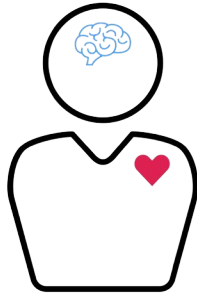
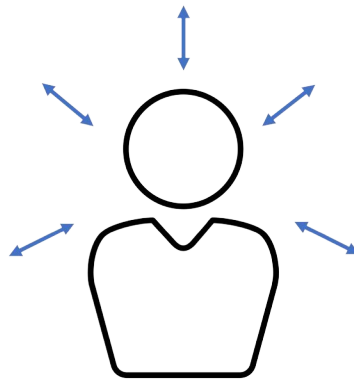


# CHIEFS OF TRANSFORMATION



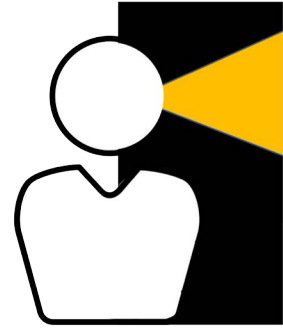
**INTERNAL**

My Mind serves me



**EXTERNAL**

I am Attuned to the context



**YET UNKNOWN**

I am Exploring emerging conditions

CHIEFS OF TRANSFORMATION™

**Chiefs of Transformation is for C-suite leaders with accountability through transformative times.**

“People have seen the difference in depth that I am involved in the conversation.”

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

“Bernie’s passion, interest and experience in being able to bring it back to purpose is invaluable.”

“It’s more around you personally as a leader and the impact you personally have on the organisation that you’re trying to shape.”

“That’s the benefit of having a Pod group where the Leadership is at the same level, where there’s understanding underlying, no need to explain.”



# Navigate Transitions 10x more effectively

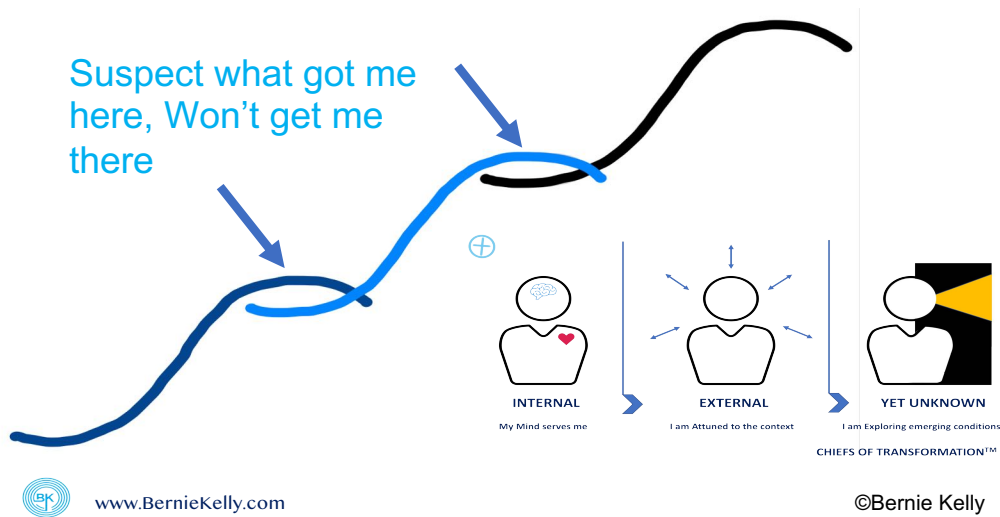
**Expand the range of strengths you are utilising and bringing out in others.**

**Increase effectiveness around the Executive table.**

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

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

# 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.



## “Only 20% of teams reach 80% of their potential”

~ Research led by Shirzad Chamine, Stanford Business School involving over 500,000 people and latest in neuroscience, psychology, leadership development.

The inner work of being a transformative leader through industry transformation 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 Chiefs of Transformation 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?**

## CHIEFS OF TRANSFORMATION



State	Focus	Relationship	Effectiveness
MASTERY	ENLIGHTENING	UNCONSCIOUS COMPETENCE	10 X
COMPETENT	EXPLORING	CONSCIOUS COMPETENCE	5 X
SPECIALISED	EXPANDING	CONSCIOUS LEARNING	2 X
OPPORTUNITY	EXPOSING	CONSCIOUS LEARNING	1 X
INHERITED	EXHAUSTING	UNCONSCIOUS	-10 X

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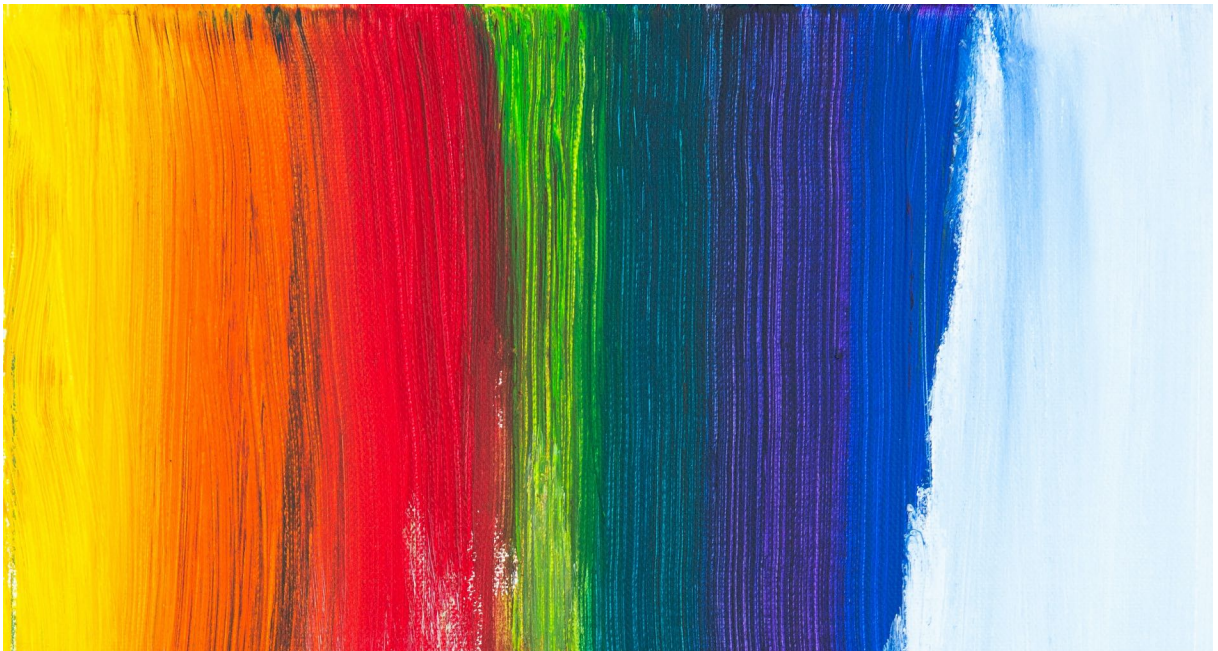


**At the same time that developments in our external environment are moving exponentially, we as humans are also on an exponential path of learning about how our minds work.**

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

## THIS PROGRAM IS IDEAL FOR YOU IF:

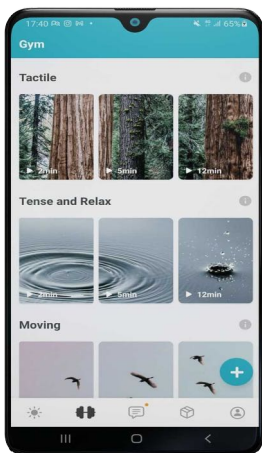
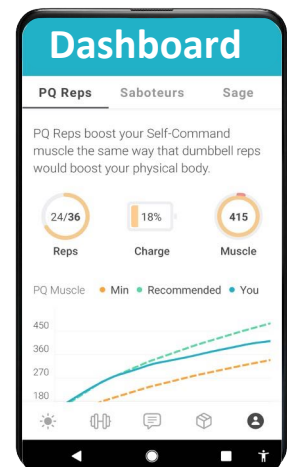
- ✓ You are an active transformative C-suite leader
- ✓ You have extensive experience and expertise in business and change
- ✓ You are keen to share and learn with C-Suite peers

## IT IS NOT FOR YOU IF:

- ✓ You are not leading through complex change
- ✓ You will continue to work within a specific playbook such as Financial re-engineering, Cx, Agile, Lean, Change, OD, Systems Thinking, Digital, Design Thinking
- ✓ You see no need to level up your capability for greater impact and fulfilment

## Week 1 : Introduction & Setting Up for the Mental-fitness Program

- Pod introductions to fellow Chiefs of Transformation.
- The Anchors of dealing with internal drivers at the base of Change Management, Psychology, Neuroscience, and Leadership effectiveness.
- Research and references overview.
- Program overview and questions for clarity.
- 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)



## Week 2 : 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 3 : 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.



# 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.”</p> <p>~ 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.”</p> <p>~ Stephen R. Covey</p>

©Bernie Kelly

## Using time to Success Stack

# NOT

## Playing Snakes and Ladders





## Week 4 : 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 5 : Build your power to Cause Transformation

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.

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

## Week 6 : 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 7 : 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.

## Week 8: 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 and the optional **Belong**<sup>+</sup> program for ongoing group mentoring, community and content.

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.



## THIS PROGRAM INCLUDES:

- ✓ Self-assessment survey and personalised report.
- ✓ Training in fundamental principles.
- ✓ Weekly Group Pod Session.
- ✓ Exclusive App, leveraging Stanford University research, guiding your daily practice.
- ✓ Interactive Mental Fitness Gym.
- ✓ One to One with Bernie Kelly – facilitated, next step planning to maximise your impact in your priority areas.
- ✓ Complimentary Membership of the Chiefs of Transformation **Belong** community and exclusive events and materials.
- ✓ Audiobook of first 8 Chapters of Positive Intelligence by Shirzad Chamine.
- ✓ E-Book copy of 'Traction: The 4 Practices of Change-fit Leadership Teams' by Bernie Kelly.
- ✓ Pre-order copy of The Shapers by Bernie Kelly, due for release mid 2022.
- ✓ Success stacking and time perspectives and individual development plan, must do's to change your trajectory.

## 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

Mentor to Executive Teams | Author | Facilitator

I love seeing the impact that transformative leaders can have on their teams, partners, and customers.

My experience has taught me that:

- to lead through transformation you need leadership development.
- sustainable energy is vital for leaders going through organisation transformation.
- Strong, cross-functional teams are at the root of all successful organisational transformations.



***My work is like having a fitness coach for long treks, considering new terrain, new skills, and the stamina required for the conditions.***

I have led and mentored industry leading businesses and those recovering from the distress of disruption.

As Mentor to Executive teams, I am not an adviser, I am not a consultant. I am your transformation partner.

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

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



## NEXT STEPS

1. Decide on your program and advise by email to [support@berniekelly.com](mailto:support@berniekelly.com)
2. You will receive:
  - ✓ An invoice for your selected program.
  - ✓ A Welcome video from Bernie.
  - ✓ A link to the App we will use throughout the program.
  - ✓ Detailed instructions to help set up the app and take the self-assessment.
  - ✓ An 8-week calendar, including meeting links for all 8 Pod meetings.
3. Join fellow Executives building momentum in causing transformation.

If you have any questions, please don't hesitate to contact:

- Bernie on 0421 915 608 or email [bernie@berniekelly.com](mailto:bernie@berniekelly.com)
- Tamara at [support@berniekelly.com](mailto:support@berniekelly.com)