

petruc.CO there-when.it matters

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

change.CO LAB 22

CO.LLABORATION CO.MMUNITY CO.NTRIBUTION

LEADERSHIP
PROGRAM
schedule
2022-23



Welcome to change.co LAB 22

This program brings together 22 years of consulting experience. As a professional coach and leadership consultant and co.changemaker, I have never been more excited about a 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.changemakers we have had the privilege of knowing to share their personal and professional stories with you.

WHY ARE YOU HERE?

I went to my trusted leaders within my network and asked them to look into their organisations and find me the person who they believe is most destined to make a positive social change / contribution at the community or global level – it's that simple – and they picked you! As you look around the zoom room at your colleagues know that we all share one core driver – to make a positive and meaningful social impact.

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 hours)

Workshops are designed to provide the most impactful learning experience in the available 2 hours. 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 Executive Coaching Sessions (Duration 45 minutes)

1 x Brand Coaching Session (Duration 60 minutes)

Coaching is what we do, it is our deepest 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.

3 change.co LAB Story Telling Sessions. Duration from 1 - 2 hours

These are informal sessions where you get to engage with some of the most inspiring leaders I have experienced in my 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:

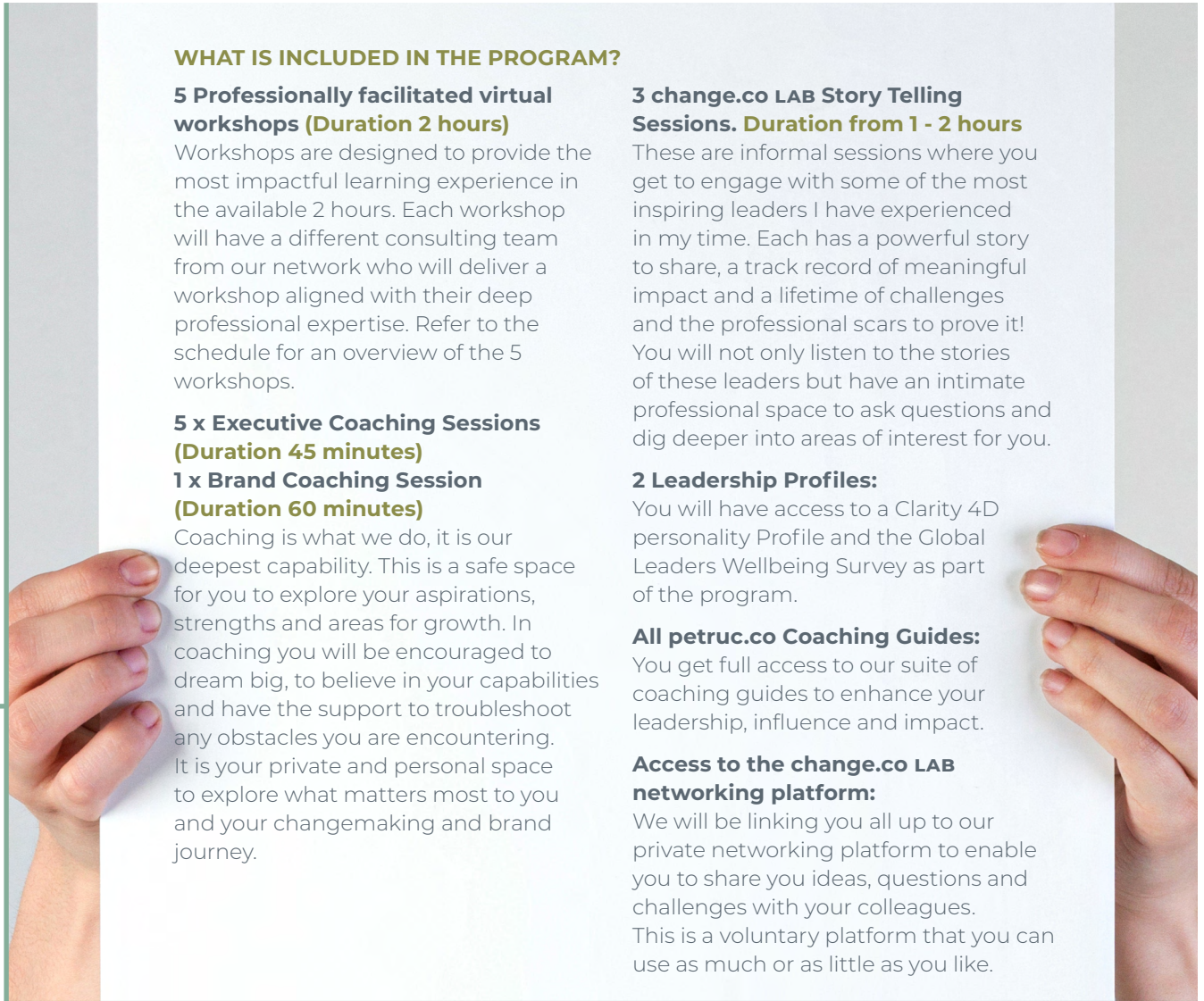
You will have access to a Clarity 4D personality Profile and the Global Leaders Wellbeing Survey as part of the program.

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 networking platform:

We will be linking you all up to our private 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.





Here if you need any more info:
Contact Bec bec@petruc.co or
 Mobile: +61 (0) 0499 552 258

EVENT	MONTH	BRIEF OVERVIEW
Executive Coaching Session 1 (45mins each)	July	Your story, Your Purpose, Individual Change.CO LAB aspirations. Sharing current context and opportunities, Strengths & Growth areas.
WS 1 Change.CO LAB Launch (3 hrs)	July	Welcome & Introductions, our change.collaborator story, program overview and contributors. Program Offer – Clarity 4D Profiles, petruc.co guides & book, leader networking, building relationships within the group and how we all will work together.
change.collaborator stories (2 hr)	August	We introduce the Lighthouse Foundation Mission to end Youth Homelessness – The Susan Barton Story (Melbourne, Australia).
Executive Coaching Session 2 (45mins each)	August	Leadership Styles and Communication Preferences (using Clarity 4D), adapting style, using strengths and overcoming style challenges, change.co lab reflections from workshop and story sessions.
WS 2 Conscious Collaboration (2 hrs)	September	We introduce Ben Emmens and Abi Green from the Conscious Project share their experience working within International Development and the power of conscious collaboration. Ben and Abi take collaboration into a whole different level and share how through their use of values how they as change makers enhance meaningful social change.
change.collaborator stories (2 hr)	September October	We welcome Dr Sherene Devanesen (ex CEO Yooralla, Board Chair Eye & Ear Hospital) sharing her story of navigating some of the most difficult leadership challenges imaginable, to create meaningful and lasting outcomes in the health and disability sector. We welcome Dr Pip Cohen sharing her experience navigating some of the most difficult leadership challenges imaginable, to create meaningful and lasting outcomes in international research and development.
Executive Coaching Session 3 (45mins each)	October November	GLWS wellbeing profile – creating a healthy, resilient and sustainable change.co lab strategy – debriefing your GLWS profile.
WS 3 Climate Creating Leaders (2 hrs)	November	We introduce Najeeb Ahmad and Scott Willet from Pennington Human Dynamics (New York, USA). They share their insights into decades of experience working with corporations, large and small and the power of leaders to create their workplace climate.

PROGRAM - CONT.

Your Coaches
and Facilitators



Change. CO LAB Coach
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Change. CO LAB Workshop Lead
Tom tom@petruc.co or
 Mobile: + + 61 (0) 408 512 226



Change. CO LAB Brand Coach
Christine Christine @petruc.co or
 Mobile: + 61 (0) 405 420 101

EVENT	MONTH	BRIEF OVERVIEW
change.collaborator stories (1 hr)	November	We welcome Carol Jeffs (CEO, Cardinia Shire) & Fiona Blair (CEO, Brimbank) - Both Inspiring Leaders who will share their leadership story and lessons learned. They will share how they've achieved impact through inclusive people oriented leadership whilst navigating the system of government. We welcome Natasha Miliotis, CEO SHINE SA , sharing her experience with wellbeing, mental health, fatigue and burnout.
Executive Coaching Session 4 (45mins each)	December	change.co LAB strategy – what are you trying, what are you learning, where are you making progress, where are you getting stuck?
WS 4 Influencing and Storytelling (2 hrs)	February 2023	We welcome long time friends Ron Kandelaars (Media and TV presenter and consultant) and Deb Kandelaars (talented author and writer) to share their experience in how to convey your story in a way that will engage your audience and make an impact.
Executive Coaching Session 5 (45mins each)	February 2023	change.co LAB experience – reflecting on the year, learning about self and changemaking, planning where to from here?
Brand Coaching Session 6 (60mins each)	March 2023	Brand Coaching - telling and profiling your story, understand how you can make change and influence through your personal brand and your connections. We'll discuss what makes you great and gets people interested in who you are, why you do what you do and why it matters.
WS 5 change.co LAB Wrap (2 hrs)	March 2023	Your stories, what did you do with your opportunity this year? What did you learn? Where are you going next? Reporting back to your organisations. Program wrap up and feedback.

HELLO CHANGE.COMAKER, GET TO KNOW YOUR CHANGE.COLLABORATORS

The Petruc.co team will be orchestrating and facilitating your change.co LAB program and **always there when it matters.**



Nick Petrucco
Managing Director, Petruc.co Executive Coach is committed to honing his skills, qualifications, deepening his experience and enhancing his ability to deliver the very best coaching outcomes for his clients. His professional purpose is clear; to be there with his clients when it matters. When they start a new role, seek to strengthen a culture or team, or striving to achieve extraordinary impact and outcomes. Nick's professional career has held leadership roles in Local Government, International Research, Banking & Finance and Education, always with a heavy emphasis on people, culture and leadership. Fortunate with a unique breadth of global, industry and business experience, Nick is as comfortable in a corporate board room as he is in rural Africa.



Tom McQualter
Executive Coach has had over 20 years of experience in leading teams of all shapes and sizes from the workshop floor to large professional divisions. His passion for healthy organisations and teams that are created upon a basis of individual (and then collective) well-being and success. This is what gets Tom out of bed in the mornings. Being the founder, designer and facilitator of The Leadership Conservatory, created a space for leaders to slow down, focus and equip people with the skills and knowledge that will see them thrive in today's world. Tom's private (legal / consulting) and public experience with senior roles in water, health, local and state government, is instrumental and is known as a trusted advisor to clients and colleagues.



Mike Chiodo
Executive Coach is driven by a passionate belief in Developing People and Legacy and the fact that you cannot have one without the other. Mike has over 30 years in senior executive and leadership roles across the Public and Private sector in Queensland, New South Wales, Victoria, South Australia and the Northern Territory. Most recently as CEO Department of Local Government and Community Services, Office of Aboriginal Affairs (NT) and CEO for Townsville City Council. His greatest pleasure comes from developing teams, organisational culture, and preparing them to achieve community, group and individual success. Integrity, Resilience and Caring for each other are factors that Mike believes define your Legacy.



Christine Maxwell
Brand Coach .Designer combines her love of design and brand coaching that can help enlighten and innovate who you are, what you do, and why it matters. A principal designer and marketer for over 18 years, Christine has developed her own Brand Coaching programs and modules that help one learn and grow their personal, business and organisational brand. Christine is all about pursuing your passions, defining who you are and wanting you to enjoy investing in yourself, while bringing your concepts and ideas to life. Coaching and designing for clients and communities, both large and small, energises Christine while she focuses her work on meaningful and impactful messages, branded with the process that connects great strategy with great creativity.



Bec Petrucco
Client Relations .Lead began her career as a Registered Nurse with experience in both public and private hospitals. With her Critical Care certificates in place, Bec secured leadership roles in Intensive Care, Coronary Care and High Dependency units. She has also worked as a rehabilitation consultant supporting the return to work arrangements and mediating between employers, health professionals and the injured worker. Bec has been key in facilitating our leadership forums and major fundraising events in Australia and abroad. As client liaison she is the key contact and our "go to girl" for new and existing clients, suppliers, managing enquiries, scheduling of bookings, accounts and event co-ordination.



CHANGE.COLLABORATOR STORIES

SUSAN BARTON

Lighthouse Foundation

Susan Barton AM is a revolutionary Australian leader in the area of babies, children, and youth homelessness. The founder and director of the Lighthouse Foundation for homeless young people began caring for vulnerable young people in her own home more than 40 years ago following a life-changing experience as a volunteer in a Sri Lankan orphanage. This was the catalyst that started her on the Lighthouse journey. Susan is well-known and highly awarded for her intelligent, compassionate and replicable approach towards restoring disadvantaged babies, children and youth into their rightful place in society. She is passionate about protecting Australia's number one resource – our children and our youth.

www.lighthousefoundation.org.au



WORKSHOP 2: CONSCIOUS COLLABORATION

ABI GREEN + BEN EMMENS

The Conscious Project

Collaboration is a conscious word when it comes to Abi and Ben. They launched the Conscious Project in 2012 to bring together 'thinking people' who are part of a growing movement of individuals seeking to do business differently. And that they do with more than 20 years of work across the private, public, not-for-profit and voluntary sectors. Check out Ben's Book at <https://consciouscollaboration.org> and see how they can help you think about what you do - and do it better.

www.theconsciousproject.org





CHANGE.COLLABORATOR STORIES

DR SHERENE DEVANESEN

Board Chair (Eye & Ear Hospital)

We would describe Dr Devanesen as a customer focused, collaborative and innovative leader. With over 30 years' experience in the management of health services and medical administration, her experience has provided her with a strong reputation in consumer consultation and engagement, and in achieving quality outcomes for human and community services.

Dr Devanesen holds a personal interest in strengthening the capacity of individuals, families and communities through effective service delivery and in upholding peoples' rights through the delivery of person-centred care, and the promotion of choice and control. A Fellow of many Boards and expert advisor for the Department of Health's Health Innovation & Reform Council, her passion of multidisciplinary care is one to behold.



DR. PHILIPPA COHEN

Global Research Program Lead, WorldFish

Dr Philippa Cohen (Pip), is a program leader with WorldFish and an adjunct Research Fellow at the ARC Centre of Excellence for Coral Reef Studies, James Cook University. Pip's research is interdisciplinary and applied, concentrating on improving ecological and human well-being outcomes through good governance of fisheries and natural resources. Her work is focused on-the-ground in the least developed countries of the Pacific, in particular Solomon Islands, Vanuatu and Timor-Leste. As an environmental social scientist with a depth and expertise in equitable governance of fisheries in the developing world, Pip's publications, awards and public speaking honors, make for an informative, aspirational and accomplished change maker.



WORKSHOP 3: CLIMATE CREATING LEADERS

SCOTT WILLET + NAJEEB AHMAD

Pennington Human Dynamics
(New York, USA).

When you talk of people and dynamics - Scott and Najeeb are two 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.

<https://penningtonhd.com>



CHANGE.COLLABORATOR STORIES

CAROL JEFFS
CEO -Cardinia Shire

Carol Jeffs has extensive experience in local government management and leadership, and a demonstrated commitment to community engagement and participation. As a proud Cardinia Shire resident, she is committed to making a difference in a place that she knows and loves by working closely with the community, councillors and staff. Carol believes in advocating strongly for what Cardinia Shire needs and engaging with residents, community groups, farmers, businesses and landowners, as we take up the challenge of creating a future we can all be proud of.

FIONA BLAIR
CEO, City of Brimbank

A highly experienced leader across a range of services in the local government, education and recreation sectors. In 2017, Fiona was awarded an honour of being in the Top 50 inspirational female leaders working in the Victorian Public Sector. She was apart of ANZSOG's prestigious Executive Fellow Program (EFP) who mixed with senior state and federal public servants in an effort to foster greater understanding between the triple tiers of government, pushing the case for local government no longer being regarded as the lesser of the three.

NATASHA MILIOTIS

CEO SHINE SA, ex CEO Skylight Mental Health-Adelaide
Natasha feels very privileged to be CEO of SHINE SA, a leading sexual health and relationship wellbeing organisation. She leads with passion, alongside staff and participants, within an inspiring culture. She has worked in health, both government and profit for purpose organisations for almost 25 years. Natasha brings a strong change management and agile leadership approach to her executive and board positions. Her passion is to develop an inclusive community that respects human rights and responds with shared humanity. She is constantly inspired by the resilience of the human spirit and the potential for growth and development in us all.
<https://shinesa.org.au>



WORKSHOP 4: INFLUENCING + STORY TELLING

RON + DEB KANDELAARS

Ron Kandelaars Media

Interested in meeting a couple with a wealth of media, public relations creative writing, producing and presenting experience? An iconic, award winning couple. Deb a master of creative writing, writes with the aim of reflecting ordinary Australian life and has published various novels and non fiction titles. Ron, a freelance journalist, runs his media consultancy with media training courses and hands on workshops, that not only train and teach participants in getting their message across but also increase their understanding of how the media works, and how it can be influenced.

www.ronkandelaarsmedia.com.au

www.debkandelaars.com

influence
impact
community



Christine
MAXWELL

see design
+ petruc.co

Brand Coach | Designer
Co.Changemaker
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.

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 a inspirational change.comaker!



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>



LEADERSHIP WELLBEING SURVEY

Eek and Sense (GLWS) have donated a senior leadership wellbeing survey for every participant. Powering individuals, teams and organisations to thrive by helping leaders to 'Learn, Live, Lead & Embed' better wellbeing for all.
<https://www.glswellbeing.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.

OUR CHANGE.COLAB CONTRIBUTORS

THANKS TO THE GENEROSITY OF OUR CHANGE.CO LAB CONTRIBUTORS



giving

