

Meyler  
Campbell  
Unleashed

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**BECOMING  
THE LEADER  
YOU ALWAYS  
WANTED**

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# CONTENTS

- 02** A simple fact,  
a painful truth
- 06** The five days that  
changed your life
- 10** The answers
- 14** Generation 'why?'
- 18** Your imaginary mirror
- 22** The sweet, sweet sound  
of progress

# HERE'S A SIMPLE FACT

When people are able to solve problems for themselves they solve them better.

# HERE'S A PAINFUL TRUTH

Most leaders don't allow their people to solve problems for themselves.

It's only when a person has a true sense of ownership that they show a true sense of commitment to the task.

It's only when they can clearly see the path they need to take that they'll readily follow it.

And it's only by being coached and not told, that they'll ever learn to find their own solution.

Unleashed is the leadership development programme that transforms the way you lead and relate to others, in order to transform the way others perform.

By combining the brutally simple yet profoundly powerful listening and questioning techniques found in coaching with the practical realities of the corporate environment, this programme will unleash in you the leader you always wanted, when you were the face in the crowd looking up at the seat you now occupy.

A leader who sets out the challenge but then gives people the principles, the space and the trust to tackle it their own way.

In practising the techniques that Unleashed provides you'll liberate the full energy of people around you; so you have more time and more energy for your own work – not to mention a means of rethinking the way you arrive at solutions yourself.

# THE FIVE

DAYS THAT CHANGED YOUR LIFE

## The Unleashed programme has been designed to fit the demanding work schedules of modern leadership.

By combining both theory and live practice into five concentrated sessions, and ensuring you can apply what you learn immediately in real working life, Unleashed covers a lot of ground fast.

This pace is possible because of the very small group size: typically just six participants work with two world-class Faculty; there's no place to hide.

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### EXPECTED OUTCOMES

Both personally and at organisation level

- Increase your ability to have a wide range of more effective and high impact, high-stake and/or difficult business conversations
- Engage others more readily and effectively
- Enhance your strategic thinking capability
- Progress skills to help lead, manage and develop teams
- Increase your own level of self-awareness and confidence
- Discover personal satisfaction and reward in augmenting your leadership repertoire with a coaching approach
- Higher levels of team engagement
- Better understanding and use of discretionary effort; leveraging strengths to drive results
- Contribute to future-proofing the organisation

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### PROGRAMME COMPONENTS

- Introductory dinner to kick off the course
- Opening tutorial and workshop
- Three further four-hour tutorials
- Four individual telephone tutorials with your Tutor
- Set reading in between tutorials
- Formal practice coaching with a minimum of two clients: chemistry meetings and four coaching sessions required per client
- A series of workplace experiments to integrate learnings into your daily role
- A Business Panel sharing the insights with your organisation

THE MOMENT YOU STOP SEEING  
YOURSELF AS THE ONE WITH ALL THE

**ANSWERS**

**ANSWERS**

IS THE MOMENT YOU ARE  
THE ONE WITH ALL THE

The central premise of **Unleashed** is the power of true leadership to transform the entire team.

The programme enables leaders to combine mentoring (giving your own advice and knowledge) with coaching (liberating your team members' ideas and energy).

When you apply what you've learnt, your relationships and your team's creativity and productivity change beyond recognition. They get the best of you, as you unlock the best in them.



**THE ANSWER TO GENERATION  
WHY?**

By introducing more of a coaching-led style to your leadership arsenal you'll be better equipped to meet the very different needs of the 20- and 30-somethings that are the future of every organisation.

Growing up in a digital age and armed with a healthy disrespect for hierarchy and an unnerving sense of self-confidence, Gen Y are not inclined to take 'no' for an answer and bide their time for advancement.

By engaging their ideas, giving them opportunities to prove their worth and changing the status of the leadership relationship away from parent/child and closer to peer-to-peer, you'll develop new ways to harness the energy of youth while creating the path for their long-term trajectory within the business.

**YOU'LL  
CATCH  
YOURSELF  
IN YOUR  
IMAGINARY  
MIRROR**

**AND LIKE  
WHAT YOU  
SEE**

We've all seen it.  
When someone gets promoted to the rank of leader they change.

Many leaders tell us one of the hardest parts of being a leader is the loneliness; with new levels of personal accountability, relationships with their team members can become more functional and less friendly.

We fundamentally believe that a leader can drive performance while simultaneously deepening the connection with their colleagues.

Leaders who go through the Unleashed programme feel better about themselves, having developed greater self-awareness and a significantly enhanced ability to engage others.

A close-up portrait of Daniel Burke, a middle-aged man with short, light-colored hair and blue eyes. He is wearing a dark suit jacket, a light-colored shirt, and a dark red tie. He has a slight smile and is looking directly at the camera.

**“DELIVERED BY LEADERS,  
FOR LEADERS, UNLEASHED  
GETS TO THE HEART  
OF THE LEADERSHIP  
CHALLENGE TO ACHIEVE  
REAL BEHAVIOUR CHANGE.”**

Daniel Burke  
Meyler Campbell Faculty Member

## SHH... LISTEN...

Do you hear that? Absolute silence.  
The sweet, sweet sound of progress.

Perhaps the most profound thing you'll learn through the **Unleashed** programme is the absolute power of listening.

By listening, really listening with interest and intent, by not simply counting down the seconds in your brain until it's your turn to speak again, you'll realise that you and others around you have more answers than you knew.

When you listen this well you'll be amazed by your greater ability to hear what clients, prospects and colleagues aren't saying.

Unleash the leader  
you always wanted.

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