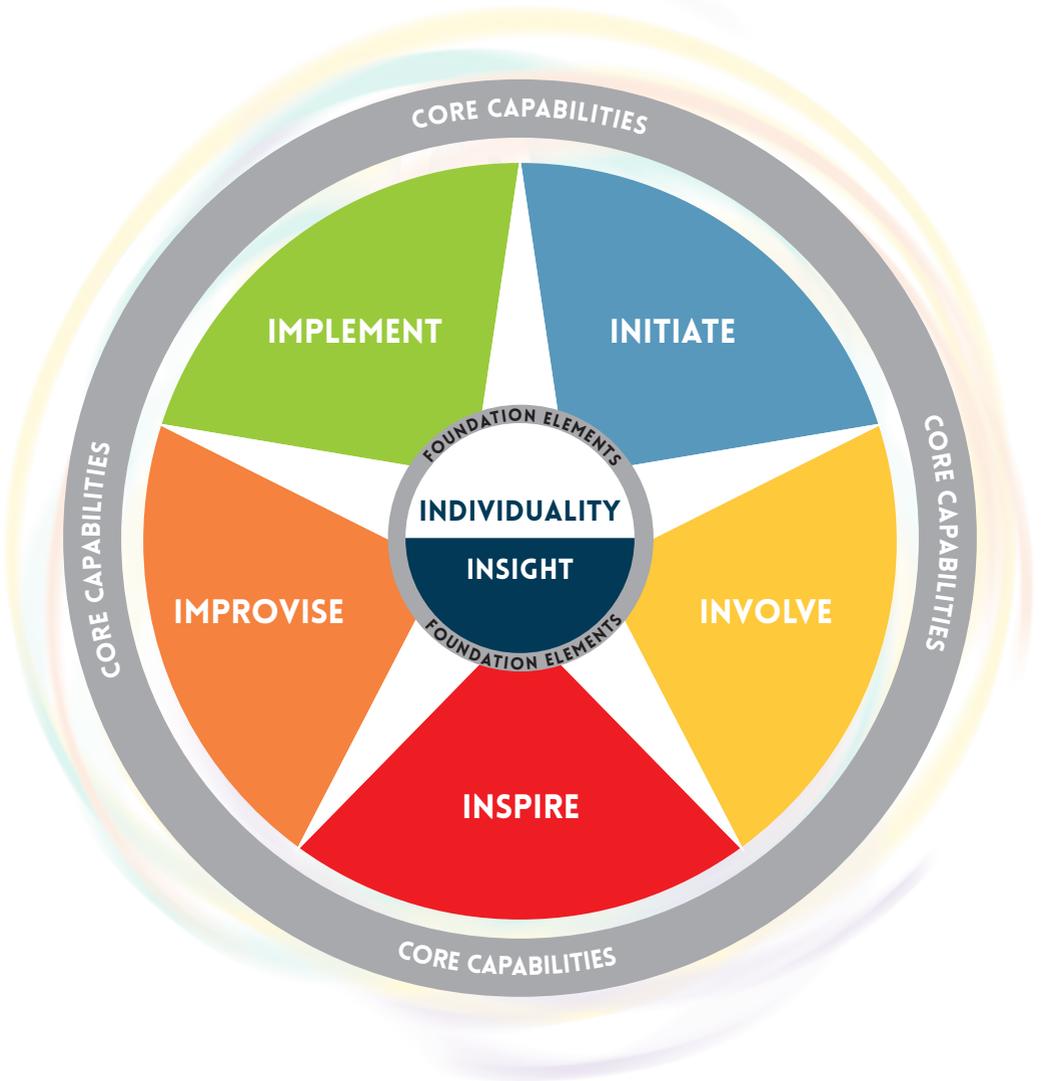
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**2 days - Maximum 12 Participants**

**Price - \$2,500 per participant**

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# OUR 7I FRAMEWORK



**“THE BENEFIT AND EFFECT WAS TREMENDOUS.  
IT WAS DEFINITELY WORTH EVERY PENNY WE INVESTED.  
THEY ARE STATE OF THE ART IN WHAT THEY DO.”**

Brano Hosek, Senior Expert of Group  
Performance - *Deutsche Telekom*

# YOUR LEADERSHIP JOURNEY

## PHASE 1

### ONLINE PERSONAL PROFILE

*Mirror, mirror on the wall.*

Online 360° profile tool. Invite up to five supporters to tell you as it is.

## PHASE 2

### THE TWO DAY COURSE

*Leading the Way helps produce outstanding performance in complex times.*

The two days is a roller coaster journey of activities designed to get you to be at your best.

## PHASE 3

### 1-2-1 INDIVIDUAL EXECUTIVE COACHING

*Pre and post course coaching sessions via phone or Skype to support the two day course.*

Whatever you can do, or dream you can do, begin it. Personalised coaching tailored to your specific workshop outcomes to support and challenge you to deliver on your commitments made on the course.

## PHASE 4

### POST COURSE RELEVANT READING

*'Leading the Way' book.*

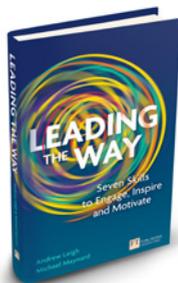
Receive a copy of our best-selling 'Leading the Way' book which outlines the essential skills you need to become a leader that gets the most out of people. Maximise the potential of your innate strength and drive the core behaviours behind effective leadership.

## PHASE 5

### POST COURSE LEARNING MATERIAL

*(weekly for one year)*

To sustain learning, each participant will receive a pack of our Do It Now action cards. Each card includes a weekly action point, a tip about leadership impact and an inspirational quote. The inspirational tips are to be actioned weekly for 1 year.



Receive a copy of our best selling book - *Leading the Way*

*Your Lead Facilitator:*

## **MICHAEL MAYNARD** Co-Founder of Maynard Leigh

Michael Maynard (BSc. Hons. London University. FRSA) is internationally renowned as a conference speaker, executive coach and workshop leader. Michael enables people of all kinds to deliver outstanding performance.

Specialising in developing leaders and growing their skills, he has worked at the highest levels across a wide range of organisations and industries. With his fellow director Andrew Leigh, Michael started Maynard Leigh Associates in 1989.

Since then the company has established a global reputation as one of the most innovative and pioneering learning and development organisations.

It works regularly on major change programmes with organisations such as Hewlett Packard, DHL, Ernst and Young, Bertelsmann, Cancer Research, Centrica, Deutsche-Telekom, Roche, Ocado, SAP and KPMG.

Many of the programmes Michael designs and leads are international. He has worked extensively in all parts of Europe as well as Australia, USA, Singapore and India, where Maynard Leigh also has a franchise operation. Originally a social scientist, Michael later



trained as a professional actor, appearing in theatre, radio and television - often in live broadcasts. Also, as an experienced stage and screenwriter, story-telling features strongly in his work with executives. He also provides coaching to senior leaders in organisations supporting them and their businesses to excel. Together with Andrew Leigh he has written several books, the most recent being *Leading the Way*, (Pearson FT). This offers a stimulating and radical view of the type of leadership needed to succeed in the twenty first century.

Other jointly authored books include: *Dramatic Success*; *Leading Your Team*; *ACE Teams*; *Perfect Presentation*.

# OUR FACULTY

Why is the Maynard Leigh faculty so effective? It's because all of our Executive Coaches have been professional performers.

- + *We know what it takes to engage an audience.*
- + *We know what it takes to communicate in a way that produces impact.*
- + *We know what it takes to stand up and be inspiring.*

## **BILL BRITTEN**

Since 2003 Bill, a Client Director at Maynard Leigh, has been facilitating C-suite teams and High Potential groups, drawing on his own fifteen years' experience as a top flight television and film director. He uses his first-hand experience of leading large, creative teams to help clients explore the challenges they face in their own leadership impact and communication.

Bill has an MA from Oxford University in Psychology and believes wholeheartedly that leadership is about who you are and how you behave: His style is to use honest, focused and insightful feedback to help people become outstandingly powerful communicators. In 2014 Bloomsbury published his book "From Stage to Screen".



## **CAROL LEADER**

Carol was a founder member of Maynard Leigh Associates and co-created the internationally acclaimed course Performing With Presence with Michael Maynard. While retaining an interest in business development, and leading courses internationally, she is now a Senior Jungian psychoanalyst and psychoanalytic psychotherapist with the British Psychotherapy Foundation (BJAA). Much of her work involves training supervisors and psychotherapists.

Carol worked extensively in theatre, TV and radio before re-training as a therapist. She was known most widely as a BBC TV presenter but also played leading parts in many TV plays and series. She is also a former company member of The Royal National Theatre.

These days Carol works in full time private practice, consults in business and for projects in the arts and lectures and leads seminars. She is also a member of the Maynard Leigh Advisory Board. Carol has had many publications, including her paper Evil, Imagination and the Unrepressed Unconscious: the Value of William Blake's Satanic 'Error' for Clinical Practice which won the 2014 British Journal of Psychotherapy's Rozsika Parker Prize.



## **NIGEL HUGHES**

As an inspirational leadership facilitator, Nigel has provided challenging sessions for people at the most senior levels in corporations and politics. Globally, Nigel has influenced strategic change initiatives in governments and businesses. He specialises in developing leadership and communication impact through behavioural change.

A Founding Associate and Director of Leadership at Maynard Leigh, Nigel has designed and delivered many Leadership and Team programmes around the globe. He is the founder/CEO of two multi award-winning charities. Nigel is an alumnus of the Cambridge Programme for Sustainability Leadership, a member of the Prince of Wales Corporate Climate Change group and a Fellow of the Royal Society of Arts.



## **SIOBHAN STAMP**

Siobhan has over twenty years' experience as a coach, facilitator and qualified voice teacher. She specializes in Communication, Impact and Leadership Development and has worked across many sectors, including Financial Services, Government and Supply Chain. She brings keen insight, warmth, dynamism and a sense of fun to her work.

Siobhan has an MA in voice studies, trained as a Coach with ICF accredited Coaching Development Limited and is practitioner of Forum Theatre. She is an agile and flexible facilitator, drawing on many models and exercises as appropriate.



## **STEEVE GUPTA**

Co-founder and Managing Director of Maynard Leigh Associates India, Steeve graduated with an MBA from the University of Central Florida, specialising in International Business. Born in the UK and educated in the US, UK & India and having lived and worked in all the three countries, Steeve has managed to draw from the all three cultures to create global impact.

He leads a team of highly talented consultants and has worked with senior leaders at HarperCollins, AON Hewitt, Alcatel Lucent, Amdocs, Coca-Cola, Glaxo SmithKline, Ernst & Young, RBS, Max Bupa, Max Life, McKinsey, SopraSteria and Sunlife among many other organizations. Steeve believes that sticking to values & remaining authentic are key to a leader being able to inspire others. Steeve combines his deep insight into people's behavior with his experience of working with thousands of leaders, to create an engaging, experiential & partnership based learning environment.



## TERRY HOLMES

Terry has over twenty five years' experience as an executive coach and facilitator. As a Senior Associate and leader of cultural change programs, Terry is able to '*get under the skin*' of an organisation. She coaches board members, senior leadership teams and C-suite directors to create strong communication and alignment in the company. She works internationally and is particularly interested in promoting cross-cultural understanding and collaboration. Terry develops and delivers programs across the board, with particular interest in: Leadership Impact, Communicating for Results and Inspiring Women in the Workplace. Her background as an actress contributes to her engaging and relational style.



## VIVEK ARORA

Co-founder of Maynard Leigh India and Principal Consultant, Vivek was educated in America and India, and holds diplomas in Counselling Psychology, International Marketing, and a degree in Business Management.

As an executive coach, Vivek has worked at the C-suite level in global corporations, and consulted for companies in India, Singapore, Qatar and the US.

His client experience includes Coca-Cola, Glaxo SmithKline, Ernst & Young, McKinsey, and Cognizant amongst many others. His solid instructional design expertise and the many years of experience as a facilitator, combined with his people friendly approach, makes his sessions invaluable. He feels honoured to have received the title of a "teacher" at the age of 14 and cares passionately about his own development and that of others.



**IT IS OUR PERSONAL, PRACTICAL EXPERIENCE PLUS OUR EXPERT SKILLS IN UNLOCKING PEOPLE'S POTENTIAL THAT MAKES MAYNARD LEIGH EXCEPTIONALLY EFFECTIVE. FOR US, IT'S NOT JUST THEORY; IT'S PRACTICE FROM YEARS OF EXPERIENCE. YES, IT'S IN OUR BONES.**



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