



# UPGRADE

## YOUR LEADERSHIP TEAM PROGRAM

WITH LEADERSHIP  
SPECIALIST

*Antonio Guinea*

LEADERSHIP ON PURPOSE

LEADERSHIP UNDER PRESSURE

LEADERSHIP WITH PERSPECTIVE

[THEGUINEAGROUP.COM.AU](http://THEGUINEAGROUP.COM.AU)

# YOUR LEADERSHIP TEAM UPGRADE PROGRAM



## MY NAME IS ANTON GUINEA. I'M A LEADERSHIP SPECIALIST.

I've worked with leaders and leadership teams in over 175 organisations across Australia and around the world, and spent my life learning about how to be a better leader and how to create psychologically safe teams.

For nearly 20 years, I've been helping leaders to upgrade their leadership skills, develop psychologically safe workplaces and cultures, and create high-performing teams.

Why? Because I experienced poor leadership, and I've seen and felt the negative impact that had on the business, the teams, and the people in them. I climbed the ladder of corporate success—until I realised that my calling was to help leaders to be the best version of themselves, and not like the 'old school' leaders that I experienced.

**I believe that leadership is the second most important job on the planet, behind parenting.**

And I believe that good leaders are the ones that lead on purpose, with the big goals of:

- Making a difference by focusing on the greater good, and leaving a legacy
- Having more influence, to better engage with others, and inspire and motivate them to work towards this greater good
- Building a strong culture, that's focused on creating psychologically safe and high-performing teams
- Being their best self, by being self-aware, reflective, and emotionally intelligent

I've learnt this from the thousands of leaders that have come through our training programs, and from the 1000+one-on-one coaching sessions I've done with leaders at all levels of organisations.

THIS PROGRAM  
IS DESIGNED TO  
HELP LEADERS:



MAKE A  
DIFFERENCE



HAVE MORE  
INFLUENCE



SEE OTHERS  
SUCCEED



BUILD A STRONG  
CULTURE



BE THEIR  
BEST SELF

# THE SECRETS TO LEADING ON PURPOSE

## I'VE LEARNED THE SECRETS OF LEADERS WHO LEAD ON PURPOSE.

### How have I learnt all of this?

By walking shoulder to shoulder with leaders who are committed to their personal and professional development. With leaders who have upgraded their leadership, and their teams.

With leaders who have achieved results, like revamping their organisational culture. Or a significant reduction in physical or psychological safety incidents. Or an increase in the quality of the communication and relationships within the team, and the organisation.

These results don't come by chance. They come when leaders make a choice. They come from self-reflection and introspection. They come from having the courage to try new things, and from learning experiences.

They come from having greater clarity of purpose, learning to lead under pressure, and letting go of what was comfortable and convenient, to achieve a new level of leadership team performance.

### 01 THE BEST LEADERS NEVER STOP LEARNING.

Or evolving, or seeking out great mentors, coaches, and educators to assist them on their path to achieving goals.

### 02 BEING A GREAT LEADER IS ABOUT LEADING UNDER PRESSURE

Which takes a high level of conscious control, care factor, and courageous leadership and decision-making.

### 03 PSYCHOLOGICALLY SAFE LEADERS ARE ABLE TO CREATE SAFE SPACES

And are willing to have conversations that are based on radical candour, values, and virtues.

## IS THIS PROGRAM RIGHT FOR YOU AND YOUR LEADERSHIP TEAM?

### This program is not for everyone.

In actual fact, it won't be the right program for many leadership teams, because it'll take real effort and willingness to grow and develop.

And I will only be working with a maximum of 10 leadership teams, all of whom fit one or more of the following:

- Are willing to commit to at least 6 months of personal development, to upgrade their team and organisational culture for the long term
- Already have a high-performing leadership team, and are looking for an edge, or for the next stage of team growth and development that can take them to the next level

- Have a leadership team in turmoil who are struggling to care, connect, and communicate effectively
- Have a leadership team that wants to learn more about themselves and about others
- Want to lead on purpose, under pressure, and with passion

If this is you, and you and your team want to become more, achieve more, and deliver more as a leadership team, let's get started!

I invite you to come on a transformational journey to upgrade your leadership and your life.

# PROGRAM OVERVIEW



THE LEADERSHIP UPGRADE PROGRAM IS DESIGNED TO **UPSKILL** AND **UPLIFT** YOUR LEADERSHIP TEAM.

It amplifies your impact, through the principles and processes of:

**01**

**SELF AND SOCIAL AWARENESS**  
[COACHING]

**02**

**ON PURPOSE, UNDER PRESSURE, WITH PERSPECTIVE**  
[TRAINING]

**03**

**TAKING TEAMS TO THE NEXT LEVEL**  
[CONSULTING]

**BY THE END OF THIS PROGRAM, YOU AND YOUR LEADERSHIP TEAM WILL BE ABLE TO ANSWER QUESTIONS LIKE:**

What are your leadership team's visions and values?

What are your personal visions and values?

Why are you a leader? Why do you do leadership?

What is your unique leadership proposition?

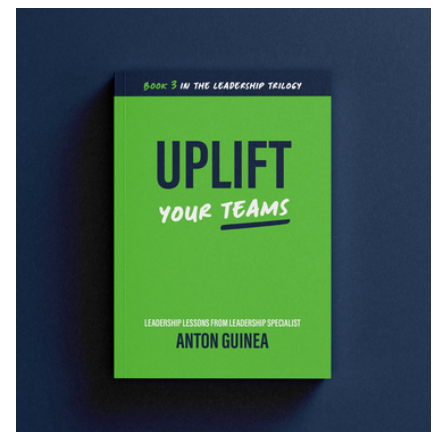
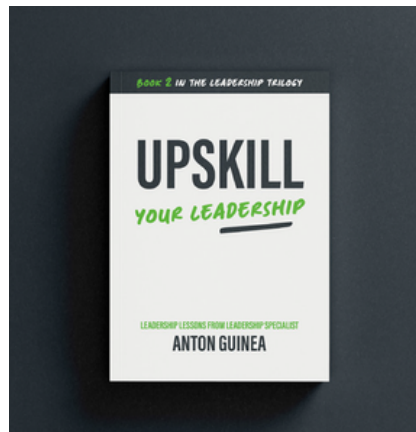
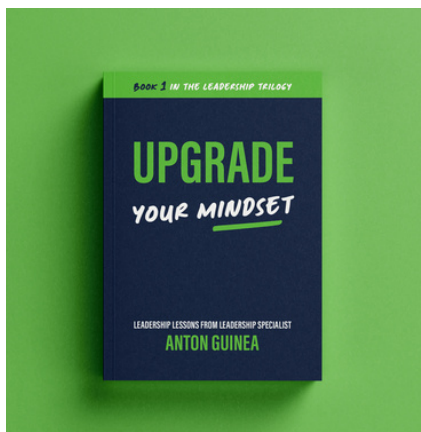
What is the desired culture in your leadership team and your organisation?



# PROGRAM STRUCTURE

| MONTH | WHAT   | WITH   | WHY   | WHAT ELSE   |
|-------|--|--|---|---|
| 1 - 2 | <b>UPGRADE</b><br>Personality profiling for self-awareness | <ul style="list-style-type: none"> <li>• Disc profiling</li> <li>• Team training</li> <li>• 360-degree feedback surveys</li> </ul> | Leaders function more effectively when they better understand themselves and others | <ul style="list-style-type: none"> <li>• 2-day team workshop (month 1)</li> <li>• 1 book provided for every leader per stage (3 all up)</li> <li>• Monthly leader one-on-ones</li> <li>• Monthly team coaching session</li> <li>• Weekly Video</li> <li>• One-day team workshop (mid-program)</li> <li>• One day team workshop (end program)</li> </ul> |
| 3 - 4 | <b>UPSKILL</b><br>On purpose, under pressure, with passion | <ul style="list-style-type: none"> <li>• EI profiling</li> <li>• Team coaching</li> <li>• 1:1 leader coaching</li> </ul>           | Emotional intelligence and conscious control are the key skills for leaders         |   |
| 5 - 6 | <b>UPLIFT</b><br>Team strategy development                 | <ul style="list-style-type: none"> <li>• Motivators profiling</li> <li>• Team charter</li> <li>• 1:1 leader coaching</li> </ul>    | What motivates leaders and their teams, and what drives them to perform?            |   |

+ UNLIMITED PHONE & EMAIL ACCESS 24/7



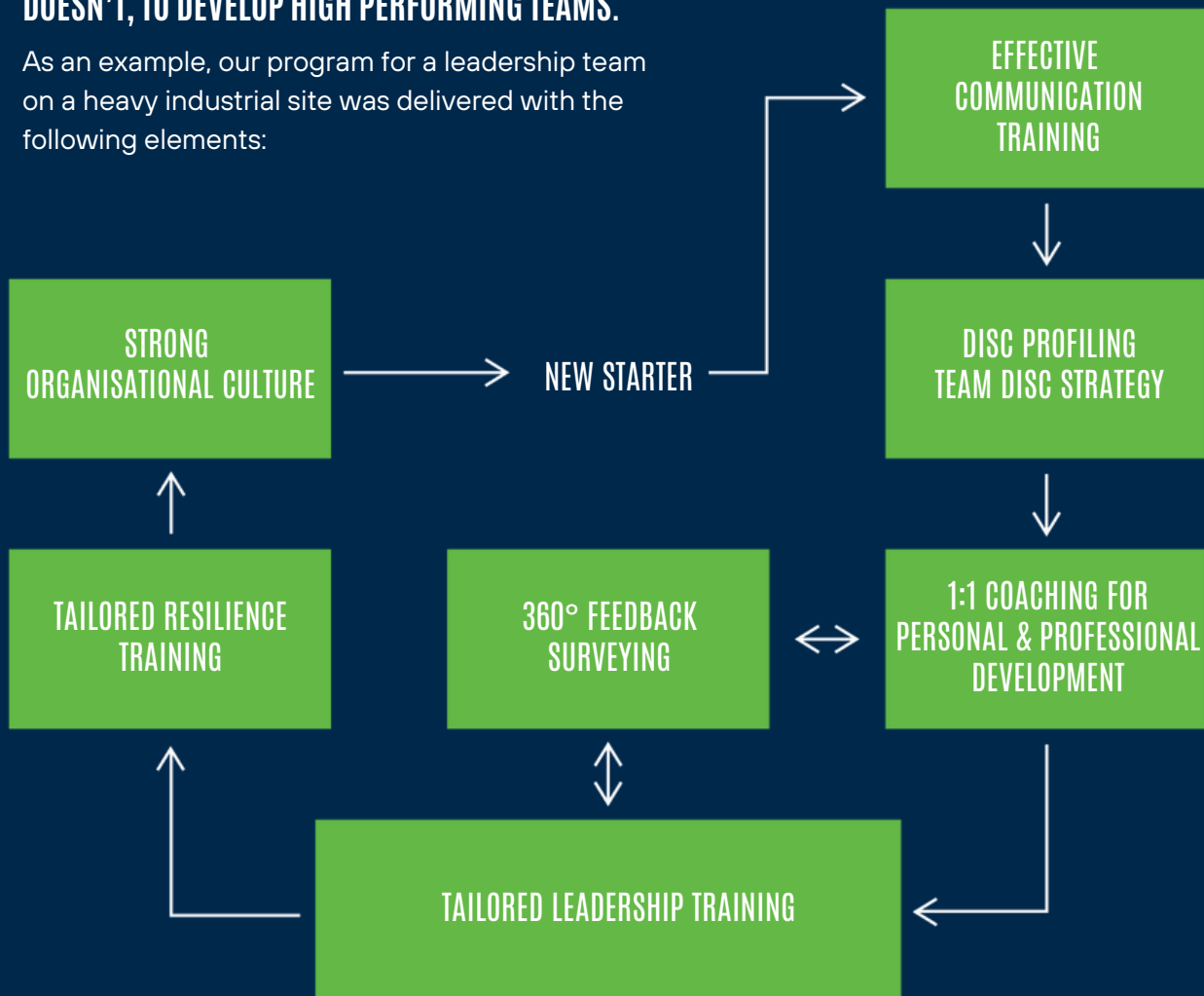
## UPGRADE YOUR KEYNOTE PACKAGE WITH THE LEADERSHIP TRILOGY

Anton's programs have been purposefully designed according to his highly successful model for upgrading your leadership. The model was formed from Anton's decades of experience and research in leadership, and is supported by current best practice in organisational psychology and interpersonal communication. To learn more, access valuable insights and strategies in each or all of the books in the Leadership Trilogy, available from eBooks, Amazon, or from Anton's website at [antonguinea.com.au](http://antonguinea.com.au).

# PROGRAM PROCESS

**THIS PROGRAM HAS BEEN DEVELOPED NEARLY TWO DECADES OF WORKING WITH LEADERS AND THEIR TEAMS TO UNDERSTAND WHAT WORKS, AND WHAT DOESN'T, TO DEVELOP HIGH PERFORMING TEAMS.**

As an example, our program for a leadership team on a heavy industrial site was delivered with the following elements:



## **THIS TEAM ACHIEVED RESULTS INCLUDING:**

- A significant improvement in the communication and relationships within the team
- Team members leaning into DISC profiling and using the profiles to shape how they communicate with other team members
- An increased leadership capacity in the team, with a focus on how to LEAD (learn, engage, articulate, demonstrate)
- The development of an inclusive new starter process, where new starters experience the same development process that other team members have
- The development of leadership and resilience training packages that are tailored to the team requirements
- Effective use of the 360-degree feedback process, at both department level, and individual level
- An Engineering team that has a high level of connection and emotional intelligence

# PROGRAM BENEFITS

01

You will create an aligned leadership team, who are committed to the development of an organisational culture that creates psychologically safe and high performing teams

02

You will become very clear on your personal values, and how they align with your organisation's values, vision, and mission

03

You will learn how to effectively connect with all types of people, developing the ability to give constructive feedback, and critically seek the feedback of your team

04

You will be able to articulate why you do leadership, and your unique leadership proposition

05

You will improve your communication skills, mastering the art of influence, negotiation, and conflict management

06

You will develop effective leadership strategies, and you will be able to implement those with commitment

07

You will develop the capabilities needed to increase your team's work productivity, whilst improving your team collaboration, connection, and direction

08

You will become more confident as a leader and find new ways of influencing the teams you lead, now and into the future

09

You will walk away from this program with an understanding of how to lead under pressure, with conscious control, care factor and courage

# PROGRAM INVESTMENT

**THE INVESTMENT YOU MAKE IN YOURSELF, YOUR BUSINESS, AND YOUR FUTURE, IS FAR LESS THAN THE RETURNS YOU'LL GAIN FROM YOUR BUSINESS AS A RESULT OF THIS PROGRAM.**

## MY GUARANTEE

If you don't feel like you've got what this program promises in either one month or over the whole program, you won't be invoiced. Period.

My commitment is that you'll get more than you pay for.

## YOUR LEADERSHIP TEAM UPGRADE PROGRAM INVESTMENT IS:

**\$16,500/MONTH\***

For a minimum of 6 months, paid monthly.

\*All investments are exclusive of GST.

# PROGRAM SUPPORT



**'THANKS ANTON, YOU WERE ENGAGING AND DELIVERED YOUR STORY SUCCINCTLY ON A CRITICAL FOCUS AREA FOR US.**

You assisted with leaving a lasting impact on a large portion of our people!



**'BEST SPEAKER EVER.**

Did not want the session to end! Anton's content is world class! Highly, highly recommended!!!!'



**'EXCELLENT MATERIAL FOR ALL ATTENDEES TO UNDERSTAND, VERY POSITIVE AND A GREAT INVESTMENT FOR OUR TEAM.**

Very excited to see our results increase through honest learning.'



**'ANTON DELIVERS WHAT HE SAYS HE WILL, AND SO MUCH MORE.**

He is driven by such a huge WHY, which is to leave others better for their experience with him. People don't experience Anton for what he does, they have the experience of WHY he does it .....! And he does it so well :)'



**'ANTON GETS MY HIGHEST RECOMMENDATION AS A BUSINESS COACH AND MENTOR.**

His unique ability to recognise, understand and explain business relationships has revolutionised my teams thinking patterns and our actions over the past month. With Anton's help we have been able to start and re-build important relationships throughout the business.'



**'HAVING WORKED WITH ANTON FOR OVER YEARS...**

As colleague and a client, his professionalism and commitment to servicing the client is second to none.'



# PROGRAM PROFESSIONAL



## ANTON GUINEA

**AN EXPERTLY TRAINED PROFESSIONAL AND EXPERIENCED LEADERSHIP SPECIALIST, WILL SUPPORT YOU AND YOUR TEAM THROUGH THE LEADERSHIP UPGRADE PROCESS.**

### ANTON GUINEA HELPS LEADERS TO PUT THINGS INTO PERSPECTIVE.

Because he's learnt to do that in his own life, following devastating burns injuries, and other life hurdles.

Anton's experiences have led him to become a visionary thought leader, delivering the right mix of empathy and enthusiasm in all his sessions. His energy, engagement, and enterprise thinking is helping leaders develop into transformational and inspiring role models, who uplift the people in their care, and create high-performing teams.

With a noteworthy ability to help people to think differently, Anton's programs also comprise a range of resources, helping leaders and their teams to maintain their commitment to growth and development in the

lifelong process of upgrading their leadership and their mindsets.

Anton is a widely regarded keynote speaker. But he is also a qualified Resilience Coach, and a graduate of psychology and human resources. He's supported by The Guinea Group team of professionals, who share his commitment to service and over-delivering for leaders and organisations within Australia and across the world.

This valuable experience, paired with his unshakeable commitment to his 'why'—leaving people better than he found them—underpins his truly transformative programs.



# DISCUSSION NOTES

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I START WITH THE PREMISE  
THAT THE FUNCTION OF  
LEADERSHIP IS TO  
PRODUCE MORE LEADERS,  
NOT MORE FOLLOWERS.

-RALPH NADER

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