

UNCUT.

EMPOWERING THE LEAP FROM HIGH POTENTIAL TO HIGH PERFORMANCE

Coaching your Rising Stars to leave Self-Doubt and Imposter Syndrome in the wake of their Leadership Evolution.

Hey, I'm Nick...

...and I'll bet I know what you're thinking.

"Not another coach!"

But before you bin this brochure (or, more realistically, click the little black cross in the top-left corner of this PDF and delete my email), please let me reassure you this is something different.

I'm not another cookie cutter fly-by-night 'today I'm deciding to be a coach' coach; or a life coach prescribing snake oil and mystical chants; or a bored executive coach with a BMW key ring and a manilla folder bursting with Myers-Briggs printouts.

I'm reaching out to you, because I understand your challenge.

You're exhausted from shouldering too much work without enough support.

To see your organisation thrive, you need a steady stream of self-dependent leaders ready to step up and deliver the goods. But these talented prospects keep getting

overwhelmed, or burning out, or struggling to delegate and bring their teams on the journey.

They're incredible self-starters, but haven't yet grown into strong finishers - and you're wearing the brunt of the strain this causes.

To add insult to injury, in a market of all-time-low unemployment your recruitment pool for these leadership roles is shrinking. And that means your portfolio's performance is put under pressure, and more and more you're having to fill the void.

How would I know this?

Well, besides having a decade's formal experience as a Performance Coach (including over 1,000 coaching hours), having learned the craft from some of the best coaches on the planet...

...and having been formally Certified through my 2019 studies with IECL, the most reputable coaching institution in the world...

...I've also done things.



Not to be harsh, but this quality alone sets me apart from 90% of other Performance Coaches.

Case in point: I've spent the last twelve years in executive or senior leadership positions across Government and the non-profit sectors.

These roles have encompassed some of the most dynamic and challenging portfolios imaginable. Over the last several years in particular I became a sort of executive MacGyver – the leader you could throw at any messy problem and know it would be cleaned up (“all I need is a white board, three sharpies and a stapler...”).

Along the way I opened a world-class youth homelessness service, ran a coaching-based national employment service, spearheaded a successful campaign to change discriminatory laws, and taught hip hop in remote First Nations communities around Australia.

All of this grew from a baseline of being unemployed, unqualified and teetering on homelessness in my early 20s - full of big ideas with nothing to show for them.

It was learning two important things that helped me find the confidence (and the leadership style) to achieve these things:

1. That I could leave imposter syndrome in the dust by embracing my story and points of difference as assets rather than deficits. (For example, I'm quite certain I'm the only tattoo-covered former hip hop artist to reach the executive ranks of State Government.)
2. That it's important to be creative and innovative in your approach to strategic planning or problem-solving; but it's even more important to excel at leading teams to deliver the goods.

These lessons now form the basis of my 'coaching superpower': Empowering Rising Stars (think new executives, senior managers and team leaders with great promise) to realise their potential and surpass the expectations of themselves and others.

I know that sounds a bit braggy, but my results speak for themselves! See Appendix 1 for just a few client testimonials, with many more on my website.

“But what does this have to do with me?” you may rightly ask.

Well, imagine how much easier your life would be if the ‘rough around the edges’ talent in your organisation made the leap to be rounded, clear-headed and focused leaders ready to step up to the plate of any challenge.

You might even find yourself clocking off in time to go out for dinner, or do some exercise, or even just watch the news... it's the small things that count!

The kind of high-potential talent who will most benefit from my coaching include:

- Managers with fantastic ideas, who can struggle when it comes to execution.
- New executives unsure how to embody and project the leader they want to be.
- Fresh leaders plagued by a sense of self-doubt or imposter syndrome.
- Strategic wunderkinds, with the unfortunate tendency to self-sabotage at the eleventh hour.
- Ambitious talent with the habit of absorbing the lions share of work themselves rather than delegating – placing themselves at high risk of blind spots, burnout and poor team culture.
- Managers and prospective leaders who feel ‘other’, or different, to their colleagues or stakeholders – resulting in second-guessing the instincts which got them where they are.



The keys to supporting these talented people to realise their potential are simple in principle, and complex in execution:

- 1. DIGGING DEEP** to connect with a sense of purpose, overcome limiting self-beliefs and embrace authenticity;
- 2. LEADING WITH CLARITY** by empowering staff, addressing potential blind-spots, and facilitating team cohesion;
- 3. ACHIEVING BRILLIANCE** by embracing grit & determination, and focusing on metrics of progress, to deliver fantastic results.

This is where the Uncut Method comes in –

a proven, three-phase methodology drawing elements of neuroscience, the GROW Model and Advantaged Thinking into a dynamic, forward-focussed and innovative coaching program. I've included more detail on the Uncut Method below in Appendix 2.

To push an already well-worn metaphor, Uncut coaching clients emerge with the confidence to build a plane while flying it, chart the most logical course and then, most importantly, land the thing. An outcome which is excellent for them, fantastic for you, and brilliant for your organisation.

The results you can expect include:

- ✓ Improved individual and team performance against KPIs
- ✓ Improved team cohesion and retention
- ✓ Improved culture and staff satisfaction from seeing clear investment in personnel leadership development
- ✓ Reduced rate of burnout or personal leave due to stress
- ✓ An improved ability for succession and contingency planning
- ✓ A greater reliability on internal talent pipelines rather than a patchy employment market

Don't just take it from me, though: there are a wealth of studies showcasing the remarkable return on investment of targeted leadership coaching:



The Institute of Coaching cites that over

70%

of individuals who receive coaching benefited from improved work performance, relationships, and more effective communication skills.

A study commissioned by the International Coach Federation (ICF) found that coaching clients report a median Return on Investment (ROI) of

788%



The Harvard Business Review backs this up, noting a

44%

surge in productivity linked to coaching.



I also offer one-off bookings of one-to-one Executive or Leadership coaching (separate from the Uncut Method), group or team coaching, and strategic planning facilitation – just call or email me and we can chat about your bespoke needs.

Finally, if you are a non-profit organisation then I offer heavily discounted rates, please reach out and we can discuss.

I'm looking forward to hearing from you

Nick Orchard – Founder, Uncut Coaching

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www.uncutcoaching.com.au/organisations

APPENDIX 1 - TESTIMONIALS



CARLY KLING

Director/Victorian Government. Melbourne

Returning from parental leave to my executive position was hard. I struggled with a sense of imposter syndrome, and not being able to 'keep up' as an executive member and leader. I was worried that I had lost my edge, and with it a lot of confidence.

After a few sessions with Nick, I flipped the narrative in my head. I reconnected with my assets, strengths and abilities as a leader and helped to reframe my role in the executive team.

Since commencing our sessions I've felt my confidence return. I've regained that edge and have used our sessions to gain further clarity on my leadership style and ambitions. I am leading high-scale reforms with confidence and clarity, and have worked through some leadership challenges with a renewed energy.

Nick has a gift of reframing things to make you look at yourself from a different perspective, is incredibly perceptive and helps you to articulate your thoughts in a way that is almost impossible to do yourself. He has a way of making you feel at ease so you can surface vulnerability, but then shows you a way through it.

I would recommend Nick to any leader seeking some renewed confidence or clarity in their leadership style or career ambitions.



MORGAN GOSS

Pursuits and Bid Manager / Arup. Brisbane.

As a neurodiverse woman in the infrastructure advisory and consultancy sector, I have experienced both challenges and opportunities operating in corporate environments designed for the neurotypical. Role expectations can shift as you move into leadership, and as a neurodiverse leader advice is hard to come by.

Adding the complexities of being a working parent, knew I needed some support to find the right path forward and a new toolset unique to my goals and brain.

Since connecting with Nick, I have found a new confidence in my authentic self. Nick's systematic approach, and knowledge of ADHD, created a framework for defining my objectives, identifying enablers and blockers, and developing metrics to measure progress.

Nick's coaching has helped me find my path forward, relieving stressors associated with living with ADHD and helping me understand my brand and worth. His gentle but unwavering commitment to the goals we set helps me stay on track, and his ability to hold space for deeper thought makes for impactful sessions.

I would highly recommend working with Nick to anyone wanting to clarify their approach to their career or personal ambitions.



JEREMY KOREN

ARIA award-winner / Founder and Creative Director, Ghostie Studios / Director of 50+ music videos totalling more than 300 million views. Melbourne

As a creative I often mind myself over thinking and second guessing my abilities. In the seven coaching sessions I've had with Nick I have re-discovered my self worth and learnt how to make practical changes to achieve rapid evolution and expansion while letting go of my inner critic.

My goals have also shifted through deeper reflection with Nick; previously they have been material or achievement-based but have now been refocused on inner peace and resilience. This has enabled me to level up in a grounded way and has increased my confidence and output which has (ironically) guided me back towards those ticking those initial goals.

Nick is extremely caring, focused, perceptive and intelligent. He has created a space where I feel comfortable to be speaking about finances one moment and crying about deeper aspects of life in another.

I feel the best I've ever felt in my career and home life and I have Nick to thank for this (and have learnt to thank myself for the work I have put in too)!



JESS RATH

A/Director, Portfolio Communications, Department of Education

As an early-stage director in a busy government department, I sought out Nick to help me define and unpack my leadership style, and use his coaching skills to provide me with long-term tools to help me become an authentic leader.

Nick has helped me examine my leadership style, given me confidence I'm on the right track, and offered me clarity about what I should focus on and keep building.

Nick's energy is infectious and his passion to see his clients grow and realise their leadership potential is genuine, and considered. He genuinely cares about his clients and seeing them succeed, in whatever way is meaningful for them.

View more Testimonials at the Uncut Coaching website:
www.uncutcoaching.com.au/testimonials

APPENDIX 2 - UNLOCKING YOUR TEAM'S POTENTIAL: THE UNCUT METHOD

The Uncut Method is a proven, three-phase methodology drawing elements of neuroscience, the GROW Model and Advantaged Thinking into a dynamic, forward-focussed and innovative coaching program.

The Uncut Method phases include:



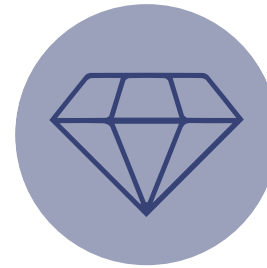
1. DIGGING DEEP

Embracing Authentic Leadership
Unlocking Potential
Building Confidence



2. LEADING WITH CLARITY

Empowering Delegation
Igniting Team Synergy
Navigating Change with Confidence



3. ACHIEVING BRILLIANCE

Developing Self-Starters
Into Strong-Finishers
Cultivating Grit & Resilience
Balancing Strategy & Execution

The first Uncut Method phase – DIGGING DEEP - focuses on the individual participant by building confidence in their potential and authentic leadership.

- **Embracing Authentic Leadership:** Unlocking the true potential of your team starts with authentic leadership. At Uncut Coaching, we empower leaders to embrace their unique strengths and values, fostering an environment where authenticity breeds success. By bridging ideas to action, we enable leaders to inspire and motivate their teams, driving tangible results and sustainable growth.
- **Unlocking Potential:** Leaders with untapped potential are our specialty. We understand the journey from promise to performance, guiding individuals through each step of their transformation with personalised strategies tailored to their unique strengths.
- **Building Confidence:** Confidence is the cornerstone of success, yet imposter syndrome has the potential to undermine even the strongest talent. According to Asanas' Australia Anatomy of Work Index report, 54% of Australian workers experienced impostor syndrome in 2022. Through our empathetic approach and proven methodologies, we empower rising stars to reclaim their confidence, reframe limiting self-beliefs and silence their inner critics.

The second Uncut Method phase – LEADING WITH CLARITY - elevates the participant to take ownership of their leadership, & empower their teams to perform at the highest standards.

- **Empowering Delegation:** Delegation should never be about offloading tasks; it's about setting staff up for success. We equip leaders with the skills and confidence needed to delegate effectively, reducing overwhelm and fostering a culture of trust & empowerment.
- **Igniting Team Synergy:** In today's dynamic work environment, cohesive and agile teams are the hallmark of success. At Uncut Coaching, we champion a holistic leadership approach. By fostering a culture of collaboration and shared accountability, we empower leaders to leverage their team's collective strengths - enhancing performance, while address any individual gaps.
- **Navigating Change with Confidence:** Change is inevitable, but navigating it with confidence requires resilience and adaptability. At Uncut Coaching, we guide individuals and teams through periods of transition, equipping them with the tools & mindset needed to embrace change as an opportunity for growth. By fostering a culture of continuous learning & agility, we empower our clients to thrive in an ever-evolving landscape.

The third and final Uncut Method phase – ACHIEVING BRILLIANCE - focusses on 'delivering the goods' – leading people and teams to achieve and sustain excellence.

- **Developing Self Starters into Strong Finishers:** Everyone loves to brainstorm, but it takes special talent to take an idea through to successful implementation. Uncut Coaching provides the tools and support needed to turn concepts into concrete outcomes, empowering your team to translate inspiration into action.
- **Cultivating Grit and Resilience:** Setbacks are a natural part of any project journey, but it's how we respond to them that defines our success. Through our coaching programs, we instil a mindset of grit and resilience, empowering individuals to overcome obstacles while staying calm, present and focused on the variables within their control. By developing the mental toughness to persevere in the face of adversity, our coaching participants emerge stronger and more capable of delivering projects with confidence and determination.
- **Balancing Strategy and Execution:** An engaging strategy is essential, but without effective planning and execution it can be a roadmap to nowhere. Uncut Coaching develops leaders who strike the perfect balance, ensuring that every strategic vision is met with practical steps for implementation and delivery.

WHAT UNCUT METHOD PARTICIPANTS WILL RECEIVE:

- 8 x one-to-one 60 minute coaching sessions (online or in-person by arrangement)
- 15 minute weekly phone check in
- 24/7 text or email support (maximum 24 hours response time)
- Access to an optional Sunday afternoon group coaching session to prepare for each week
- Reading and/or listening recommendations based on individual goals
- Key tangible products to support sustainable change including:

A PowerPoint 'Focus Board' clearly articulating the participant's unique skillsets and offerings – and how these can be leveraged in the context of the work program.

A Change Strategy to support stepping into the leadership role which will best serve the individual, the teams and the organisation's objectives.

An Action Plan including micro and macro milestones - with clear measures and metrics aligned to professional and personal goals - to track progress.

Let's Figure Out How I Can Help Your Team

If anything above resonated with you and you think I can help you get more out of your team, then we should talk. Once I hear your problems, I'll be able to give clearer recommendations for your organisation.

Nick Orchard – Founder, Uncut Coaching

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