

# 2024 Programs

Developing connected leaders



mel kettle



*Hello!*



If we haven't met before, I'm Mel Kettle, a food-loving, book-reading, beach goer who lives on the Sunshine Coast.

Professionally, I work at the intersection of communication and leadership, helping leaders, teams, and organisations create real connections and sustained engagement.

My clients include CEOs, leaders, and people managers who want to lead themselves, lead their teams, and lead culture so that everyone can thrive, align and belong.

The programs I deliver have a strong focus on leading self, as well as leading others. Being a leader at a time of rapid change is hard! Stress, overwhelm, and exhaustion are common as we seek to inspire staff who are struggling with focus, productivity, and creativity.

If you would like more information about the programs outlined in this document, please get in touch on +61 404 600 889 or [hello@melkettle.com](mailto:hello@melkettle.com).

I would love to have a chat about how we can work together this year.

*Mel xx*

**mel kettle**





## Connected Leaders

Connected Leaders is a 12-week in-house program designed to support your leaders to lead themselves, energise your workforce, and communicate with conviction.

The Connected Leaders program provides a framework for leadership that will help your people lead themselves so they thrive, lead teams that align and lead cultures of belonging. They will build relationships of influence, lead with initiative and implement processes to drive growth by following a path to self-improvement that will help them increase self-awareness, improve engagement, and take necessary action.

**Tailored to your needs, the Connected Leaders Program is ideal for organisations seeking:**

- Leaders who energise and motivate a highly engaged workforce
- A clear leadership direction with shared purpose and values
- Effective communication that is clear, consistent, and compassionate
- Increased productivity and profit
- Confident decision-makers, policy shapers, and change drivers
- A culture that fosters meaningful connections, innovation, and exceptional performance

Our program ensures relevant learning, directly applicable to participants' roles.

**Program inclusions:**

- In-person immersion days (1-2 days)
- Masterclasses, hands-on workshops, group coaching, and individual mentoring
- Access to the comprehensive 8-module self-paced online Thriving Leaders program
- A copy of Mel's best-selling book *Fully Connected*, for all participants.

**Investment:**

Pricing depends on the number of participants and scope of program elements. This program incorporates options to scale costs up and down to meet client budget and time constraints. As a general indication, programs typically range from \$40,000 to \$100,000. Please contact Mel for further information on pricing and program components, and to discuss your specific needs.

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## Thriving Leaders

Thriving Leaders is an 8-week, 8-module program for women who want to prioritise themselves, reclaim their energy, and level up their leadership.

Past participants have included senior executives, business owners, board members, people managers and entrepreneurs. While this program is designed for female leaders, men are welcome (let's have a chat to make sure it's right for you).

**In 2024 Thriving Leaders will commence in February, July, and September.**

The program is a blend of self-paced learning, masterclasses, and ask-me-anything sessions, as well as tools, templates, checklists, and frameworks.

### **Program modules:**

1. Introduction to self-leadership
2. Self-awareness and emotional intelligence
3. Goal setting and action planning
4. Self-care (including managing your menopause at work)
5. Decision-making and problem-solving
6. Creating capacity
7. Communication, connection, and conversation
8. Building self-confidence and assertiveness

At the end of these 8 weeks, you will:

- have gained back at least 1 hour in your day (but probably 2 or 3 hours)
- feel more energised and confident
- be focusing your attention on the priorities that are most important to you.

### **Investment:**

\$2,997 + GST per person (get in touch if you want to send 4 or more participants)

\$4,997 + GST for the VIP upgrade (which includes 3 x individual coaching sessions)

For more information and to register: [www.melkettle.com/thrivingleaders](http://www.melkettle.com/thrivingleaders)

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## Strategy Days

A strategic, proactive approach to business is essential for meeting expectations, mitigating risks and achieving successful outcomes.

My strategy days are fast-paced, collaborative, outcomes-focused workshops that help individuals, teams, organisations and boards create a space to focus on their core priorities to achieve short and/or long terms goals.

### **My strategy days are for:**

- Teams that need to reflect, reset and refocus so they can reconnect and focus on their core priorities
- Boards that want to review an existing plan or develop a fresh approach to drive the long-term success of your organisation
- Project teams seeking to align their understanding of the project's goals, objectives, and overall strategy, so that everyone is on the same page, reducing the risk of misunderstandings or conflicting priorities.
- Business owners, consultants, thought leaders, and other individuals who are at a cross-roads and want some focussed direction and growth, the space to pause, check-in, and reset, or who want answers NOW rather than after a long coaching program.
- Organisations that want a framework to communicate upcoming change
- Marketing comms teams that need some strategic support to deliver everything that is expected of them

### **Your investment includes:**

- A full-day in-person workshop at the location of your choosing
- A pre-briefing session over Zoom
- Two-page strategy framework and action plan
- A follow-up session (over Zoom) approximately one month later
- Three months of support to ask further questions

### **Investment**

\$15,000 + GST (includes travel within Australia)

10% discount for SEQ based

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## Keynotes, workshops & masterclasses

Mel's broad experience and sharp insights have made her a sought-after presenter and panel guest on the topics of connection, communication, and leadership.

Her warm and engaging personality shines through, regardless of whether she is delivering in person or online.

Mel's presentations are thoughtfully customised to suit the audience. They are packed full of relevant examples and practical advice that participants can start actioning immediately, and they are delivered with warmth, humour, and insight. Participants leave her sessions with the frameworks and practical tools needed to enable them to take the necessary action.

All topics outlined below can be delivered online or in person. Most of these can be delivered keynote style (30-45 minutes) or workshop style (90 minutes to 3 hours).

### Topics include:

- Fully Connected - it's time to stop surviving and start thriving
- Unleash your inner confidence - overcoming imposter syndrome, insecurity and self-doubt
- Drawing the line - how to set healthy boundaries at work & home
- The Art and Science of Feedback
- Communicate with Conviction
- It's time to talk about menopause at work

Details on each topic can be found at [www.melkettle.com/workshops](http://www.melkettle.com/workshops)

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## Online self-paced courses

I'm adding to my self-paced courses and programs regularly.

For more information and to keep updated sign up to my weekly insights email: [melkettle.com/signup](mailto:melkettle.com/signup)

### Currently available:

- Your blueprint to healthy boundaries

### Coming soon:

- Plan your best year
- Becoming more self-confident

More information can be found at [courses.melkettle.com](https://courses.melkettle.com)

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## Buy my books!

I've written two books - I know! I can't quite believe it either!

**Fully Connected - How great leaders prioritise themselves, reclaim their energy and find joy** (this one was an Amazon Best Seller!)

**The Social Association - 5 key skills not-for-profits need to increase member engagement, generate ROI and create a thriving community** (limited copies left)

If you buy direct, I'll sign your book/s.

Order here: [melkettle.com/books](https://melkettle.com/books)

**Bulk Orders** for Fully Connected are available, with generous discounts for orders of 25 copies or more.

**Customised books** are also available for client orders of 1,000 or more with a customised cover and foreword for your business. This is a great way to impress your employees, clients, suppliers, conference attendees and to align your organisation with the message about the importance of self-leadership.

Email [hello@melkettle.com](mailto:hello@melkettle.com) for more details.

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## Get in touch

If you would like more info or to have a chat about locking in a date, please get in touch.

**Phone:** +61 404 600 889

**Email:** [hello@melkettle.com](mailto:hello@melkettle.com)

**Website:** [melkettle.com](http://melkettle.com)

**Connect on the socials:**

Instagram: [@melkettle](https://www.instagram.com/melkettle)

LinkedIn: [melkettle](https://www.linkedin.com/company/melkettle)

**Post:** PO Box 1035, Caloundra, QLD 4551 Australia

And if you find yourself around Caloundra and want to catch up for a coffee, a G&T, a walk or a swim (surf conditions pending!) definitely get in touch.



# About Mel Kettle

**Mel Kettle is an internationally recognised thought leader on fully connected leadership and communication.**

Mel is a trusted mentor to executives and leaders and a highly sought-after speaker and trainer. Her clients include leaders, teams and organisations that want to achieve real connection and sustained engagement.

Clients rave about Mel's sharp insight, her ability to simplify the complex and her capacity to mobilise people and ideas so they can increase their visibility and influence.

At the heart of everything Mel does is a commitment to self-leadership. She has an over-arching belief that we need to lead ourselves first before we can lead others. This view came after she survived the debilitating effects of work-related loneliness, stress and burnout in her late 20s, and was reinforced when she had a life-threatening melanoma in her early-40s.

With more than two decades of experience in strategic communication and leadership, and a unique educational combination of a Master of Business (Marketing) and a Master of Public Health, Mel is a valuable asset to her clients.

**Mel's new work teaching leaders to prioritise themselves, so that they can then prioritise their staff and co-workers, is exciting – her presentation was not only thought-provoking but has really challenged me, and the others in the room, to make changes in their own lives so that they can be even better at their work.**

**Richard Stokes, CEO Australian Boarding Schools Association**



Mel has worked with organisations including IRESS, Westpac, Bluescope Steel, Toll, Queensland Country Bank, ANZ, IHC New Zealand, and numerous associations, universities and government agencies.

Mel's sub-speciality is helping women and organisations better understand the impact of menopause in the workplace. She has been a frequent podcast and radio guest talking about her experience and how organisations can better support menopausal women at work.

In 2022 and 2023 Mel was recognised by leadersHum as one of the Top 200 Biggest Voices in Leadership, one of only seven Australians on the list.

Mel is a Professional Member of Professional Speakers Australia and a member of the International Association of Business Communicators.

She is the author of two books, the best-selling Fully Connected and The Social Association, and the host of podcast This Connected Life.

# Trusted by

My clients are local, national and global in the association, private and public sectors. These are some of the organisations I am either currently working with or have had the privilege of previously working with.





# What people say

Working with **Mel provided me with the discipline and structure** to regularly communicate with clarity and empathy to my staff, members and industry colleagues. Our mentoring sessions gave me the space to reflect on what was needed and the opportunity to draw upon her deep expertise and enthusiasm.

**Aaron Newman, CEO, Queensland Country Bank**

Mel Kettle facilitated the development of Orthoptics Australia's Strategic Plan. With her knowledge and expertise, we were able to engage with key stakeholders from within our association and across the eye health sector, giving us valuable insights into our strengths and weaknesses. While facilitating our full-day strategy workshop, Mel aptly guided participants through the discussion. She kept the conversation on point and asked the difficult questions where needed. **The end result is a high-quality strategic plan that sets us up to achieve our vision of supporting orthoptists to provide excellence and equity in eye health care.**

**Jane Cowan, Executive Officer, Orthoptics Australia**

Mel is **one of the best communicators I have come across** in my 19 years in business. Her ability to connect and adapt her leadership style to create the best outcome for participants at any level of their career pathway is something to aspire to.

**Ian Wainwright, Head of Events, Australia & New Zealand, ACCA**

Mel, **your input has been invaluable** as we grow our ongoing Board strategic planning and implementation.

**Libby Callaway, Board Chair, ARATA**

Mel has assisted us over several years, **enabling us to have meaningful engagement with our members**. Mel has a unique understanding of communication and how this can be the most effective for leaders as well as businesses. She is also a great facilitator of all things marketing bringing together people and ideas to create clear objectives with a stepped plan on how to achieve them.

**Jodie Long, CEO, Australasian Songwriters Association**

Mel was able to **point us in a more strategic direction** that will enable us to engage with our members and stakeholders more, without increasing workload and resources.

**David Millar, CEO, Concrete Institute of Australia**

Working with Mel is an absolute pleasure - **she is responsive, creative, and approachable**.

**Bridget French, Senior Alumni Engagement Manager, Griffith University**

A **very engaging** session – we don't usually see that level of interaction from the audience in virtual events.

**Jess Freer, Senior Manager, Diversity & Inclusion, Westpac**

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