

ART OF  
**TRANSFORMATIONAL  
LEADERSHIP AND COACHING**

2024



# WHAT DOES IT REALLY TAKE TO BE AN INSPIRING AND AUTHENTIC LEADER AND COACH?

Coaching is one of the fastest growing professions. As a leader and coach being a subject matter expert is no longer enough. To be successful, leaders must confidently embrace the unknown. They must recognise emerging challenges and think innovatively about the future.

The rapidly changing world in which we live requires leaders to become change agents who are able to coach and inspire their people through complex and uncertain times.

The demand for inspiring leaders in all industries means that future-proofing your career requires solid foundations in coaching skills and the ability to deal with the most complex of issues. To be a great coach as well as a strategic 'thinking partner' in today's environment means that leaders must have a strong foundation in transformational coaching, which is more complex and nuanced than just offering behavior change advice.

Coaching in many ways is an integrative leadership style which leverages your existing leadership capabilities. Adding coaching to your toolbox means that you as the leader can help people shift beliefs and patterns of ingrained thinking easily. This shifts change-management (behaviour focussed) into change-leadership (purpose focussed), which upskills and empowers everyone on the team; speeding up the cycle of growth and enabling your team to be agile and productive.

Through this experiential program you will develop a new way of thinking, discover your own untapped potential and transform in your ability to lead and develop others and deliver results.



*What do you do, when you don't know what to do?*

*How do you respond, when everything you know hasn't worked?*

*The ability to adjust your focus and modify thought processes is key.*

*Mei Oub*

## FOCUS AREAS

### EFFECTIVELY ENGAGE

Happiness & success is ultimately determined by your ability to connect with, empower and inspire those around you. By gaining self-awareness and clearly understanding your behaviours and motivations, you are able to optimise your potential & deepen your personal relationships.

You will develop flexibility in your thinking and behaviours, and learn how to more effectively engage and motivate others.

### UNLOCK POTENTIAL – BECOME A SELF-AWARE LEADER

Developing a true understanding of Emotional Intelligence is critical to the success of all leaders and coaches. This starts with building your own self-awareness and giving honest recognition to your strengths, limitations and impact on others. This program will help you identify these traits, develop new strategies and step into your true potential.

### EMPOWER CHANGE

Understanding how to communicate with others to effect positive change is essential.

Build a clear understanding of how to recognise what drives an individual's behaviour. You will explore new ways of building trust & having transformational conversations. You will develop deep coaching skills that will motivate, develop and empower yourself & others.



## KEY CONCEPTS

### ART OF COMMUNICATION

Designed to get to the heart of the matter, inspire insight and resolve conflict.

### EMOTIONAL INTELLIGENCE

Personal mastery and self-awareness of your emotional resonance and energy. Without this, you cannot lead the hearts and minds of your people or clients.

### PSYCHOLOGICAL SAFETY

Learn to rapidly build a climate of deep trust enabling transformational change.

### SYSTEMIC THINKING

Master the application of a range of psychological models and mindsets that underpin the change process.

## OUTCOMES

- EMBRACE YOUR TRUE AUTHENTIC SELF
- BECOME A POWERFUL CHANGE AGENT
- THINK SYSTEMICALLY AND WORK WITH COMPLEX ISSUES
- SHIFT LIMITING BELIEFS AND NEGATIVE EMOTIONS
- FACILITATE CHANGE THROUGH POWERFUL COACHING TECHNIQUES
- BUILD A COMPREHENSIVE COACHING TOOLKIT

## THE APPROACH



### DISCOVER

In a highly collaborative learning environment discover the guiding principles and practices of transformational coaching.



### EXPERIENCE

Experience the impact of these powerful processes on your real-life challenges and build the confidence to use them with others.



### REFLECT

Share your experiences with your peer group and take time to challenge and progress your thinking.



### REALISE

The powerful inner changes within and feel confident with your coaching capabilities.

Success depends on their ability to live with purpose, authentically engage and act with courage.

This program supports you to ask yourself the tough questions and master your leadership and coaching style.

# TOPICS COVERED INCLUDE:

## UNDERSTANDING YOUR BRAIN & MIND

- Discover your unconscious mind and how you create reality.
- Learn how to decode a client's issue and what's required to create a long-lasting shift.

## CREATING CLARITY

- Know the exact formula for creating lasting transformation in a client session and coaching program.
- Well-Formed Outcomes – A powerful process that creates clarity and a compelling drive to achieve one's goals.

## INSPIRING AND INFLUENTIAL COMMUNICATION

- Acute Observation skills – These are essential tools for a masterful coach. Read the hidden messages in your client's unconscious behaviour so you can help them move forward.
- Artfully Vague Language – Learn how to communicate in a way that influences at a deep unconscious level.
- Precision Questioning – Effective questioning skills to discover the real issue at hand. Essential for any leader whose staff come to them feeling overwhelmed.
- Metaphors – Using storytelling to engage and inspire.
- Reframing - Help others see new perspectives that shift their reality in new and resourceful ways.
- Strategic Thinking – Be able to think in more complex ways enabling you better navigate situations more effectively .

## MOTIVATIONAL DRIVERS OF BEHAVIOUR

- Cognitive Biases – Learn how to read a client's thinking patterns and how their current way of thinking is stopping them from achieving results. When you can skilfully read, unpack and shift these in your clients mind you have the skills to help them change the whole system of their neurology and behaviour.
- Values – Learn how to align your own and your clients values so that you can feel more authentic, and unlock more of your vitality and potential.
- Beliefs – Be able to help your clients shift limiting beliefs that no longer serve them.

## EMOTIONAL INTELLIGENCE

- Further develop your EQ and be able to manage your emotional states in high stake challenging situations. You never have to feel nervous or anxious going into a big pitch or promotion ever again.
- Shifting Perspectives - A powerful process for resolving interpersonal conflict within just a few minutes.
- Strategies - Understand how our brain processes, makes decisions and runs unconscious behaviour patterns.

## TRANSFORMATIONAL COACHING TOOLS

- Levels of Change - Understand the different levels of change and which level to work with in order to help your client break-through and resolve their challenge with ease.
- Parts Integration - Discover the most powerful linguistic method to integrating internal conflict, helping your client to become more whole aligned and powerful. Internal conflict is the biggest factor that drives procrastination. You will learn how to solve it in minutes.
- Future Goal Session - Learn how to program a goal into your client's unconscious mind so that it goes after it in every moment like a heat-seeking missile opening up opportunities and possibilities.

*Increased my revenue from \$200K to \$350K  
in less than 6 months of doing the program.*

# THE STRUCTURE

## CERTIFICATION

This program will cover all the material required for you to be Certified as an Accredited Coach (NLP). You will fully understand all the theory and will have practiced each tool and technique throughout the program.

The program is supported by a comprehensive manual so that you can further embed your knowledge and experience.

This program has been designed according to the ICF ( International Coaching Federation) Core Competencies.

## WHO SHOULD ATTEND THIS PROGRAM?

Designed for leaders, coaches, Agile practitioners, HR/OD specialists and entrepreneurs who want to lead transformational change, create innovative solutions, inspire vision and create meaningful collaborations.

For anyone who wants to expand their thinking and play a bigger game in life.

To live a more inspiring, creative, curious and confident life.

And who want to create a little magic in life!

## PROGRAM STRUCTURE

### ONLINE DELIVERY

This program is delivered for a total of 10 days.

Module 1 - Friday 19 April + Saturday 20 April

Module 2 - Saturday 18 May + Sunday 19 May

Module 3 - Friday 14 June + Saturday 15 June

Module 4 - 1/2 day on Friday 28 June (10 am - 2pm)

Module 5 - 1/2 day on Sat 20 July (10 am - 2pm)

Module 6 - Friday 2 August + Saturday 3 August

10 am - 4.30 pm AEST

*Obtained my first CEO role and used every technique I learnt during the interview. Was offered the role in less than 24 hours.*

# YOUR FACILITATOR



## MEI OUW

Transformational as a facilitator and empathetic as a coach, Mei's insightful and direct approach adds a fresh perspective to situations, making her sought after in the leadership space.

She develops and delivers impactful experiential leadership coaching programs designed to move people into a space of true adaptive leadership. Her objective is to raise consciousness at both an individual and team level in order to deal with complex issues from a new level of thinking.

Mei is committed to helping people to self-actualise in both their professional and personal lives. She has delivered over 8500 hours of individual and group coaching and has worked across all levels of leadership. With a background in psychology Mei has an in depth understanding of human behaviour and works with clients to develop their behavioural flexibility and thinking. This facilitates new perspectives and creates innovative and effective leadership solutions.

As an Executive Coach for entrepreneurs and C Suite her focus is on developmental coaching and she uses a range of cutting-edge tools to increase self-awareness, emotional intelligence resulting in rapid and lasting change for the individual as well as increasing business and financial results. She is an accredited trainer with both the American Board of NLP, the NLP Association of Australia and the Time Line Therapy Association.

## CREDENTIALS

- Double Bachelor's Degree in Law and Psychology
- Accredited in Human Synergistics LSI, DiSC, MSCEIT (EQ Assessment) and the Leadership Circle
- Accredited NLP Trainer with over 12 years' experience training NLP to Executives and Leaders

# TESTIMONIALS

I joined this program to obtain additional coaching credentials. I had no idea I would also be able to fundamentally transform how I was showing up in the world.

When I first met Mei, I was exhausted and living in a constant state of burnout. Through this program, I've been able to rewire my thinking, my habits and beliefs to fundamentally transform many areas of my life.

As well as my full time Executive role, I have started side business coaching Executives and developing bespoke Leadership programs.

If you are looking to build your coaching capability or start a coaching business, this is hands down the best coaching qualification I have undertaken.

You will learn tools and techniques and a way of being in your coaching that helps create transformation and long-lasting change in individuals.

**Simone Weston HR Executive – LEK Consulting**



Having seen Mei at work as a coach and facilitator I knew her to be an incredible talent in the world of transformational coaching.

Despite having attended many professional and personal development programs, including several coach training sessions, it was an easy decision to invest in the Art of Transformation program. I wasn't disappointed – every session of this beautifully constructed 6 month program contained powerful insights, methodologies and frameworks that could immediately be applied with clients.

Mei's deft facilitation of transformational approaches AND simultaneously teaching a large group virtually is masterful. The way in which Mei holds the work, the individuals, the inevitable resistance and pain of growth appears effortless and speaks to her decades of experience and practice.

If you are considering deepening your coaching capability this program facilitated by Mei is truly life enhancing and an amazing forum in which to hone and practice your skills. Sharing the learning and processes with clients has resulted in great feedback including how quickly we were able to surface the real issues, how resourced they felt to try new behaviours and how others were noticing their shifts.

**Fiona Pearman – Founder of Pearman & Partners, CEO Quantum Impact Group**



Through Mei's guidance and coaching, I have learned much about myself as a leader. Mei has challenged the way I see the world and my place in it. She's pushed me to dig deep in order to understand my core purpose – a transformative process which has given me the courage and determination to take my leadership journey to its next level.

Mei is an exceptional facilitator and coach. I highly recommend her for organisations and leaders of any scope, size or industry.

**Hang Vo - CEO Sacred Heart Mission**



If you're curious or very clear about learning the power of NLP and transformational coaching, then look no further than Mei Ouw. They simplify an enormous subject into digestible segments brought to life with incredible teaching and embedded with live practice to ensure understanding. The container they create is safe, non-judgemental, energised and highly supportive allowing you to integrate the subject in whichever way is right for you. You cannot fail to also deepen your knowledge of yourself which is powerful as well as achieving a qualification further magnifying your skills and impact as a coach whatever your specialization.

**Stuart Warwick – Stuart Warwick MSP Growth Specialist**



This is a fantastic course and has helped me grow in a variety of areas that have made me a better and more effective leader in my organisation. Mei leads the course in a structured but adaptable fashion, allowing for time for participants to give everything a go, with a philosophy of people learn by doing. I would recommend this course to anyone looking to improve their leadership potential or work in a coaching environment.

**Simon Dubois – Partner KPMG**



# TESTIMONIALS

This program is a journey of discovery about yourself as a leader and the power of communication. It is unlike any leadership course I've attended. The course focuses on arming you with the tools, knowledge and skills to overcome the challenges that prevent you and others from having the success you desire.

The first day I attended it was like a whole new world of communication opened up to me that I didn't even know existed. Mei so casually was able to demonstrate the power of her content in a way that you can never see the world and communication in the same way again. The insights she offers on human behaviour and yourself are worth the price of admission alone.

This knowledge as well as extremely practical techniques means that I have walked away with some really tangible and meaningful strategies and tools to use with my team and for myself.

I highly recommend this program (to anyone that wants to grow as an individual, and a must for any leader who manages staff or is responsible for setting direction and strategy).

**Grant Lester — Director of Operations**



Mei is the real deal--in this field to make a positive difference in the world by helping leaders to evolve and use their power for good.

She is a brilliant consultant who is working with our Executive Leadership Team to build trust, deepen our collective capabilities solve adaptive challenges, and ensure accountability in all we do. She respectfully and gracefully takes individuals and the team on a journey ... leading us away from our limitations and towards solutions that align with our values, strengths, and aspirations for the Social Research Centre and those we serve.

I highly recommend working with her and I'm happy to talk with anyone considering her as a coach or facilitator.

**Diane Herz - CEO - Social Research Centre**



Mei has helped me to transform my life.

As a gifted facilitator her programs are like a trojan horse for personal transformation as much as they are way-showers for improved coaching for my own clients. And the change has been subtle but profound: I've not only smashed my revenue target but the way I operate is smoother, easier and success comes faster to me.

Change is something I embrace and I'm continually improving my ability to support my own clients in ways I would not be able to without Mei's program and support. Through her challenges to me, I am able to see my own blocks, and identify resourceful strategies to grow beyond them.

Thank you Mei.

**Ingrid Maynard - Managing Director at the Sales Doctor**



Mei's Leadership with Insight Course is perfect for any leader wanting to challenge themselves - professionally and personally - to adapt and improve their leadership capabilities.

Mei's gracious and authentic style enables people to find the best in themselves and to draw upon the best in others around them. She is a gifted facilitator, is filled with insight and is driven by a passion to help bring a more reflective and thoughtful approach into leadership. In a world where leadership brings privilege - and responsibility - to influence the lives of others, this more conscious approach to leading is crucial.

I am so grateful to have experienced Mei's magic.

**Heidi Mitchell - Executive - Citywide Service Solutions Pty Ltd**



# CLIENTS

- Ambulance Victoria
- ANZ Banking Group
- Australia Post
- Australian Unity
- BUPA
- BP Australia
- CFA
- City of Melbourne
- City of Greater Dandenong
- Costa
- Department of Health
- EACH
- EY
- GE Capital
- Guide Dogs Victoria
- KPMG
- Metropolitan Fire Brigade
- ME Bank
- Medibank
- Mercer
- Mesh Communications
- National Australia Bank
- Newcrest Mining
- Origin Energy
- Optus
- PDS Group
- Penguin Random House
- Public Records of Victoria
- RACV
- Social Research Centre
- SP AusNet
- Spectrum
- Superpartners
- TATA Global Beverages
- Telstra
- WorkSafe Victoria

## CONTACT

For a confidential discussion to see if this program is right for you, please contact:

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