



# Fit to Lead.

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Optimising human performance for substantial growth in the workplace with our 6 month immersive health-focused leadership performance program.

A holistic approach to performance + wellbeing

# A case for change.

Leadership performance requires more than siloed approaches. A holistic approach to physical, mental and emotional wellbeing and leadership development is needed.

Research shows that leaders with higher health orientation towards themselves (selfcare), correlated to higher health orientation towards their employees (staff-care).



2 out of 5 (43%) of leaders do not get enough sleep at least four nights a week



57% of leaders who are burnt out reported being less productive in the last 12 months



On average, direct reports rated leaders who exercised 32% higher on the Executive Success Profile (ESP)

## Introducing: Fit to Lead.

Where cutting-edge leadership development intertwines seamlessly with comprehensive health and wellness strategies.

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Cutting-edge leadership performance

# About the Program.

Our program, based on science and research is designed to enhance leadership skills and improve overall performance through a combination of leadership development modules, comprehensive health screens, and personalised health and fitness programs tailored to individual unique needs and goals.

Our team of experts will work with your organisation to create a holistic program that supports the personal and professional growth of leaders, promotes optimal health, and maximises their potential for success.

With Fit to Lead, leaders will be equipped to power up their performance, elevate their leadership, and thrive in their roles.

"Optimise your leadership performance and empower your leaders to succeed".



Structure + optimised well-being

# Our Approach.

Fit to Lead is the ultimate solution for busy leaders who want to optimise their performance and well-being. Our holistic approach to mental, emotional, and physical well-being is designed to prevent stress and burnout and provide leaders with the tools they need to thrive in their roles. With a unique combination of exercise, healthy habits, and core self-leadership skills, our program is tailored to help leaders reach their full potential effortlessly.

Our program provides leaders and organisations with:

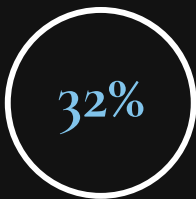
- A comprehensive understanding of a leaders' individual health and well-being.
- A structured program for exercise, nutrition, and overall well-being, contributing to enhanced leadership performance and organisational resilience.
- Skills to foster a growth mindset by equipping leaders with the necessary skills to overcome challenges, avoid burnout, and reduce stress, thereby promoting sustained high-performance culture.
- A personal toolkit for developing resilient strategies and practices, not only empowering leaders to conquer obstacles but also fostering a culture of adaptability and agility throughout the organisation.

By completing Fit to Lead, leaders will have the tools they need to take control of their lives and enhance their leadership skills in a fun and effortless way. With improved cognitive performance, energy, and overall well-being, leaders will be equipped to succeed in their roles and thrive.

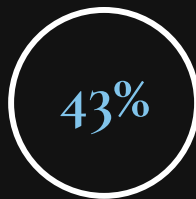
Guided by science + evidence-based practices

# Research at the core.

Research is at the core of our approach, where science and evidence-based practices inform and shape our program, ensuring that we deliver effective solutions to meet your organisation's needs. Our commitment to rigorous analysis and scientific insights empowers us to make informed decisions, backed by factual evidence. Studies have shown that physical health has a direct correlation to mental health and cognitive performance (e.g. decision making, productivity and creativity).



On average, direct reports rated leaders who exercised 32% higher on the Executive Success Profile (ESP)



4 out 10 (43%) of leaders do not get enough sleep at least four nights a week



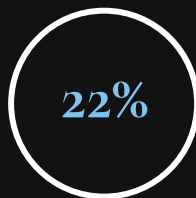
Participants of a study with low physical fitness scores had 60% higher chances of experiencing anxiety



61% of workers have average to poor nutrition\*\*



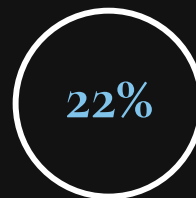
58% of workers have insufficient levels of activity and fitness



22% of workers have liver function abnormality



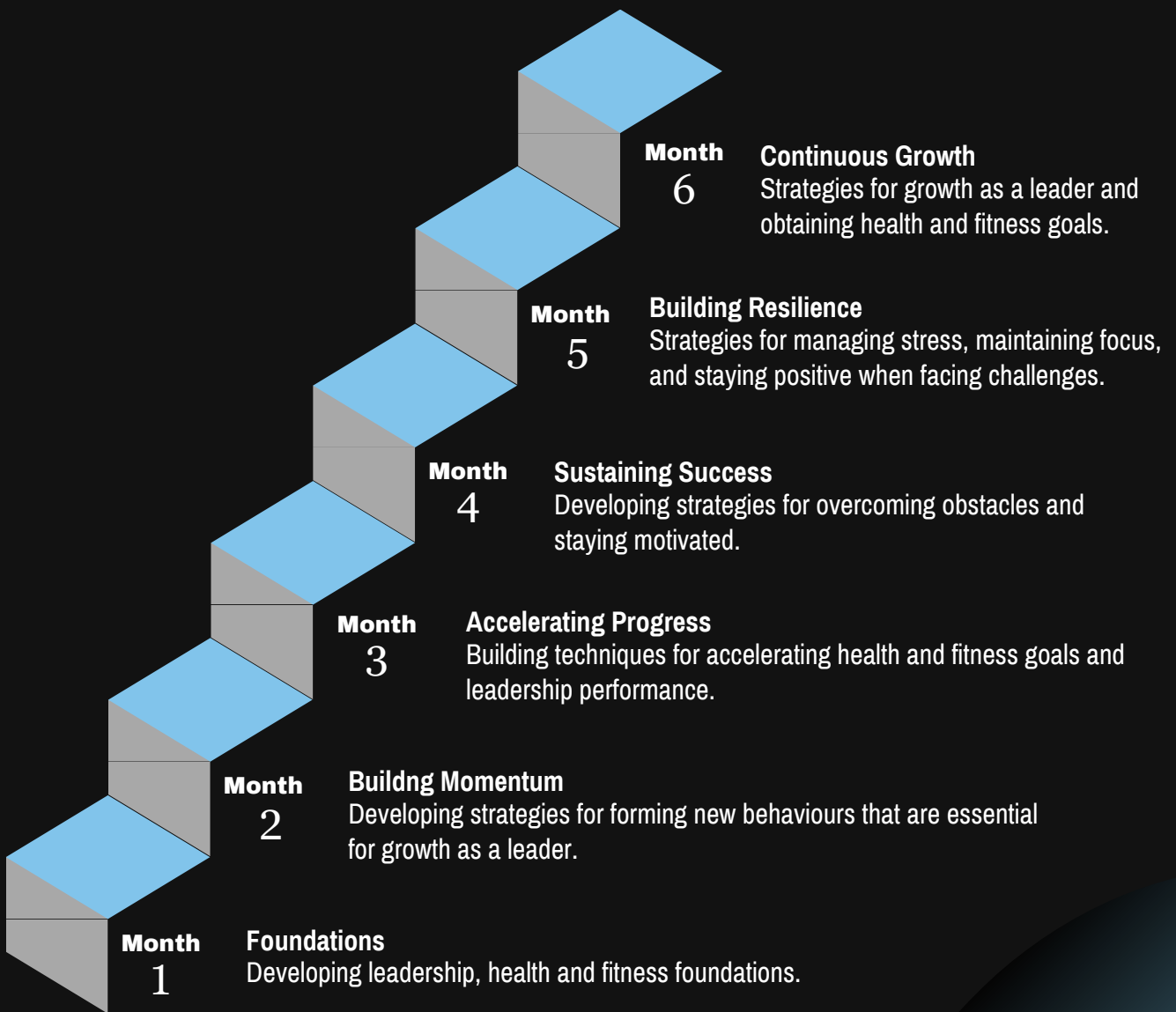
39% of workers meet definition of 'extremely overweight' or 'highly obese'



22% of workers report not having general life satisfaction

# Program Structure.

Fit to Lead is a comprehensive leadership performance program designed to help leaders elevate their skills to the next level. The program consists of six themes which are delivered through leadership-focused modules and health and fitness programs, each tailored to develop the necessary skills and strategies to become an effective leader in today's fast-paced world.



# Leadership Program Objectives.

## Module 1

### Leadership Foundations

This module will focus on how to develop a strong foundation for leadership performance through:

- Exploring the science of motivation and performance
- Developing self-awareness and behaviour patterns that enhance leadership effectiveness
- Setting personal and professional leadership goals.

## Module 2

### Building Momentum

This module will focus on developing strategies for forming new behaviours that are essential for growth as a leader, including:

- Developing a growth and learning mindset
- How to form healthy habits for optimal performance
- Developing strategies for improving your mental and physical wellbeing.

## Module 3

### Accelerating Progress

This module will focus on how to build techniques for accelerating leadership performance through:

- Implementing specific strategies to increase effectiveness and stacking habits
- Utilising visualisation and mental training techniques to increase intensity and focus.

## Module 4

### Sustaining Success

This module will focus on developing strategies for overcoming obstacles and staying motivated through:

- Strategies for setting healthy boundaries
- Exploring stress and how it can help enhance performance
- Achieving leadership goals and strategies to maintain success.

## Module 5

### Building Resilience

This module will focus on strategies for managing stress, maintaining focus, and staying positive in the face of adversity through:

- Exploring how to adapt to change and maintain mental and physical wellbeing in the face of challenging situations
- Understanding the science of stress and specific strategies for managing stress and adapting to change.

## Module 6

### Continuous Growth

The final module will focus on:

- Strategies for continued skill development and growth
- How to embrace innovation and continuous improvement to develop leadership skills and behaviours for long-term success.



# Health & Fitness Program Objectives.

Month 1	Health Foundations	The first month will establish the baseline with health and physical assessments and includes a thorough medical screening to assess overall health and identify any potential risk factors. The first month will define the minimum and aspirational goals for various health and fitness markers such as a personalised exercise program and strategies.
Month 2	Building Momentum	The second month is focused on building the momentum to build a consistent exercise routine, focusing on mastering the fundamental movements and building cardiovascular endurance. The second month will explore how to shift mindsets through behaviour change and how to develop positive habits and behaviours to support health and fitness goals.
Month 3	Accelerating Progress	The third month will focus on accelerating progress as the intensity increases to continue building strength and endurance and will explore how to increase intensity sustainably and techniques for more advanced strength and conditioning. During this month you will also implement specific nutrition and recovery strategies to support physical progress.
Month 4	Sustaining Success	The fourth month will focus on how to sustain success and will explore the fundamentals of habit stacking and how to continue building positive habits and behaviours to sustain your progress and maintain momentum. During this month, you will learn how to progress strength and fitness levels to new heights.
Month 5	Building Resilience	The fifth month will focus on how to build and maintain resilience through a comprehensive assessment to track progress and identify areas for improvement. Our coaches will help fine-tune the training program based on your progress and current fitness level.
Month 6	Continuous Growth	The last month of the program is about developing a long-term plan for maintaining health and fitness, including setting new goals and establishing sustainable habits. This month will focus on promoting overall health and wellbeing, including strategies for stress management, sleep optimisation, and healthy lifestyle habits.

# Investment.

The program fully customisable based on your organisation's needs and budget.

## 1. Health Screens



Pre and post program health screens with a consultation delivered by:

- Registered Nurse or
- General Practitioner

## 2. Leadership Performance Program



Six leadership modules delivered:

- Virtually or
- In person workshops

## 3. Health & Fitness Coaching Program



Six month health and fitness program with options including:

- Nutrition Consultation & Plan
- Initial Consultation & Plan
- Online coaching or semi-private coaching 2 or 3 times per week

## 4. Optional activities



Additional or optional activities including:

- 1:1 Personal fitness coaching
- Executive coaching
- Additional health screens

# Our Experience.

With a powerful combination of expertise, Bluebird Leadership, Boncentric and Club Crux bring you a comprehensive and innovative approach to leadership performance, health and wellbeing.



Bluebird Leadership is a boutique leadership development firm that draws on decades of experience in developing leaders across both white-collar and blue-collar environments around the globe ranging from heavy industries to professional services. Our team has a proven track record of delivering innovative leadership solutions to address current and future challenges that is supported by science and research.



Boncentric is a unique blend of business and medical professionals who understand the challenges Australian companies face in maintaining individual and organisational health. We believe employees play a critical role in business success which is why we've developed Australia's most technologically advanced employee health screening, intervention and education programs that are highly time and cost efficient. Our programs leverage cutting-edge technology and medical equipment to deliver tailored, actionable outcomes that have a real impact on your business and your people.



Club Crux delivers highly attentive training and wellness experience that stands apart. We offer personal and semi-private training and wellness services that are designed specifically for individual needs including fitness assessments, training and nutrition coaching programs. Our focus is to support individuals in achieving their fitness goals to amplify their performance both within the gym and beyond — whether it be in the professional sphere or personal life.

# Inquiries.

Get in touch to explore what the Fit to Lead program would look like for your organisation.

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