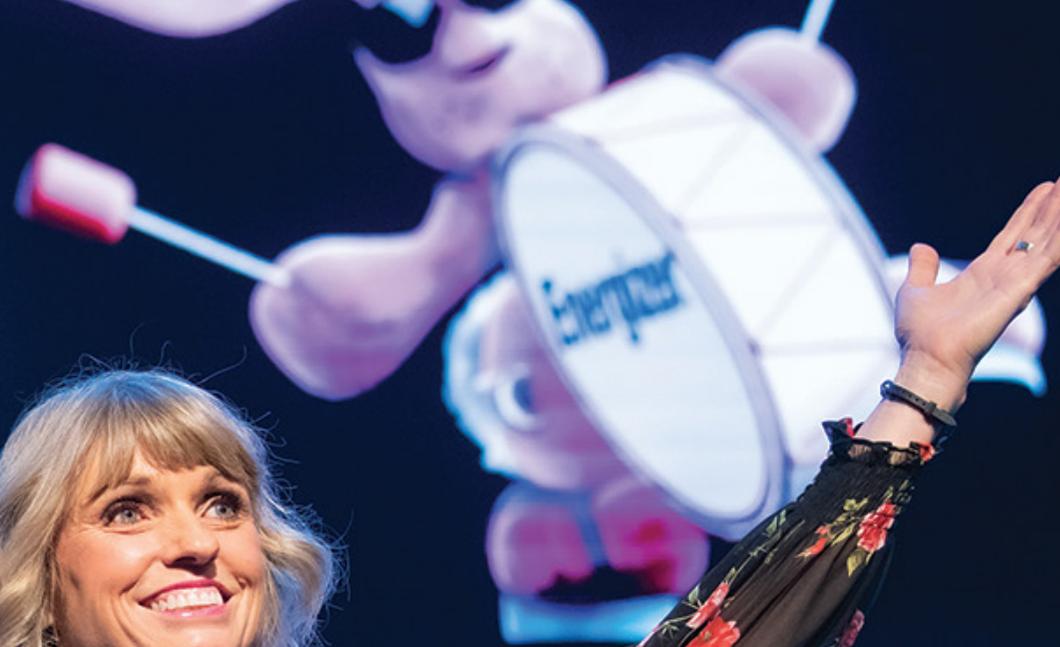


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until it isn't
re bored



www.leonawatson.co

Leona Watson
S P E A K E R & C O A C H

**Energising Leaders,
Teams & Companies
for 20 Years**

SPEAKING & KEYNOTES

Leona is the 'Something Different' you've been searching for.

Drawing on her broad range of business, adventure and life experiences, Leona connects effortlessly with audiences to inspire and challenge.

How many women have launched and run a team building company for 17 years – then sold? Managed \$20M budgets at Microsoft, kayaked in Antarctica, MC'd Master Chef Live, judged restaurants, been filmed by Google, trained in Neuroscience, run a half marathon around Uluru, and enticed 300 CEOs to cook a feast together?

Leona keeps it real (and fun) sharing her unique insights into the best and worst of leadership and culture, including her own.

She brings the genuine stories of overseeing 3,000 team events, helping 85,000 work colleagues strive to connect on a personal, team and corporate level. Her customised presentations share her (often hilarious) epic failures & wins – VIRTUALLY or from the stage.

Get ready for powerful, Master Storytelling!



“

9.6 out of 10!
With an average speaker score of 8, our members ABSOLUTELY LOVED your presentation.

– CEO Institute of Australia

EXPERIENCED, FUN & GRITTY

What Talent War? Engaged Teams = Results!

Having walked-the-talk, Leona has the real-world experience to deliver “truth bombs” that challenge and inspire teams, CEOs and managers.

Re-energising teams can feel complex and exhausting, especially at a corporate level. But it's the micro, easy, low (or no) cost actions that consistently drive engagement and results.

With humour and relatable stories, she blitzes perceived roadblocks and the dreaded ‘overwhelm’.

Leona's magic is being able to create a ‘fun space’, to develop practical ideas, agreed actions and confidence. As teams re-connect, the Talent War fizzles away.

With Leona, you'll hear:

“Finally! We're all on the same page”.



“

Great connection with the message and you were just amazing. I've already recommended you to Microsoft. Love your work!

- Telstra Executive Director



“

The GM's meeting the next morning was the most jovial I've ever seen! Leona tied in our conference theme for our senior managers very effectively and without over doing it. Positive feedback from all.

- Toyota Financial Services



Five Easy Hacks to Re-Boot Teams & Clients. Ching Ching!

FOCUS

Re-energise. Re-engage. Don't let BORED staff resign.

AUDIENCE

- CEOs
- Corporates
- SMBs
- Team Managers

SUITED FOR

- 30 minute to 1 hour Keynote
- Fun energiser before or after a break.
- Can easily be transformed into a half day workshop, to create a plan for action the next day. Plus Leona can facilitate with staff, clients and suppliers on-site.

*Are you worried about losing bored, dis-engaged staff (and clients)?
Blitz the Talent War & see more faces in the office.*

Working from home and boredom have resulted in a “whatever” vibe with staff, clients and suppliers. Even more dangerous, is that this lower energy level has settled in as the new ‘norm’, reducing productivity and how long staff stay with you. Yikes!

In this fast-paced presentation, Leona shares 5 easy, low or no-cost hacks, for immediate implementation, to drive innovation, fun, sales, confidence and momentum. It's all about raising energy levels, creativity and ideas, utilising the proven Neuroscience methods Leona has successfully used with her own business and coaching clients.

With Leona your teams will experience greater Connection, Confidence & Results. What Talent War?

KEY OUTCOMES

- Reconnect with and re-engage staff, so they're less likely to leave.
- Be challenged to see how these ideas can also be used with key clients and suppliers to increase profits and operational excellence.
- Make your workplace more enjoyable, satisfying and uplifting for everyone!
- New ideas to drive productivity and profit.

On-Stage. Virtual. Hybrid. Pre-Recorded.



RESILIENCE. Can your team learn this Golden Ticket? Ab-sol-utely!

FOCUS

COVID demanded we build Resilience. So why are we still floundering?

AUDIENCE

- CEOs
- Corporates
- SMBs
- Start-Ups
- Individuals

SUITED FOR

- 30 minute to 1 hour Keynote
- Fun interactive energiser before or after a break.
- A half day workshop, identifying key triggers that can ignite and deflate your resilience reserves.

*Why does Resilience count and how can it be developed within a business?
Is it reserved for elite Sports Stars, Entrepreneurs and Trauma Survivors?*

Can anyone learn it? The answer is YES. An entire team and company, can build a backbone everyone can rely on.

Any increase in Resilience, is an increase in Mental Health plus stability and confidence with all staff. Leona will share 3-5 daily activities that build the kind of Resilience others “look towards”, not “past”, in a crisis.

It’s not as hard as you think so let’s move teams from feeling stuck, overwhelmed and anxious to “I’ve SO got this”!

KEY OUTCOMES

- Speedy tips and tricks you can practice and apply EASILY every day.
- With crises and uncertainty in every area of our lives and businesses, people will feel more in control of how they can handle any disruption in their work and home.
- Reduced Mental Health absences.
- “Fitter” teams leaning into a challenge.
- Less finger pointing. 😊

On-Stage. Virtual. Hybrid. Pre-Recorded.



Hot Lessons from the Heat of the Kitchen for the Office.

FOCUS

Leadership in the public eye, Operations, and high-stress.

AUDIENCE

- CEOs
- SMBs
- Sales Directors
- Team Managers

SUITED FOR

- 30 to 90 minute Keynote or as a short, sharp 15 minute energiser before or after a break.
- Perfect as a customised intro to Leona's Team Cooking Events.

What makes World-Class Executive Chefs, world-class? With investors and chefs hustling to work with them. Transport their leadership and operational excellence, plus their mindset, into your workplace. Not to mention how they manage unrelenting stress.

Revered as 'Super Stars' when they're on the rise, but publicly humiliated when things go wrong, there's plenty to take directly into your business (with lots of entertaining stories) – from the heat of the kitchen and the 24/7 stress, where it's like a product launch EVERY SINGLE DAY in the public eye!

Perfect for Sales Teams and Managers, Executive Teams and for entertainment.

KEY OUTCOMES

- Audiences will be inspired and challenged to make what Leona calls a Defining Decision – to decide to step up as a true leader, not just a great sales person / ops manager / EA / HR Director / CEO.
- They'll apply these (customised) learnings and analogies to their own business worlds for immediate results.
- Watch Leona lead 2,000 people to cook together at [MasterChef Live](#), working with celebrity chefs, plus coaching [Chef Adriano Zumbo](#) a few years back on David Kochie's Business Builder.

On-Stage. Virtual. Hybrid. Pre-Recorded.



TRIATHLONS – The FUN Sports / Business Analogy Everyone Can Relate To.

FOCUS

Strategy, Self-Leadership,
Resilience in Uncertainty

AUDIENCE

- Leaders
- Corporates
- SMBs
- Start-Ups

SUITED FOR

- 20 to 90 minute Keynote
- Fun energiser before or after a break.
- Can easily transform into a half day workshop, deep diving into the learnings from the Swim, Bike & Run and how you can bring self-leadership into your teams to increase Resilience and Results.

Leona presents a totally new spin on the 'sports/business' analogy, sharing her insightful and entertaining stories about the world's fastest growing sport. Learnings you can apply directly to business, and what it's taught her about leadership, resilience, planning and grit.

Starting with the dreaded ocean swim...you're feeling totally 'exposed' in your swimsuit and you can't see past the huge waves. You just have to make it to the first buoy. Your first goal. The first milestone. First year in business. First year as a CEO / Team Leader / Coach.

Tips to develop your strategy, character and strengths to blitz competitors, lack-lustre results and getting washed back to shore. You can do 100 races (aka projects, new jobs, new teams) and each is different. The only "Certainty" is your mindset's belief that you CAN do it.

KEY OUTCOMES

- To finish in one piece you need GRIT, SELF-LEADERSHIP & FOCUS to NOT LISTEN to your head, begging you to stop, stay safe and retreat. Just like in business.
- You need to lead yourself and/or a team to keep going, in a race almost guaranteed to cause frustration and pain, (sound familiar?) with 0% predictability of success. It starts with training your mind and your heart. Your body and results will follow.

On-Stage. Virtual. Hybrid. Pre-Recorded.



DOUBLE Your Results & Engage Teams With 3 Simple Words.

FOCUS

Most goals are 'gunna do' and rarely 'done'. Let's get them DONE!

AUDIENCE

- Corporates
- SMBs
- Start-Ups
- Team Managers
- Project Managers

SUITED FOR

- 15 minute to 1 hour Keynote
- Fun energiser before or after a break. Or to lead into an evening event.
- A fabulous half or full day workshop to scope projects & drive results.

We've all got them. Goals that get 'stuck' and fail in execution. Projects, Leaders and Teams completely unravel costing time, dollars and confidence.

Leona introduces a sneaky, helpful effective twist to the simple formula BE DO HAVE. Create rapid changes and results in every area of your audience's lives, businesses, teams and careers.

Everyone from seasoned Sales Directors to Start Up Millennials can use this formula to reignite and complete projects. Even multi-departmental product launches can start, run and finish with a smile!

Leona will share how she used this formula to sell her own "unsaleable" business.

KEY OUTCOMES

- This interactive workshop will leave audiences with the skills to blitz goals they just couldn't nail before. For yourself, projects and teams.
- Leona will reveal the Neuroscience behind the formula to maximise results.
- The Know-How to drive high-speed, effective results that keep momentum and confidence flowing.

On-Stage. Virtual. Hybrid. Pre-Recorded.



Secret Entrepreneurs' Business

FOCUS

Survive. Scale. Sell

AUDIENCE

- Entrepreneurs
- Start-Ups
- Franchises

SUITED FOR

- 30 minute to 1 hour Keynote
- Half to full day workshops
- Panel discussions & "Ask me Anything"

Lifting the lid on the 'real' world of Entrepreneurship. Sharing tips, tricks, stuff-ups, wins and what it really take to run your own business.

Despite their bravado, most entrepreneurs live in a constant state of WTF with an underlying fear of messing up. Only another entrepreneur, can understand the stress of making endless decisions on the fly, plus the relentless responsibility of paying staff and overheads, with everyone watching and judging from the sidelines.

Customised to the audience, Leona shares the hilarious, sometimes cringe-worthy 'Stuff Ups' she got herself into over 20 years in business. The ones most entrepreneurs rarely disclose, including ego-fuelled highs as well as the crushing lows, interspersed with original and practical tips every business owner or leader can quickly put to use.

There are milestones in every business and entrepreneurial journey, you can rely on to trip up even the best of us. Preparation, Resilience and a 'Lighten Up and Laugh' attitude is key.

Irreverent, gritty, fun, honest and authentically Australian, with global concepts that entrepreneurs will identify and laugh with across the world, including how she sold.

KEY OUTCOMES

- Tips and Tricks to help entrepreneurs ride the emotional and financial rollercoaster.
- Sick of your business? How to re-energise yourself.
- Hints on avoiding the usual failures when scaling. Stop fighting structure!
- [Built to Sell Podcast](#) with John Warrillow. How to sell an unsaleable business.

Podcast: Built to Sell John Warrillow – US



OPTIONAL EXTRAS

Workshops, Facilitator, Coaching

Leona is a Trained Coach and Facilitator in creating rapid results. With the EQ, business and life experience, plus Neuroscience training, Leona quickly uncover the real problems, opportunities and actions for success.

- **Leona's BE Do Have in Action** – Scope out major projects, identify roadblocks and double (if not treble) finishing on time, on budget and with everyone feeling engaged and excited. Half day to 2 day.
- **Team Values & Anthems** – Leona's unique and successful approach to “what do you want to be known for?” to drive consistent feel-good behaviours, actions and results. Half to full day.
- **“What the ...?” Blasters** – Long projects, restructures and mergers require frequent reminders to get back on track and re-engage. Every Quarter, Month or Fortnight. 90 minute to full day.
- **Building Resilience** – Using Triathlete (even slow ones!) and Exec Chef mindsets. Brainstorming & adopting the traits needed to weather any COVID, any disaster, any Uber. Half to full day.
- **Business & Executive Coaching** – Let's get rid of individual roadblocks. Tough Love with results and a smile.

“

Leona's experience and insight enabled us to stop telling ourselves the same old story and to really see the opportunities for what they were...as well as the issues.

If you are a leader or team looking for someone to challenge you and to help you get out of your own way, call Leona.

- Managing Director & Head of Strategy Grow on Purpose



EXEC TEAM CHALLENGES & ADVENTURES

Inspire your Executive & Leadership Teams, in and out of the boardroom!

When you need more hands-on help, or you really need to fire up the team, consider a more facilitated, consultative approach with Leona. Whether that's getting really gritty with values, personality styles, what's working and what's not...let's just make it happen!

The more senior the group, the more you need a respected, 'mature' facilitator with high EQ and the neuroscience skills to manage strong personalities.

We can also create team adventures, providing challenges and analogies for the behaviours you're needing from the team. The idea is to get out of a hotel room, create a 'pattern disrupt' and expand people beyond they're own, and the teams, perceived limitations and problem-solving.

We don't have to kayak in Antarctica (though I'd be keen to go again!) to create this. But, if you want people to think differently then their minds and physiology need to be challenged differently and in a new environment. Forget dull, "creativity-killing" boardrooms. Let's THINK BIG!



VERY HAPPY! Leona integrated our key messages around Leadership into the design of our team day and really supported our focus for the year ahead. She even helped us find a new (and much better) venue.

– Group Learning & Development Manager, NRMA



FUN TEAM COOKING PARTIES

In Person

C Suite teams require a sophisticated offering, facilitated by someone with the business acumen they can respect. Who understands their world and who's spent hundreds of hours working with and facilitating senior teams.

In 2002, Leona launched and successfully ran the world's first team cooking company. **Cheeky Food Events** delivered over 2,500 events with 85,000 people. Having sold, she now focusses on tailored experiences for Executive Teams.

Virtual / Hybrid

Stuck in different locations? No problem! I'm excited to offer FUN, hands-on, virtual & hybrid cooking events.

I also use new online features, so people can 'virtually' cook, talk and even sit to eat together in smaller groups. All led by Leona to keep things moving, fun and tasting fabulous.

*Held
On-Site
OR
Virtual
OR
Hybrid*



“

Once they got started, there was no stopping the Senior Exec team! Leona tied our Christmas Release plans and commercial goals into the session in the most fun way possible.

- Walt Disney Productions



www.leonawatson.com

< SPEAKING

Keynotes and workshops to ignite the spark within every team or company - virtual or on stage.

< COACHING

Blitzing leadership, business and team challenges.

< CONSULTING

Hands-on, collaborative consulting & workshops.

< ADVENTURE LEADERSHIP

Being an adventurer and triathlete makes for fun leadership skills.

ABOUT LEONA

*Leona is a rare mix of experiences, you can **RELY** on.*

Business Resilience & Grit

- Founded, built and sold the highly successful, Cheeky Food Events after 17 years
- Managed \$20M budgets with Microsoft UK and helped launch Virgin Mobile
- Australian Business Women's Award Winner for Outstanding Business Growth
- International Entrepreneur's Organisation - Board Member
- Panellist for Google at International Womens' Day and Parliament House
- Featured in Australia's Top 100 Female Entrepreneurs, BRW, SMH & Fin Review

Adventure & Fun

- A regular (and slow!) triathlete
- Half marathon runner, Ocean kayaker and Swimmer
- Cycling and Hiking holidays world-wide

Training & Upskilling

- Extensive NLP (Neuro Linguistic / Neuroscience) training
- Presentation and Platform Skills (4 intensive weeks)
- Le Cordon Bleu
- Coaching, Training and Facilitation



*Rev up and energise your conference,
team, YOU! Let's Blitz the Talent War.*

Cheers and chat soon!

Leona

***It's easier
than you think!***

CONTACT LEONA

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Book a Call

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Leona Watson
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