

2 Day Masterclass
Living Brave Leadership
1st & 2nd May 2024

The craft _____ of Living Brave Leadership

Living Brave Leadership gives focus and clarity to those in positions where leadership is paramount. It supports leaders at all levels to truly own their role and to enable those around them.

This 2-day programme is dedicated to supporting managers in their leadership journey, to recognise, nurture and develop a genuine, authentic leadership narrative.

It will enable you to take the steps you need to reinforce, calibrate and learn something new about your own distinctive leadership identity.

It will set your north star.

This is not a sheep-dip, it is not an overview of a range of leadership models or a regurgitation of standard academia.

This is not your standard training course.

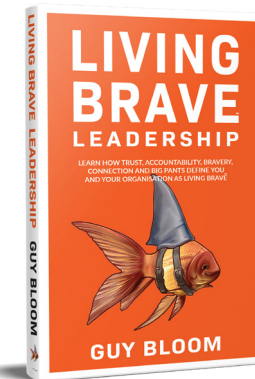
Our aim is to take you through a process, in a safe and confidential space, that allows you to think about things in a different way.

Leadership, in itself, is not complex. As one advances you do however see the complexity of certain situations. Living Brave helps you be aware, understand and develop simple solutions by creating a solid set of foundational mindsets that will guide you in the short and long term.

The focus is on enabling you to navigate complex realities, and the often even more complex characters, that you encounter.

This 2- day programme will enable you to:

- **Build Trust:** Creating, reinforcing and believing in your own personal brand
- **Take Ownership:** Leading with accountability
- **Be Courageous:** Taking brave actions which make a significant difference for you, your peers and your teams
- **Create Connection:** Contributing for the benefit of others





Guy Bloom

“

I strongly recommend Guy as a coach or mentor to anyone seeking guidance and support in their personal or professional development, especially in navigating the challenges of holding senior positions or managing complex organisations

Lorenzo Lepri, Chief Corporate Development Officer, team.blue

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The great leaders, are
leaders of self. So others
can follow.

They create **Trust**,
they establish
Accountability, enable
Bravery and create
Connection.

Why Attend?

In this immersive programme, we work with you to:

- Define your unique identity as a leader
- Understand what 'Living Brave' means for you and the huge impact it can have on your performance, wellbeing and future focus

You will work with like-minded individuals from a range of organisations to gain insight, purpose and recognise the impact of:



Mindset

We will look at the mindsets of **Trust, Accountability, Bravery and Connection**, with the intent that you have solid foundations for defining your own actions and the actions of others.

We will support you to calibrate your relationship with leadership to a place where it isn't a role that you are in, but clearly 'who you are'.

We will help you to create a truly authentic sense of yourself that resonates with others.

Tools

You will learn tools that enable you to define your personal brand, and own the narrative around you.

- Growth and Potential Model
- The Truth Triangle
- Umbrella Beliefs
- Trust Model
- Accountability Line
- Bravery Model
- Connection Model
- Truth to Power Process

Output

- Clarity on your leadership story
- The ability to own your own brand and the story that surrounds you.
- Clear steps to Living Brave in the world, your role and life.
- A clear definition of how you are Living Brave.
- Understand how to hold space on your thoughts, feeling and ideas
- Set the tone for how you operate in the world.
- Have absolute clarity on how to engage others when under duress.

The ——— Experience

Day 1

- **Principles**
The thinking behind Living Brave
- **The Manager & Leader Alignment**
Recognising the social, personal and organisational need for leadership within oneself, so others can engage and contribute.
- **Umbrella Beliefs & Action Levers**
How to align your external leadership narrative and story to your intent to act, especially when you are under pressure.
- **Mindset 1: TRUST**
Understanding how to create, reinforce and repair trust with the intent to create and enable a strong personal brand.
- **Mindset 2: ACCOUNTABILITY**
Recognise the power of accountability. What it means to truly take ownership and understand the discipline and craft required to operate elegantly when demonstrating these behaviours.

Day 2

- **Mindset 3: BRAVERY**
Appreciate the power of 'micro bravery' in relation to the everyday. Understand the stepping stones you will take to your own bravery.
- **Mindset 4: CONNECTION**
Understand the power of 'meeting people where they are' and your ability to 'hold space' in your ideas, thoughts and intent.
- **The 12 High Performance Factors**
Work with the 12 high performing activities that define your focus and keep you on target each day.
- **Anticipating human nature**
Get insights into what happens when you reinforce, calibrate and change. How others may, and will, react and how you will elegantly navigate this.
- **Barriers & Hurdles**
Recognising the barriers that are 'known' and 'unknown' to you on your journey.
- **Leadership Journey**
Deep dive into your own leadership story. Who are you trying to be? What does tomorrow look like for you? Where is your stretch, your hope and your uncertainty?



Pre-Masterclass

- Briefing with Guy, where we cover off your expectations and understand exactly what you want to walk away with, at the end of 2-days
- Connect to the Habitude Nudge app for all pre-session and programme information
- Signposting for programme preparation

01



The Masterclass

- 2 Day Programme
- Signed and personalised copy of Guy's book Living Brave Leadership
- Nudge cards with the models and mindsets to take away

02



Post-Masterclass

- 90 minute action learning session with your cohort to review progress and re-visit key areas, after 3 months
- 2 months of continued nudges
- Priority access to places on future programmes
- Discounted optional add-on coaching sessions
- Access to the Living Brave Alumni Group

03

Evidence not Hearsay



When it comes to making critical decisions about attending a program, the importance of testimonials cannot be overstated.

These endorsements provide invaluable insights, offering a glimpse into the real-world impact of the learning on the lives and careers of those who have walked its path before.

In the world of over hyped promises, testimonials shine a guiding light; they embody a level of trust and credibility.

These testimonials represent genuine and unsolicited feedback in relation to our programmes and executive coaching.

We hope these endorsements offer a glimpse into the value of our interventions.



Chris Smith
CCO
IRIS Software

As a team and as an individual, I have benefitted from Guy's balance of experience, clarity and consistency of message. He challenges the standards we set ourselves and each other in a high performing team in a very productive way. Having a balance of humility and humour Guy is a real person with real experience. He clearly has the expertise to deliver value to our business. He has delivered for me personally a bespoke and thoughtful plan, always there to support and has definitely had a positive impact on me professionally and personally. Guy is clearly a leader in his profession.



Julia Dell
HRD
Rugby
Football
Union (RFU)

Guy has amazing insight, high integrity and has presence and impact on the group he is working with. Guy strives for results and gets them and does so in a collaborative and compassionate way. He has a fearless ability to deal with the “real” issue and won’t shy away from tough but necessary conversations. I highly recommend Guy.



Chris Schulze
-Melander
CEO
Method &
Ecover

Guy was an invaluable partner in developing the People Against Dirty (Method & Eco) leadership team and help achieve our bold ambitions. I cannot recommend Guy highly enough for CEO’s and leaders building a new team, or anyone who wants to take their leadership and team to the next level.



Elona Mortimer
-Zhika,
CEO
IRIS Software

Such vast experience that naturally shines through, there doesn’t seem to be a team dynamic situation that Guy hasn’t come across. Powerful delivery, knowledgeable, engaging, inspiring and firm in equal measure, the kind of leader any of us want to be. His humility make him an outstanding partner to any leadership team.



Dawn Airey
CEO
Getty images

Guy has high EQ, quickly assesses the dynamic of any team, in the most direct, yet subtle of ways, strips that team bare. Then rebuilds its collective strengths whilst being crystal clear on the challenges you face. Whichever company I lead, I always turn to Guy for help. Authentic, effective, he makes teams better.

TESTIMONIALS



Scott McCulloch
Commercial Director
ISG International

“ Guy is incredibly insightful and perceptive, with the ability to get to the crux quickly. With the added ability to help approach one’s situation from different perspectives, both being in tune with the coachee and being cognisant of associated stakeholders’ and their styles. Guys is a great communicator, his analogies are gold, delivered with style.



Lawrence Summers
Executive Director,
Morrison Water Services

“ I had the pleasure of being developed, mentored, motivated and inspired by Guy, learning practical techniques I will actually be able to apply. Guy deals with everything and anything we threw at him. Here is a man who can really deliver feedback well! Humble, candid and challenging. An excellent business coach I can thoroughly recommend.



Clare Farmer
HRD, IQE

“ Repeatedly Guy has proven an excellent and trusted partner, collectively generating creative solutions in response to a range of leadership challenges to include C-suite team and individual coaching. If you genuinely want shift change and progress at either the individual or organisation level, I highly recommend Guy.

“

We are all operating on a **spectrum** of different shades of **us**.

What **unifies, identifies** or **separates**, is when we sense others who are **living brave** and not dampening their flame.

Guy Bloom

Guy Bloom

Living Brave Leadership is the creation of Guy Bloom a specialist in Leadership Development, Team Effectiveness and Performance Coaching. He has worked with leaders and senior teams for approaching 30 years. A boutique provider, with a small team, taking on crafted, award-winning assignments. Guy has dedicated himself to enabling leaders and teams with deeply human, robust and real world approaches to complex situations.

"My life's work is enabling leaders to create followship, through insights and actions, that drive performance and belonging " - Guy Bloom

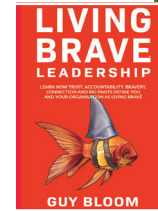
- Guy has worked for approaching 3 decades in the leadership space, winning multiple awards and judging on awards panels
- He is the author of Living Brave Leadership and podcast host of Leadership Bites
- He is driven to add value to the thinking and the craft of leadership by working with individuals and teams in senior roles, who recognise the need and the power of great leadership

Other things to know about Guy:

- As a 4 x Martial Arts Hall of Fame inductee, Guy has coached at the highest levels, a recognised leader in the field and author of 20+ articles
- Most importantly though he is also a husband and father to two amazing boys



THOUGHT LEADER



AUTHOR



AWARD WINNER



PODCAST HOST



4 X HALL OF FAMER



DAD & HUSBAND

LIVING BRAVE[®] *leadership*

Investment:

£2,250 ex vat

Date:

1st & 2nd May 2024

Time:

Day 1 - 1000-1700

Day 2 - 1000-1600

Venue:

Central London

To find out more
information or to book a
place, please contact:

deborah@livingbrave.com

LIVING
BRAVE[®]
leadership

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