

petruc.CO there when it matters

**everyone** has the potential to **change the world**

# change.CO LAB 24

E. U. R. O. P. E.  
CO.LLABORATION CO.MMUNITY CO.NTRIBUTION



## PROGRAM INCLUSIONS

## Welcome to change.CO LAB 24

This program brings together 22 years of consulting experience. As professional coaches and leadership consultants and Change. CO LABborators, we are excited about our leadership program. We have brought together the most talented and experienced, not to mention generous, consultants from our global network to share their skills and expertise. We have also gathered the most inspiring CO LAB changemakers we have had the privilege of knowing to share their personal and professional stories with you.

### WHY ARE YOU HERE?

We recognise your aspirations to make a positive contribution to our world and our Team and our Collaborators genuinely want to provide you with the support, guidance and tools to achieve this.

### Please Note:

Every effort has been made to provide ample time for you to book into each session. We will have minimal flexibility in our program schedule and we would be very grateful if you could please lock in every session in the program. With coaching sessions you can swap times with another participant but the workshops and story telling sessions we plan to lock in. We expect that you will attend 100% of the sessions provided. Every person contributing to this program is giving their time pro bono because they are both generous and believe in what we are looking to achieve in the program.

### WHAT IS INCLUDED IN THE PROGRAM?

#### 5 Professionally facilitated virtual workshops (Duration 2-3 hours)

Workshops are designed to provide the most impactful learning experience in the available time allocated. Each workshop will have a different consulting team from our network who will deliver a workshop aligned with their deep professional expertise. Refer to the schedule for an overview of the 5 workshops.

#### 5 x Individual Coaching Sessions (Duration 45 minutes)

#### 2 x Group Coaching Sessions (Duration 90 minutes)

#### 1 x Brand Coaching Session (Duration 60 minutes)

Coaching is what we do, it is our core capability. This is a safe space for you to explore your aspirations, strengths and areas for growth. In coaching you will be encouraged to dream big, to believe in your capabilities and have the support to troubleshoot any obstacles you are encountering.

It is your private and personal space to explore what matters most to you and your changemaking and brand journey.

#### 5 change.co LAB Story Telling Sessions. Duration from 45-75 mins

These are informal sessions where you get to engage with some of the most inspiring leaders we have experienced in our time. Each has a powerful story to share, a track record of meaningful impact and a lifetime of challenges and the professional scars to prove it! You will not only listen to the stories of these leaders but have an intimate professional space to ask questions and dig deeper into areas of interest for you.

#### 2 Leadership Profiles:

You will have access to a Clarity 4D personality Profile and the Global Leaders Wellbeing Survey as part of the program.

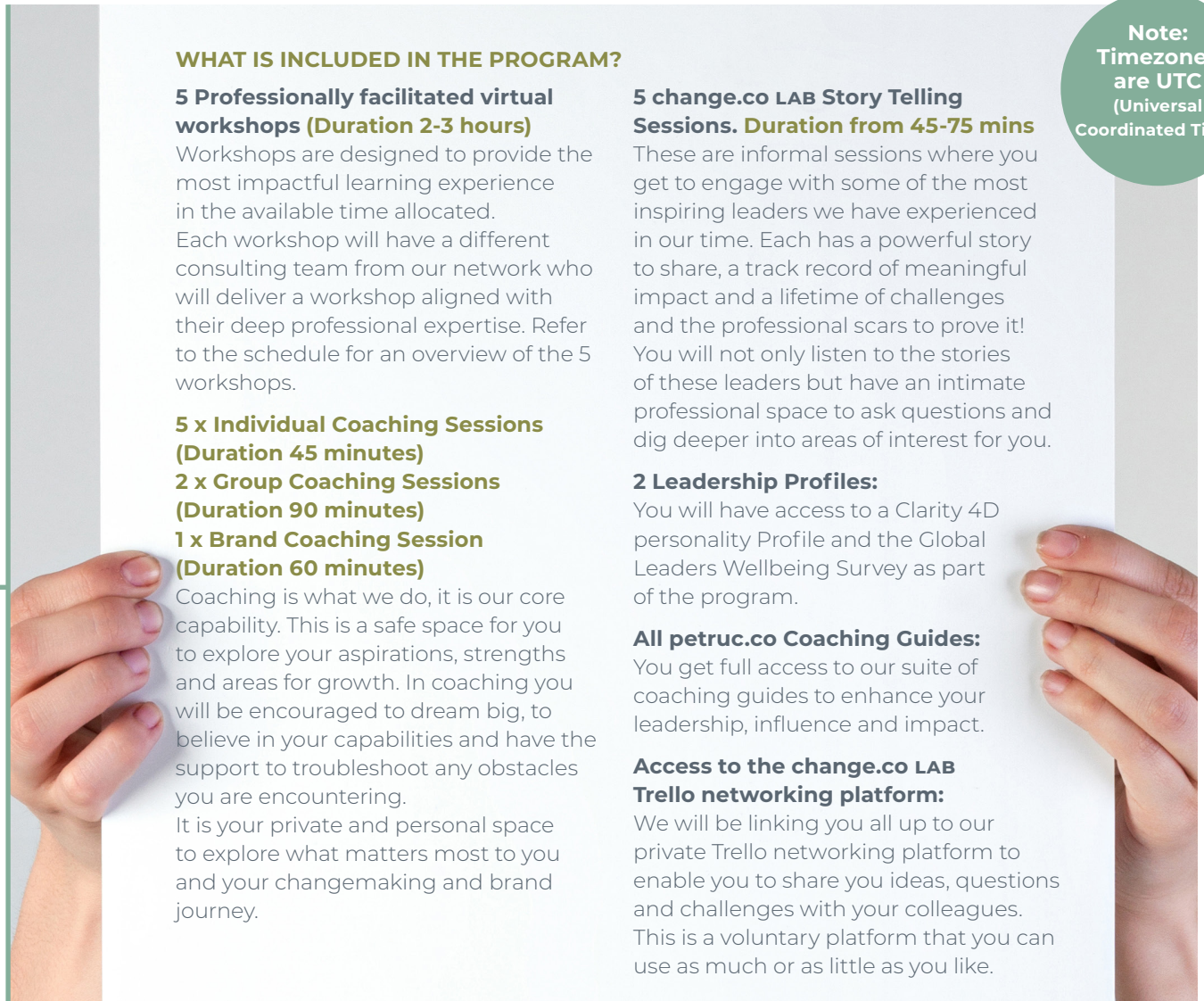
#### All petruc.co Coaching Guides:

You get full access to our suite of coaching guides to enhance your leadership, influence and impact.

#### Access to the change.co LAB Trello networking platform:

We will be linking you all up to our private Trello networking platform to enable you to share you ideas, questions and challenges with your colleagues. This is a voluntary platform that you can use as much or as little as you like.

Note:  
Timezones  
are UTC  
(Universal  
Coordinated Time)



PROGRAM



If you need any more info:  
 Contact Abi Green & Ben Emmens on email: [colab-europe@petruc.co](mailto:colab-europe@petruc.co)



EVENT	MONTH +	BRIEF OVERVIEW
<b>Executive Coaching</b> Session 1 (45mins each)	Mon 18 - Fri 22, December 2023 Mon 15 - Fri 19, January 2024	Individual Session with Abi Green, Executive Coach. Welcome to the program. Exploring the potential for the 2024 year ahead, opportunities for impact, change and personal aspirations.
<b>WORKSHOP 1</b> Change.CO LAB Launch (3 hrs) Starting 13.30pm	Thursday 1, February 2024	Introductions & Connections   Individual Outcomes   Clarity 4D   Influence & Impact   Program Overview   Alumni Speakers   Expectations.
<b>Executive Coaching</b> Session 2 (45mins each)	Mon 5 - Fri 9, February 2024	Individual coaching sessions with Abi Green, focused on personal goals and aspirations, overcoming challenges and extending program learning.
<b>WORKSHOP 2</b> Values and Purpose (2 hrs) Starting 13.30pm	Thursday 15, February 2024	<b>We introduce Anna Young (Anna Young Consulting).</b> Topics include Understanding your Story & Experience Importance of Values   Finding your Purpose   Generating spaces of safety and growth.
<b>change.collaborator stories 1</b> (75 mins)	Thursday 22, February 2024	<b>Leading with your heart:</b> We introduce Dr. Helen Krug von Nidda on EQ, leading with compassion and vulnerability and developing honest and authentic relationships .
<b>Group Coaching 1</b> <b>2 Groups with Javier Martin, and Stephen Blakemore</b> (90mins each session)	Week of Monday 4, March 2024	Ben Emmens convenes groups of 5 leaders coming together with Javier and Stephen's support to share challenges and using peer coaching to socialise and share ideas, options and potential approaches to realising opportunities or resolving challenges.
<b>change.collaborator stories 2</b> (75 mins)	Friday 15, March 2024	<b>Leading with Impact:</b> We introduce Jacqueline Oburu who describes her experiences of leading in a way that champions and impacts, and her stories of supporting young people.
<b>Executive Coaching</b> Session 3 (45mins each)	Mon 8 - Fri 12, April 2024	Individual coaching sessions with Abi Green, focused on personal goals and aspirations, overcoming challenges and extending program learning.
<b>WORKSHOP 3</b> Climate Creating Leaders (2 hrs) Starting 13.30pm	Friday 19, April 2024	<b>We introduce Najeeb Ahmad, Scott Willet and Nadine Krause from Pennington Human Dynamics (New York, USA).</b> They share their insights into Climate vs Culture, how to be a Climate Creator, Psychological Safety, The Human Dynamic and The Great Reflection.



PROGRAM - CONT.

EVENT	MONTH	BRIEF OVERVIEW
<b>change.collaborator stories 3</b> (75 mins)	Thursday 25, April 2024	<b>Leading with Impact:</b> Roger Parry of Agenda Consulting showcases how fostering participation, amplifying voices, and enhancing engagement drive impactful leadership and transformative change.
<b>Brand Coaching</b> BOOK YOUR SESSION (60mins each)	Book your session from April - August 2024	From April - August 2024, you have an opportunity to book your own Brand Coaching Session with our Brand Coach Christine Maxwell. Check out the range of topics detailed on further pages within our program. Your bespoke brand session can talk to how you influence through your personal brand, what makes you great and gets people interested in who you are, why you do what you do and why it matters.
<b>Group Coaching 2</b> <b>2 Groups with Javier Martin, and Stephen Blakemore</b> (90mins each session)	Week of Monday 13, May 2024	Ben Emmens convenes groups of 5 leaders coming together with Javier and Stephen's support to share challenges and using peer coaching to socialise and share ideas, options and potential approaches to realising opportunities or resolving challenges.
<b>WORKSHOP 4</b> Wellbeing Workshop (3 hrs) Starting 13.30pm	Thursday 30, May 2024	Javier Martin and Adrienne Sanders share a range of contemporary leadership research and frameworks including Coaching Tools & Frameworks   Career Coaching   Power of your network   Wellbeing & Resilience.
<b>change.collaborator stories 4</b> (75 mins)	Thursday 6, June 2024	<b>Leading Culture Change</b> with Sonya Ruparel, CEO of Women In Prison. Emphasising that transformation involves a power shift where decisions and leadership occur within communities and spaces directly impacted by those decisions.
<b>Executive Coaching</b> Session 4 (45mins each)	Mon 3 - Fri 7, June 2024	Individual coaching sessions with Abi Green, focused on personal goals and aspirations, overcoming challenges and extending program learning.
<b>change.collaborator stories 5</b> (90 mins)	Thursday 20, June 2024	<b>Leading Collaboratively</b> with Rachel Barbaresi and Euton Daley. Making cross-sectoral collaboration a reality in communities engaging the arts, music, education and society.
<b>Executive Coaching</b> Session 5 (45mins each)	Mon 1 - Fri 5, July 2024	Individual coaching sessions with Abi Green, focused on personal goals and aspirations, overcoming challenges and extending program learning.
<b>Our Change CO LAB</b> <b>Final Workshop</b> (2 hrs) Starting 13.30pm	Friday 12, July 2024	End of program celebrations amd recognition. Leaders Stories & Experiences   Program Reflections   Co.Lab Alumni

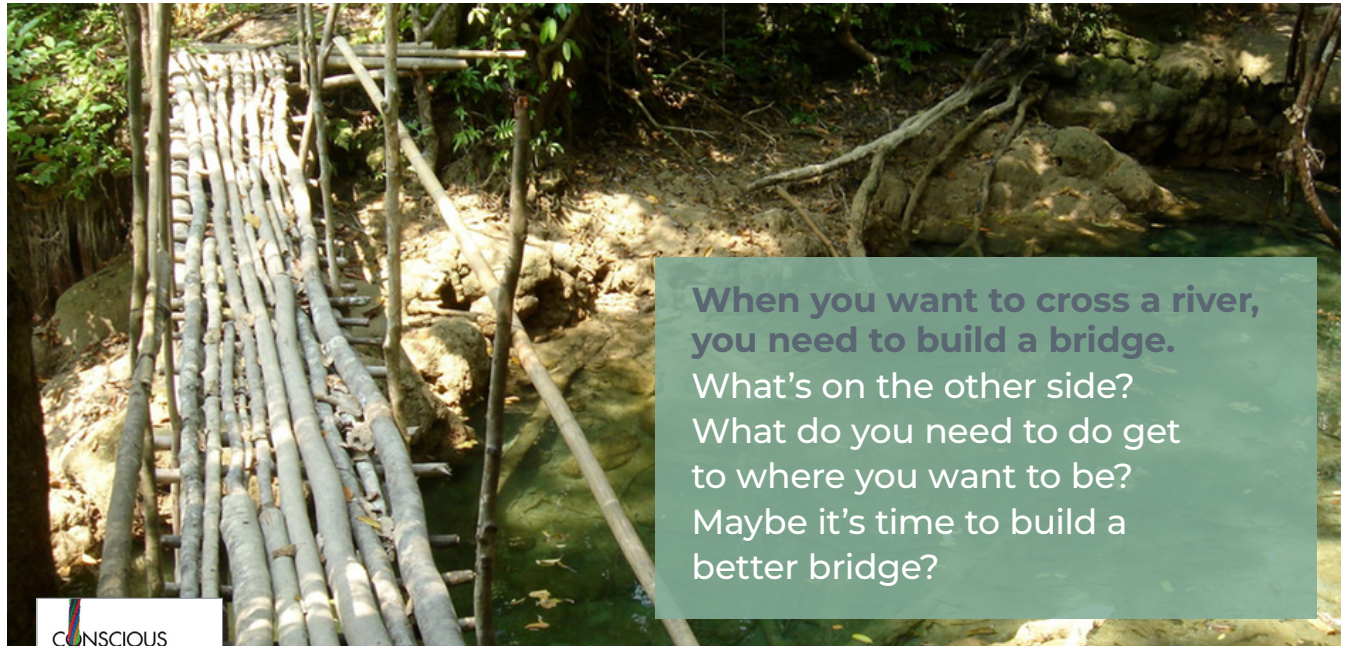


**YOUR CHANGE CO.LAB FACILITATORS**

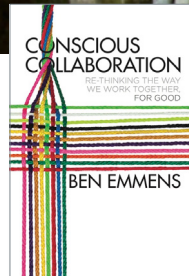
**ABI GREEN + BEN EMMENS**

**The Conscious Project**

Abi and Ben have co-directed the Conscious Project since it began in 2012, bringing together 'thinking people' who are part of a growing movement of individuals seeking to do business differently. With more than 20 years of work across the private, public, not-for-profit and voluntary sectors, our mission is to help you think about what you do - and do it better. We are honoured to host the launch of Co.LAB beyond its Australasian roots and look forward to co-facilitating the workshops and introducing you to a diverse group of inspiring storytellers throughout the programme.  
[www.theconsciousproject.org](http://www.theconsciousproject.org)



**When you want to cross a river,  
you need to build a bridge.**  
What's on the other side?  
What do you need to do get  
to where you want to be?  
Maybe it's time to build a  
better bridge?



The Conscious Project brings together 'thinking people' who are part of a growing movement of individuals seeking to do business differently. People who are committed to working ethically, and who have a deep respect for the environment and for life.

**In other words 'conscious' people.**

*impact*



## MEET YOUR CHANGE.CO LAB COACHES

## HELLO, GET TO KNOW YOUR CHANGE.CO LAB COACHES

We will be facilitating your change.co LAB program Individual Executive Coaching and Group Coaching Sessions



**Abi Green**  
**Director, The Conscious Project**

Abi has brought a coaching approach to her own work and leadership from her first management role and has been coaching people in management and leadership roles across health, business and the charitable sector ever since! This work has provided her with opportunities to meet and support people to expand their personal leadership capacities, in every continent worldwide. Setting aside time for a coaching conversation is a way of placing value on yourself and your goals, and during your coaching sessions we will focus fully on whatever you need to think about and give our undivided attention to your purpose and growth as a person and a leader. Expect to be asked insightful questions in a safe space where you can explore new perspectives, and shape meaningful goals for the change you want to make in the world. I look forward to accompanying you as you take charge of determining the direction of your own next steps.



**Ben Emmens**  
**Director, The Conscious Project**

Ben is an outstanding facilitator and coach and works with senior executives, frontline leaders and teams, drawing on his wide experience of working and consulting in more than 60 countries over the last 25 years. Ben supports and coaches individuals and groups in the nonprofit, public and private sectors, and uses his understanding of the principles of dialogue and people-centered systems thinking to strengthen organisations and leadership capability within complex contexts. His coaching style is appreciative, practical and focussed, helping people reflect on their behaviours, impact and reactions and applying this to the immediate given context and decision making. In recent years his focus has been in the humanitarian sector and on rehabilitation and recalibrating leadership styles to be more inclusive, engaging and effective, and on supporting new and emerging leaders in challenging contexts.



**Javier Martin**

Javier has worked in global development and humanitarian operations for more than 20 years, primarily for Oxfam and had executive HRD experience in the intergovernmental sector. He has worked in Africa and Latin America, resourcing talent, fostering leadership and developing organizational and individual capacity. A Certified Professional in Career Coaching and Associated Professor at the Deusto University in International Careers, Javier holds a Master's Degree in Political Science & International Relations, with a specialization in peace and conflict management, from Uppsala University in Sweden. Javier is fluent in English, French and Spanish.



**Stephen Blakemore**

For nearly 40 years, Stephen has worked in learning and development. He has led, designed or contributed to training courses, workshops and conferences in more than 50 countries on every continent worldwide, helping to unleash the potential of individuals, teams and organisations across different sectors, such as ActionAid, UNICEF, London School of Economics, Tate, and The National Trust. His calm, thoughtful approach combines with a creative energy to promote reflection, learning and change.

## MEET YOUR CO.LAB WORKSHOP HOSTS

## MEET YOUR CHANGE.CO LAB WORKSHOP HOSTS



### WORKSHOP 2: Values and Purpose

#### ANNA YOUNG

Anna Young works with individuals, teams and organisations to create more human cultures so people can bring their best self to work. She specialises in the 'how' of culture change to give people the tools and confidence to make change in their teams and organisations. This includes working with organisations to operationalise their values, supporting organisations to build and maintain people first cultures in hybrid work models, and integrating ways of working to allow teams to celebrate, connect and appreciate one another.

[www.annayoungconsulting.com](http://www.annayoungconsulting.com)



### WORKSHOP 3: Climate Creating Leadership

#### SCOTT + NAJEEB + NADINE Pennington Human Dynamics (New York, USA)

When you talk of leadership and team dynamics - Scott, Najeeb and Nadine are powerful humans. Together they began their quest to help organisations get the most out of their leaders, teams, and unique cultures. Collaborating with a global network of consultants and coaches, their integrated practice, focuses on strategic context and performance analysis, strengthening leader and critical team capability and creating work climates that are energizing, empowering, and engaging.

[www.penningtonhd.com](http://www.penningtonhd.com)



### WORKSHOP 4: Wellbeing & Resilience, Career Coaching and Networking

#### ADRIENNE SAUNDERS

Adrienne, a leadership specialist, facilitates, counsels, and advocates for mental health. She heads a consultancy firm, aiding organizations in leadership psychology, learning design, workplace wellbeing, and high-performance leadership. With a decade's experience in not-for-profit, public, and private sectors, she focuses on leadership and organizational development. Additionally, she is training as a Counselling Psychologist, providing therapeutic support in mental health services and serving on Khulisa's Board of Trustees. Originally from Canada's west coast, she enjoys rock climbing and outdoor adventures.

[www.adriennesanders.com](http://www.adriennesanders.com)

## MEET YOUR CO.LAB STORYTELLERS

## MEET YOUR CHANGE.CO LAB STORYTELLERS



### **STORYTELLER 1:** **Leading with your heart**

#### DR. HELEN KRUG VON NIDDA

Works at the intersection of leadership transformation, career empowerment and inclusion in organisations. An executive coach, speaker, and trainer with more than 20 years of global experience in human resources including the United Nations, and private sector, Helen's passion and focus centres around coaching female leaders, leadership development, and management training in the international development field and human rights sector. She has worked and travelled internationally and works in both French and English.

More about Helen's work purpose is here  
[www.with-helen.com](http://www.with-helen.com)



### **STORYTELLER 2:** **Leading for impact**

#### JACQUELINE OBURU

Her arrival at Search for Common Ground in 2019 felt providential amid global challenges. With a career spanning HR leadership in not-for-profits like World Vision, CRS, WorldFish, and ChildFund International and the Chief Talent Officer with Tenderloin Neighborhood Development Corporation, her journey from New York City streets to 70+ countries ignited a passion for coaching women in finding their purpose. Leading People and Culture, she aims to reshape leadership approaches, emphasising the human aspect of organisational culture. Her goal is to transform how leaders navigate their roles, contributing to a meaningful shift in today's global landscape and helping them take the risky journey of discovering their own raison d'être!

[www.linkedin.com/in/jacqueline-oburu-20767862](https://www.linkedin.com/in/jacqueline-oburu-20767862)



### **STORYTELLER 3:** **Leading collectively**

#### ROGER PARRY

Director at Agenda Consulting, Roger specialises in enhancing employee and volunteer engagement for global not-for-profit organisations. With over 200 clients, including INGOs and UN agencies, he focuses on deciphering survey results and devising effective engagement strategies. His expertise spans two decades in management consulting, split between PriceWaterhouseCoopers and Compass Partnership, with a concentrated effort on change management for the not-for-profit sector. Internationally, he initiated a consultancy practice in Tanzania for PricewaterhouseCoopers. Holder of an MBA from London Business School and a BA in Mathematics from Oxford, Roger is a frequent speaker on engagement and research projects.

[www.agendaconsulting.co.uk](http://www.agendaconsulting.co.uk)



## MEET YOUR CO.LAB STORYTELLERS

## MEET YOUR CHANGE.COLAB STORYTELLERS



**STORYTELLER 4:**  
**Leading culture change and transformation**  
**SONYA RUPAREL**

A leader with 17 years' experience in the development and humanitarian sector. Driven by social justice and the challenges faced by women across intersectional issues, Sonya is committed to feminist leadership, integrating practice into her work. She's motivated to shift power, enabling decisions and leadership within affected communities and spaces. Returning to the UK sector after an international role, she served as director of programmes and partnerships at Turn2us. Now, as CEO of Women in Prison, she supports women in contact with the criminal justice system, addressing social injustice, stigma, and rights denial.

[www.linkedin.com/in/sonya-ruparel-3146621](https://www.linkedin.com/in/sonya-ruparel-3146621)



**STORYTELLERS 5:**  
**Leading collaboratively**  
**EUTON DALEY MBE**

An artistic director and writer with 40+ years' experience, Euton focuses on community development through the arts. As a visiting tutor at Oxford University, he shapes creativity in education. He led Pegasus Theatre, served as Arts Development Officer at Oxford City Council, and founded Unlock the Chains Collective, promoting African-heritage youth engagement through arts via the Black Excellence Project. Active in the Oxford Cultural Anti-Racism Alliance, he champions radical change in the cultural sector. Euton/Unlock the Chains Collective produced theatre blending dance, music, and poetry to explore the Black experience and heritage. With two published collections, he's crafting a third.

[www.eutondaley.com](http://www.eutondaley.com)



**RACHEL BARBARESI**

A lecturer in Fine Art at Oxford Brookes University and an artist whose work responds to diverse narratives of place and space. Recent projects include participation in 'Finding our way'; a knowledge exchange project with academics from Oxford Brookes, Oxford University and Euton Daley of 'Unlock the chains collective' and 'Urbansuburban', an investigation through reminiscence workshops into a demolished suburb of Oxford.

[www.rachelbarbaresi.co.uk](http://www.rachelbarbaresi.co.uk)



**Christine**  
MAXWELL

petruc.co x  
see design

Brand Coach | Designer  
**Change.CO LAB**  
**Brand Session**  
**Overview**

Strong brands are based on authenticity and based on what makes you exceptional.

Let's discuss what makes you great and gets people interested in who you are, why you do what you do and why it matters.

Email Christine to book your bespoke brand coaching session:  
[christine@petruc.co](mailto:christine@petruc.co)

Free 1 hour Session valid from April 2024-Aug 2024

## Here are just some of the topics we can discuss in your Brand Coaching Session

### Let's extract your X Factor and define your micro niche

What makes you stand out?  
What is it that you do better than anyone else?  
Which of your skills motivate you?  
What core ideas are you known for?  
What is your flagship idea that people get talking about?  
What do people want to come and see / hear / sense from you?  
What are things that you do that are inspirational to you and those around you?  
What gets others excited about you?  
What kind of things do people want, need and are willing to invest in, that you can provide?  
What do you want to be known for?

### Your perfect pitch

Once people are engaged by what you do, they will be interested to know some more. This is where you must know your stuff so well that it comes from your heart more so than your mind. We can talk about the six P's for constructing your perfect pitch in a nice logical order, that will enlighten your personal brand and get people enrolled in your vision.

### Would you follow you?

We can take a look at your Linked In account and offer some feedback to:

- + Your story
- + Your profile picture
- + Your communication style
- + Your connections
- + Your reviews

### Got an idea of a campaign, project, process or product you want to create or market? Need to bounce some ideas and blue sky a vision you have towards this?

Is there a roadblock holding you back from how you want to create or market your idea? What would be one of the biggest obstacles you feel you need help with?

Remember: when it comes to creation and marketing, you need to be consistent. Lets discuss the way you can develop consistent behaviours in your professional and personal life.

- How can you be creative?
- How to generate content ideas?
- How to be memorable?
- How to show up authentically?
- Do I need to get active with the online world?

giving

THANKS TO THE  
GENEROSITY  
OF OUR  
CHANGE.CO LAB  
PROFESSIONAL  
PARTNERS.

Our partners are not only  
generous in their contribution,  
but are watching closely, to see  
how each leader is able to  
draw on their learning, to  
be an inspirational  
change.CO LAB ORATOR!



**PERSONALITY PROFILE**

**Clarity 4D have donated a personality profile for every participant.** Their mission is simple. Clarity4D provide COLOUR personality profiles that create a 'language of colour' which can help to improve personal and business relationships.  
<https://www.clarity4d.com>



**SEE DESIGN: CHRISTINE + EWEN MAXWELL**

**See design have donated a blend of brand coaching, design and marketing ideas session for every participant.** Your purpose is set, your opportunity awaits - now it's time to create, impact and enlighten the world of your contribution.  
<https://www.seedesign.com.au>  
Proud contributors and key designers of the change.co LAB program.