

THE SELF MADE THEORY

INNOVATE
OVERCOME
PROSPER



THE SELF MADE
THEORY

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When we think of successful Founders, Entrepreneurs, CEOs or Leaders, they can often be considered a "Self Made" success.

But when you *really* understand how they became great, behind their success is a mentor, a coach, a confidant who has helped them succeed well beyond what they could have achieved alone.

Self Made? More "**Theory**" than reality

*"Coaching isn't therapy. It's product development, with **you** as the product"*

Fast Company



A LITTLE BIT DIFFERENT



I have been fortunate to work across a range of industries with entrepreneurial start-ups right through to a Forbes Global 2000 listed company in executive roles such as:

- General Management
- Operations
- Sales
- Technology
- People & Culture
- Finance

In addition to all the learning that comes from experience, I hold a Masters of Business Administration (MBA) and a Certified Organisational Coach qualification.

This provides me with a **uniqueness** often not found in other Coaches, Mentors, or Consultants – the ability to see the big picture at an organisational level while being able to drill into the detail of any business unit.

In 2017, I founded The Self Made Theory, a business advisory practice that enables business & executive leaders to do 3 things:

INNOVATE
OVERCOME
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AREN'T THEY THE SAME THING?

Coach, mentor, consultant...what's the difference? People often use these words interchangeably, but they have very different approaches



COACHING

A Coach helps you think differently, allowing you to create a different future for you & your business. Coaches help you remove the interferences to performance potential by working to define measurable goals & outcomes, uncover obstacles to achievement, challenge existing thinking to promote new options & identify achievable, realistic ways forward



MENTORING

Mentoring is an adviser based engagement, where the Mentor, through experience, aims to impart wisdom and ideas and options to the person being mentored



CONSULTING

Consulting focuses on bringing expertise to a problem / opportunity & using that expertise to provide options for outcomes. It is a more "directive" approach and less focused on achieving personal growth potential

We work in all 3 approaches based on your needs



WHERE CAN WE HELP?

INNOVATE OVERCOME PROSPER

*"The mind is not a vessel to be
filled, but a fire to be kindled"*

Mestrius Plutarchus



INNOVATE

verb.

to come up with some new creative method, product or idea that inspires change

Same approach? Same results.
Innovation, at it's very core, is about
turning up differently.



STRATEGIC PLANNING



GO-TO-MARKET PLANNING



PURPOSE / VALUES / VISION



ORGANISATIONAL CULTURE



BRAND (PERSONAL & BUSINESS)



PRODUCT & SERVICE INNOVATION

"There's a way to do it better – find it"

Thomas A. Edison



OVERCOME

verb.

to prevail in spite of adversity, to successfully solve a problem or defeat an opponent

Business & adversity go hand in hand. Learning to overcome your challenges is fundamental to business success.



TEAM GROWTH, BUILDING



ORGANISATIONAL CULTURE



TIME, TASK MANAGEMENT



BUSINESS OPERATIONS



ONBOARDING, RECRUITMENT



LEADERSHIP COACHING



ORGANISATIONAL DESIGN & ROLE CLARITY

"Your big opportunity may be right where you are now"

Napoleon Hill



PROSPER

verb.

to succeed, thrive, grow, etc. in a vigorous way

Success isn't about money - that's just the outcome. Success is about how you lead, & how your business turns up for your customers.

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LEADERSHIP FOR PERFORMANCE

\$

SALES EXCELLENCE

\$

PITCHING & PRESENTATION SKILLS

\$

MARKETING

\$

INCENTIVES FOR PERFORMANCE

\$

COMMUNICATING FOR REAL

\$

360 FEEDBACK ASSESSMENTS

"You are what you do, not what you say you'll do"

Carl Jung



BETTER TOGETHER

While the fundamentals of business are similar for many, where you are today will not be the same as other leaders.

We believe our flexible engagement models will ensure you get the support you need, when you need it.



FREQUENCY

- Weekly, Fortnightly or Monthly coaching & mentoring
- Project-based
- Ad-hoc



STYLE

- 1-1
- Group
- Workshop
- Keynote / public speaker



LOCATION

- Your office
- Our office
- National & International
- Face to face, video or phone

"The mediocre leader tells. The good leader explains. The superior leader demonstrates. The great leader inspires"

Gary Patton



SOMETHING DIFFERENT?



SELF MADE
CYCLING

On top of running their business & the demands of life, the challenge for many Executives is fitting exercise into their busy schedules.

Harvard Business Review studies indicate that your mental firepower is *directly* linked to your physical regimen. Exercise brings **Improved Concentration, Sharper Memory, Faster Learning, Prolonged Mental Stamina, Enhanced Creativity & Lower Stress.**

That's why we've launched "Self Made Cycling", combining our Executive Coaching & Mentoring while Road Cycling (we've also got clients we go walking with too). It's a brilliant way to combine all the benefits of working on your business challenges while bringing you the physiological benefits of exercise.

We cater for all level of Executives & cycling experience - Beginner, Pro, Entrepreneur, Manager, CEO, weekly, fortnightly or monthly – we've got you covered.

We've launched in Adelaide, Australia but can work with executives anywhere in the world using a smart trainer and platforms like Zwift.

"You have to exercise, or at some point you'll just break down."

Barack Obama



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