



# LEADERFIT

COACHING LEADERS TO FLOURISH  
IN THE NEW WORLD OF WORK (NWW).

An evidence-based approach coaching leaders to enhance physical and psychological wellbeing; to improve resilience and mental agility; and free up capacity to make important decisions and lead confidently during periods of constant change and volatility.

**STRIVE : STRONGER**

“

*Leadership has never been more challenging. Consumer trust is at an all-time low and COVID-19 has thrown the world on its head, radically changing the way we work and interact. Leaders cast large shadows and impact much more than revenue and profitability; they impact behaviours, emotions and people's lives. Great leaders find a balance between being caring and compassionate and being driven and directive.”*

**Andrew May, CEO StriveStronger**



## CHALLENGES FOR THE MODERN LEADER

Leadership is hard. Whether you are the CEO of a publicly listed company, part of the executive leadership team, in charge of a large division or running your own business – leadership requires a specialised set of skills.

Leaders also have to manage their own physical and psychological wellbeing; strike a balance between the workplace and working from home (WFH); manage disruptions faced by their families and loved ones, and navigate the ambiguity and uncertainty of the ongoing COVID-19 pandemic.

Leaders have to read, analyse, communicate, make decisions and interact far more in an average day compared to a decade ago.

This unparalleled rate of change and technological adaptation has recently been fast-tracked.

Agility, innovation, foresight, emotional intelligence, focus, concentration, large amounts of energy, the ability to attract and keep talent, discipline, ambition, visionary thinking, a global perspective and connecting with and empowering others are essential skills for leaders and progressive teams.

COVID-19 has created many challenges and opportunities for leaders to support their organisations in managing stress, optimising productivity, and shaping future workplaces built on trust, camaraderie and highly engaged cultures. LeaderFit has been designed to specifically meet these needs.

## LEADERFIT DELIVERS:



**Psychological fitness and resilience**



**Physical wellbeing and energy**



**Increased productivity**



**Improved cognitive capacity and decision making**



**Coaching psychology framework to accelerate learning**



**Camaraderie and trust**



**Enhanced adaptive capacity**



**Healthy company culture and team engagement**

## WHAT IS LEADERFIT?

LeaderFit is a 90-day curriculum based on evidence-based disciplines including science, medicine, performance psychology, neuroscience, workplace productivity and digital learning. Combined with decades of experience working in elite sport, the military and the pointy end of the corporate world.

### 1 PROGRAM DESIGN AND ONBOARDING

#### Strategic comms and planning to lay the foundation for success.

We partner with organisations to ensure clear program expectations and alignment with your operating rhythm.

- Meeting/s about program scope and clarifying people, leadership and business goals
- Allocating Account Managers (both sides) to handle logistics and diary management
- Ensuring technology platforms run smoothly and upskilling internal project managers.

### 2 HUMAN PERFORMANCE ASSESSMENTS (HPA)

#### The most comprehensive, high-level body and brain assessments available in Australasia.

The HPA provides a clear set of metrics specific to physiology, stress and recovery, energy management, psychological detachment, physical activity, cognitive capacity, mindset and leadership capability, and incorporates:

##### a. Online Assessments

**MFC MatchFit Calculator:** Assesses physical and psychological wellbeing against five science-based metrics including Biological Age, Brain Fitness, Stress & Recovery Index, Nutrition Barometer, and Physical Activity Index.

**WFC WorkFit Calculator:** A Time Use Audit shows allocation to work-specific tasks such as emails, meetings, strategy, daily distractions; and personal activities including physical activity, hobbies and passions, time with family and friends, learning and development. Peak productivity times are assessed based on circadian rhythm. The Future Proof Index is a predictor of ability to cope with change and cognitive flexibility.

**LFC LeaderFit Calculator:** A series of measures of leadership capacity and leadership capability. We can also facilitate a range of leadership assessment tools including Myer Briggs, Strengths Finder, Herrmann Brain Dominance Instrument and DISC Profile.

##### b. Physiology and Performance Markers

We assess a range of markers that have direct correlation to human performance including Heart Rate Variability (HRV), blood pathology and nutrition DNA.

##### c. HPA Personalised Report and Results Feedback

Leaders receive a confidential electronic report with a summary of results. A one on one Results Feedback session explains the data and details how to maintain or improve scores.

##### d. Cognitive Capacity and Brain Fitness (optional)

Neuropsychologist Dr Nicola Gates assesses leaders' greatest asset – their cognitive capacity, using a tailored battery of psychometric tests. The results profile cognitive strengths and provide opportunity to maximise brain health and neuroplasticity.

### 3 LEADERFIT EDUCATION MODULES

#### The latest performance science and learning principles upskilling leaders for the NWW.

The learning syllabus can be deployed digitally, face-to-face or in a blended combination. Designed around Harvard Professor Eric Mazur's Flipped Classroom methodology which flips traditional rote teaching style and delivers information across multiple channels.

##### a. LeaderFit Launch

A high energy 2-hour session with Andrew May, StriveStronger Performance Coaches and company leader/s. Covers an overview of LeaderFit, digital platform, support staff program and wearable technology. Aggregated HPA results are presented to the group.

##### b. Leader Huddles

The most popular approach is 60-minute weekly Leader Huddles covering Core and Elective modules based on aggregated HPA results and Program Design. We suggest 8 Leader Huddles, with content from two streams.

##### Stream 1: Leadership Capacity

Leadership Capacity is the ability to manage physical, psychological, emotional and environmental state. This is developed through enhanced self-awareness; and a set of routines and rituals supporting leaders to protect time, manage energy and focus attention. Think of Leadership Capacity as the foundation building blocks to understanding self and increasing self-efficacy.

##### Stream 2: Leadership Capability

Leadership Capability refers to skills training specific to positively influencing others. This includes connecting and communicating with others; the ability to coach and achieve collective results; and how to shape health, engaged and high-performing cultures.



**STREAM 1**

- Self Awareness**
  - Self-Awareness and Self-Efficacy
  - Leading with Purpose
  - The Science of Goal Setting
  - Values and Strengths
- Protecting Time**
  - Foundation Productivity:
  - Productivity Systems
  - Working with Support Staff
  - Executive Productivity
  - Building a Better Week
- Managing Energy**
  - MatchFit in the NWW
  - Nutrition and Cognition
  - Naturally High
  - Circadian Rhythm and Travel Health
  - Science of Recovery
- Focusing Attention**
  - Positive Thinking and Story Telling
  - Neuroscience and Growth Mindset
  - Psychological Skills Training
  - Focus and Flow
  - Internal Innovation Lab

**STREAM 2**

- Connection**
  - Relationships and Connection
  - The Anatomy of Trust
  - Remote Work and Managing Mental Health
  - Neuroscience of Leading Through Change
  - Motivation - the Carrot or the Stick
- Coaching**
  - Coaching Methodology
  - Healthy Conflict
  - Performance Conversations
  - High Performing Teams
  - Creating a Coaching Culture
- Culture**
  - Leading in the NWW
  - Cognitive Entrenchment and Group Think
  - Creating a High-Performance Culture
  - Team Code Framework
  - Culture Code



**4 CONNECTION ZONE AND SUPPORT STAFF PROGRAM**

Wellbeing classes and support staff engagement to boost energy and productivity.

**Connection Zone**

Think of Connection Zone as an online wellbeing centre with a range of live classes each week including HIIT, yoga, breathing and meditation, healthy cooking and more.

**On Demand**

If you can't make a session or if you want to re watch a workshop or repeat one of your favourite wellbeing classes, we record every session so you can play back when it suits.

**Support Staff Program**

A flourishing support relationship is imperative to optimise productivity, protect time and free up capacity to lead. This component includes pre and post-program MatchFit and WorkFit Calculators; two workshops facilitated by Angela Poon with StriveStronger Performance Coaches; and access to the Connection Zone and iStrive digital platform.

“ I didn't realise this was a session for me, I thought it was a training program on how to support the executive team. As a result, I feel so much more supported by IAG and I have made changes to my every day routine such as moving more making sure I get at least 30 mins of Me Time per day, which has helped me cope better with not only work but also in how I deal with the current pandemic situation.”

Anita Kokkinel, CFO Assistant, Chief Financial Office, IAG.

**5 LEADERFIT DIGITAL**

Habit changing digital solutions providing knowledge and accountability to embed change.

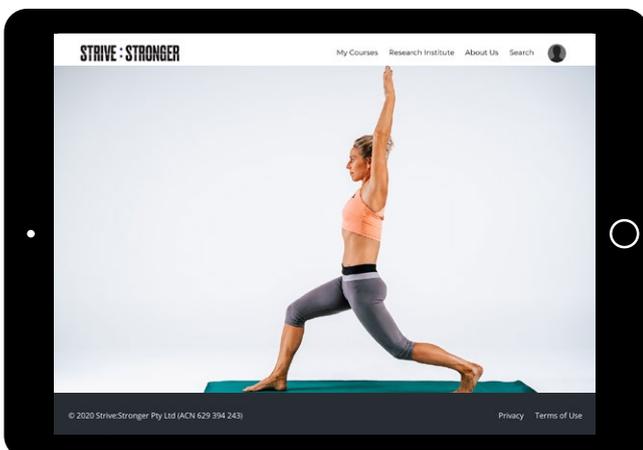
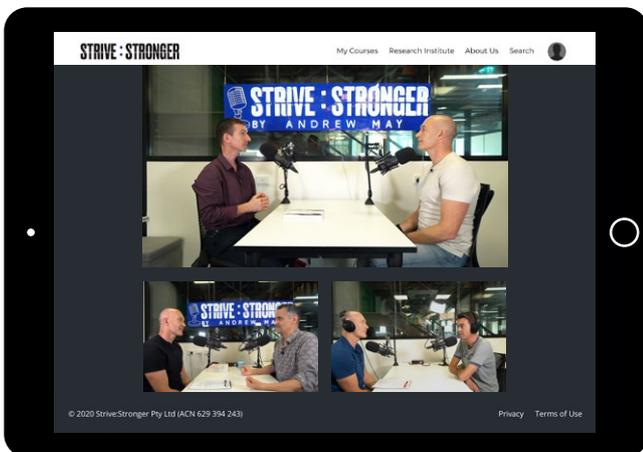
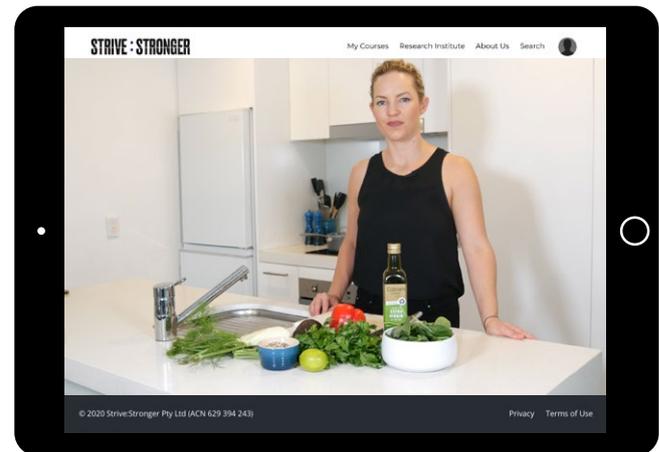
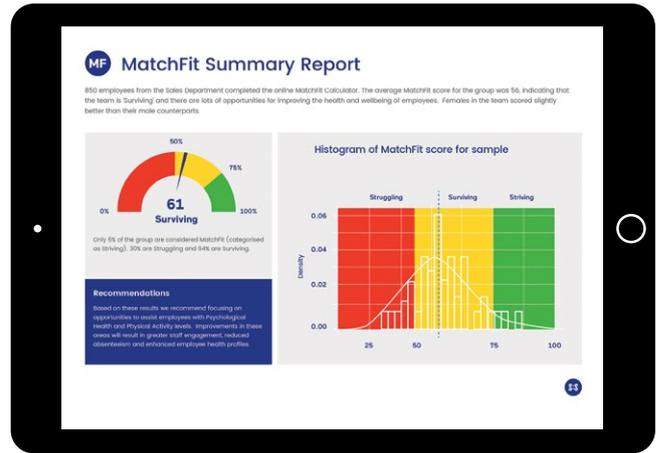
**iStrive:** A highly responsive web-based central repository housing online resources, libraries, calculators, simulators, supporting research and accountability frameworks.

**LeaderFit Library:** Digital leadership library appealing to a range of learning styles with videos to watch, articles to read, podcasts to listen to and activities to do.

**LeaderFit Chatroom:** A moderated 24/7 private Chatroom where participants can share experiences and ask StriveStronger Performance Coaches questions.

**Weekly Check-In:** Each week throughout the program we ask leaders a series of questions to ensure they are following prescribed guidelines and to add accountability.

**Wearable Tech:** We provide options for purchasing wearable technology, which increases self-awareness and self-regulation, as well as providing weekly metrics for the Check-in.



**6 REPORTING AND RECOMMENDATIONS**

Executive report detailing results and recommendations for future engagement.

**Comparison HPA**

A second HPA is undertaken towards the end of the program (without blood pathology or Nutrition DNA), measuring changes for individuals and the team.

**Executive Summary**

The team leader/management are presented with a detailed report showing data analytics and aggregated improvements. Future recommendations are provided to sustain positive changes and embed behaviours.

**7 CELEBRATION EVENT**

Group activity to celebrate program completion, reward participation and have some fun.

To punctuate the program, we recommend a half-day activity/challenge and healthy lunch. Participants are presented with post-program results along with recognition for standout improvers and some fun awards too.



## LEADERFIT TEAM MEMBERS



**Andrew May** is CEO of StriveStronger and is recognised as one of the world's leading performance strategists and leadership coaches. He is author of the best-selling book *MatchFit* and has recently launched The StriveStronger Podcast.

He has been developing high performing teams in business and sport for more than twenty years and is coach and confidante to a number of Australia's leading CEO's and executives, elite athletes and performing artists.

Andrew has dual degrees in the body (Exercise Physiology) and brain (Coaching Psychology) and is exploring a PHD specific to how PQ (Performance Intelligence) positively impacts leadership capacity.

He is a former middle-distance runner who was an assistant coach at the Australian Institute of Sport in Tasmania and worked with multiple Olympic/ international athletes in a range of sport including Physical Performance Manager for the NSW and Australian Cricket teams.

Andrew sold Good Health Solutions to ACCOR (now trading as Executive Health Solutions) and he sold The Performance Clinic to KPMG, where he worked as a Partner for 3 years. [andrewmay.com](http://andrewmay.com)



**Dr Tom Buckley** is a global expert in the impact of stress on physical and psychological wellbeing. He has worked in emergency and intensive care for 30 years and specialises in CRM (Crisis Resource Management) and leading teams in academia, hospital settings and government policy.



**Dr Harry Wendt** is former CTO and General Manager, Digital at Westpac and has extensive experience in large-scale digital deployments with 28-years of experience in Financial Services. Prior to that he worked as a pilot with the Australian Navy. He is StriveStronger Digital Director.



**Dr Nicola Gates** is a registered Clinical Neuropsychologist, author and neuroscience researcher. She has over twenty-five years of experience assessing and promoting brain health, cognitive function and psychological wellbeing.



**Angela Poon** spent 15 years working around the world with global consulting firm KPMG. As StriveStronger Operations Manager, she specialises in systems, technology and processes to ensure scalability and programs and achieve results.



**Merryn Aldridge** worked as a sports physiotherapist for over ten years with NSWIS, the Australian Athletics Team and Olympic gold medallist Sally Pearson. She specialises in muscle energy, posture, ergonomics, women's health, breathing and meditation.



PROGRAM FRAMEWORK



## CASE STUDIES

“ LeaderFit was the ideal catalyst to realign internal culture through trust, transparency and consistency. I found the experience all-encompassing and results were very impressive:

- 4 hrs less email and 5 hrs less distractions p/p wk
- Capacity increased 10.5 hrs p/p wk
- Parasympathetic recovery improved 8% each day and a 20% increase in energy levels

We now have explicit guidelines around email and meetings, have more open and honest discussions and call out behaviours that are not in line. We are a more collegiate team, a better performing team.”

**Brett Houdin, CEO, Craveable Brands.**



“ LeaderFit couldn't have come at a better time. I had lost control of my calendar (and life) and wasn't the best leader I could be. I was physically run down and struggling mentally to find joy in my work and life. It provided the awareness to cut out 30% of recurring meetings that weren't adding value.

Regular exercise, planning and thoughtful recovery has become part of my new routine and I feel physically and mentally stronger. COVID-19 has tested us all, however, I had the capacity to push through coming off the back of this program.”

**Suzanne Story, Executive General Manager, Crisis Director COVID-19, IAG.**



“ Andrew's coaching has made a difference to the way I manage stress and recovery; and his keynotes and leadership programs have had a very positive impact on the many people and teams he has worked with across CBA.”

**Matt Comyn, CEO, CBA**



“ LeaderFit made a real difference to my leadership team including sustained energy, reduced stress levels and a change in work practices. The program provides fundamental building blocks for the body and brain that underpins productivity, sustainable performance and leadership capacity. Andrew's coaching has had a profound impact on the way I manage my personal and professional life.”

**Nick Hawkins, Deputy CEO, IAG.**



“ Andrew came highly recommended by a number of CEW colleagues. The LeaderFit methodology changed the way I work and lead, balancing my personal life to access a new level of health and executive performance. Compass is excited to be partnering with StriveStronger to create an innovative world-class wellbeing and leadership offering.”

**Shelley Roberts, Managing Director, Compass Group.**



“ I lost 10 kg and transformed my body shape, my eating habits and my knowledge on what is needed to stay healthy physically and psychologically to lead in the new world of work. The biggest changes however were to my general physical and mental health. I have more energy and feel much more in control of the working day. Andrew and the StriveStronger team have changed a number of KPMG leader's lives.”

**NSW Chairman of KPMG Australia, Partner in Charge, Asia & International Markets.**



## INVESTMENT

LeaderFit is a 12-month curriculum including the 90-day intensive outlined in this document and a 9-month accountability structure. POA.

## GUARANTEED RESULTS: 1, 3, 6, 20, 25 & GLUE

LeaderFit guarantees the following results:

- 1 hour less stress per day
- 3 years younger (Bioage)
- 6 hours extra capacity each week
- 20% increase in energy
- 25% increase in cognitive capacity
- Glue = enhanced teamwork, trust and engagement

\*Requires program to be leader-led and 80% participation