

BUSINESS REIMAGINED

Business is ready for a new paradigm where not only do we **feel** better, but we **perform** better and we have **more impact**.

It Is Time To Reimagine Business

Businesses have been tested to the limit in 2020. Enormous changes occurred almost overnight due to the global pandemic:

- ◆ Employees had to work from home and organisations needed to find ways to make this happen whilst maintaining service
- ◆ Leaders had to manage fully remote teams who were experiencing a huge amount of personal turmoil and stress
- ◆ Leaders had to manage these teams whilst managing their own personal challenges and leading significant business transformation
- ◆ Industries had to quickly pivot and adapt business models, make fast bold decisions and implement these immediately.

Our Mission: We want all individuals and businesses to see they have an extraordinary and largely untapped potential to **feel and perform at their best**.

The Business Reimagined Approach

A new form of leadership is required to thrive in this dynamic and uncertain business landscape.

The leaders who thrive will be those at the peak of their performance and well-being.

Grounded in a fresh understanding of **human potential** in the fields of **neuroscience, psychology, leadership** and **business**, we have unearthed what is really required for leaders to feel their best and perform at their best in business. Both are essential to evolve and transform business.

Why Traditional Leadership Programs Don't Work

In our experience, traditional development programs do not significantly change the performance of the organisation or the culture. They typically provide tool boxes and techniques, which have inconsistent impact.

Most importantly, traditional programmes don't address the most important part of development – the individual's state of mind, which is the gateway to peak performance and well-being.

How We Are Different

- 1 We provide leaders with a deep understanding of where their performance and well-being comes from.** This gives them access to their full potential and capabilities by understanding how the mind works, as well as an appreciation of our in-built abilities to adapt, collaborate and create.
- 2 Our approach is subtractive not additive.** This leads to a lower cognitive load and greater clarity of mind. Businesses can only be truly reimagined from a clear mind that goes beyond the limitations of our conditioned thinking.

“We're going to see more change in the next 10 years than we've seen in the last 100

ROSS THORNLEY

Our results are **life-changing for individuals, transformational for teams** and **game-changing for organisations.**



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We are all capable of so much more than we know. Each of us, right here, right now, contains the possibility of extraordinary.

STEVEN KOTLER



The Science – Our Approach

Our programmes draw on the latest research across multiple disciplines to create transformational change in leaders and organisations. Some examples of the research include:

- ◆ **Increases productivity:** neuroscience in the field of flow shows that productivity increases by up to 500% (McKinsey)
- ◆ **Accelerates skill acquisition:** skill acquisition can be 490% faster when leveraging the state of flow (DARPA)
- ◆ **Boosts creative problem solving:** research shows an increase of more than 430% in creative thinking when in flow (University of Sydney)



I have developed a good understanding of how my thoughts had been preventing me from taking the next step in my career and how the negative feelings were impacting on relationships with others. I no longer feel hindered by any barriers I had created as I now have my own toolkit to understand my thoughts and to see things differently. I feel excited about what I can achieve and how to embrace new challenges in all aspects of my life.

JO DOWN, HR MANAGER, TARKA LEARNING PARTNERSHIP

The Business Reimagined Program

Our Business Reimagined programmes for **individual leaders, teams and whole organisations**, help people understand and leverage the source of high performance and ultimate wellbeing.

Tailored for your organisation, the programmes involve virtual 1-1 and group coaching and workshops rooted in business and leadership challenges.

The Core Business Reimagined 12-week Program:

Modules 1 & 2: Understanding the principles that underpin peak performance and ultimate well-being

Module 3: Gaining awareness of our thought-created limitation and how we move beyond these for greater mental clarity, performance and well-being

Module 4: Lead others to reimagine what is possible and move beyond limits to create cultural and organisational change.



This program brings a whole new meaning and level of detail to leadership and cultural change that provides real business and personal benefits. I have experienced many cultural and strategic change programs, but this offers a fresh and scientifically researched perspective which gets to the source of behaviour and enables you to move beyond limits and create lasting change.

VINCE MCDERMOTT,
MANUFACTURING DIRECTOR, ATLAS PACKAGING

Business Reimagined was founded by Michelle McCartan and Kay Tear to help people and businesses to **realise their infinite potential**, and consistently **feel and perform at their best**. They are coaches and consultants with global experience in the fields of peak performance and ultimate well-being.