



# *Uplifting Leadership*

**TO CO-CREATE WORKPLACES  
WHERE PEOPLE CAN THRIVE,  
PERFORM, PLAY & BELONG**

*Uplifting Working Life*  
**THE CENTRE FOR SELF-FIDELITY**

## A LITTLE BIT ABOUT CASSANDRA GOODMAN & THE CENTRE FOR SELF-FIDELITY

*Now more than ever, we must act with precision and urgency  
to activate more of our potential at work.*



I established the Centre for Self-Fidelity to help leaders be who they need to be in order to do what they need to do to make the difference they want to make in the world.

I have enjoyed three decades of business experience having held a range of senior leadership roles, including Global Director of Employee Experience at a Bupa where I was accountable for activating Bupa's purpose 'Longer, Healthier, Happier Lives' for their 86,000 employees around the world.

I believe that...

- It's not enough to love what we do – we must also love who we're *being* while we do it
- By reconnecting to our true nature, we restore trust in ourselves and in each other
- When we rediscover our caring, connected, creative, courageous, confident, creative & playful nature we uplift psychological safety, trust, engagement, inclusion, innovation, collaboration and performance
- To co-create cultures of true belonging people must feel safe to be themselves at work.

### RECENT CLIENTS



## CO-CREATING VALUE

These are some of the ways I work with my clients to create new value for employees and customers:

- **THRIVING CULTURE CO-CREATION:** Surfacing the limiting beliefs and unwritten rules that are corrosive to innovation, collaboration, creativity and trust to co- create thriving, high-performance cultures
- **VALUES ACTIVATION:** Co-creating and deeply embedding shared values into the DNA of your organisation
- **LEADERSHIP PROGRAMS:** Custom-designed transformational leadership programs that support leaders to connect to themselves, to others, to those they serve and to the bigger picture
- **COACHING:** Powerful one-on-one (or group) coaching that supports leaders to reconnect to the the truth of who they are to activate their innate potential, navigate challenges and underpin performance with well-being
- **EMPLOYEE EXPERIENCE CO-CREATION:** Dissolving employee friction and frustration to deliver better customer and commercial outcomes
- **CAPABILITY BUILDING:** Mitigating insularity risk by embedding the capability to listen, learn and respond to feedback from employees and customers at scale, creating adaptive organisations
- **FACILITATION:** Workshop design and facilitation, in virtual or face-to-face formats

## DELIVERING MEASURABLE RESULTS

Delivering measurable results is what I do. Here is a snapshot of the results I helped to deliver for a recent client.

What would shifts like this be worth to your organisation?

Employee survey question	Before (% agree)	After (% agree)
Our leaders role model our values & behaviors	64%	87%
We genuinely care about each other	68%	88%
We respect each other	53%	86%
We co-operate and work together	45%	79%

# NAVIGATING COMPLEX CHALLENGES TOGETHER

I love working with busy, big-hearted leaders to navigate and solve the following sorts of challenges:

- How might we cultivate cultures of true belonging so that we retain good people?
- How might we understand the real reasons why good people are leaving good jobs?
- How might we underpin performance with well-being so that our growth is sustainable?
- How might we empower leaders to model authenticity to give others permission to be themselves at work?
- How might we support leaders take better care of themselves so they can take better care of others?
- How might we increase our awareness of all the psychosocial hazards and protective factors present in our workplaces so that we can ensure that our workplaces are truly safe spaces for everyone?
- How might we better understand the key performance drivers to ensure we remain both discerning and strategic about where we focus on efforts in the short, medium and long term?
- How do we 'keep our finger on the pulse' of employees and customers and build the capability to listen, learn and respond to feedback with agility and alignment?
- How do we guard against the temptation to 'jump' at simple solutions when we are navigating and solving complex, systemic problems - whilst also building momentum and delivering early wins?
- How might we get line of sight to 'no regrets' changes and reduce the risk of unintended consequences?
- How might we facilitate cross-departmental collaboration to ensure we are co-designing solutions that 'slice through all the layers' of our operating model?
- How might we work with awareness of the visible and invisible 'forces at play' that are helping and hindering our ability to move towards our goals as one team?
- How do we approach all challenges in a way that is effective, inclusive, value-based, precise, agile, measurable and sustainable?





## CLIENT TESTIMONIALS



**CLENT:** Westfund Health Insurance

**ENGAGEMENT:** 2-year engagement to support culture change, values activation and leadership development

The Connected Leadership Program was a rich blend of no nonsense self-discovery and personal enrichment. This program connects all the dots and has truly enabled me let go of things that get in the way of me being the best leader I can be. It has created a platform to build trust and increase psychological safety across the organisation.

**Bill Sheffield**, Chief People Officer

The leadership program Cassandra co-created with us was an amazing experience of awareness and growth for our leadership team. There has been such positive feedback and new connections made.

**Katrina Clark**, L&D Manager

Thank you for all you have given to me, personally and professionally, and to all the leader in our organisation. You've empowered us to thrive by being able to bring our true selves to work – what a wonderful gift!

**Blair Newman**, People & Culture Leader



**CLENT:** Origin Energy

**ENGAGEMENT:** Design and delivery of a Career Development workshop

Cassie delivered a workshop to 450 of our employees here at Origin. I was totally mesmerised by Cassie's engagement style and content. Her story telling skills are exemplary and her toolkit of values shine! Huge thank you on behalf of all of us at Origin. I would totally recommend any organisation to procure the services of Cassandra. She is at the top of her game!

**Anna Andreoni**, Senior Learning & Development Advisor





**CLENT:** Australian Tax Office

**ENGAGEMENT:** 12 month engagement to support culture change and transformation for a Senior Leadership Team in the ATO Design Function

Along with her wealth of experience and skillful approach to coaching, Cassandra brought a great deal of enthusiasm, passion and care to the work she was engaged to do. She listened deeply to the intention of the project and understood the needs of the project, she quickly adapted to our agile and collaborative approach and it soon felt as if she had been part of the project from the start.

The senior leadership team responded extremely well to Cassandra and her approach to the sessions and workshops she designed and facilitated on:

- **Unspoken Ground Rules:** The team found it extremely valuable and helped them to enhance their rapport and to understand what they could and couldn't change.
- **Honest and constructive conversations:** Bringing in new language these sessions encouraged and allowed the leaders to be vulnerable and ultimately more authentic.
- **The leader you choose to be:** This session spoke of many different leadership styles, that essentially revealed much alignment in the team's thinking and desires as individual leaders.
- **Harnessing strengths:** This helped the team to see what both individual and collective strengths are present enabling them to really lean into their team strengths and call upon individual leader's strengths when necessary.

The team have expressed appreciation for how the project has helped enhance their dynamics and guided them to shift to new and different ways of working and ultimately uplift their team culture.

I believe that Cassandra's authentic, passionate, enthusiastic and insightful approach was a major contributing factor to helping the team shift their dynamics and strengthen their trust. It was an honour to learn from and work with her.

**Rena Okao** , Leader & Senior Designer, Australian Tax Office



**CLENT:** Goodstart Early Learning

**ENGAGEMENT:** 6 month engagement to assess and advise on Psychological Safety and Employee Wellbeing strategy

Cassandra is a go-to thought leader and confidant of mine.

I have been familiar with Cassandra's work for some years now, across a range of disciplines but more recently around organizational leadership, cultural change, strong teams and employee wellbeing. In multiple organizations where I have faced into some curious cultural challenges,

I have turned to Cassandra for her support on a range of fronts – helping me diagnose what the challenges might be, being thoughtful about where we might want to head, and articulating a bespoke, relevant path to get there. She is an open listener and questioner, and is able to meet a team where they are at, whilst also being able to ask the hard and unspoken questions.

Cassandra will continue to be someone I draw upon when I'm wanting to drive outcomes or results.

**Anna Learmonth**, Chief Corporate Services Officer

I highly recommend Cassie as a coach , strategic advisor and consultant.

Cassie was able to ignite and embed lasting improvements across our organisation. She positioned herself quickly as a trusted advisor and partner establishing the credibility and influence required to co-create and innovate.

Cassie is a vibrant, versatile catalyst and naturally builds long lasting connections. Cassie's energy is contagious.

**Maria Mahoney**, Head of People



**CLENT:** Country Fire Authority

**ENGAGEMENT:** Design & Facilitation of 2 Day Conference for the Finance Department (50 people) "New Perspectives New Possibilities"

"It was brilliant to have you facilitating honest conversations, helping us to peel off the masks, getting to the real us and recognising that people are inherently good deep inside."

"This was the most fulfilling conference that I have ever attended. Thank you."

"Amazing, very engaging and relatable. I loved that Cassie would tailor each section to the responses to make it more personable."

"Cassie connected with the team in a short space of time and made everyone feel so comfortable"

"Very engaging and easy to hear Cassie from wherever she was in the room, I liked that she often used humour in her points"

"Cassie is an incredible presenter and the way she structured the past two days was professional and thought-provoking."



**CLENT:** Jasmine Malki, Head of People & Development Grattan Institute

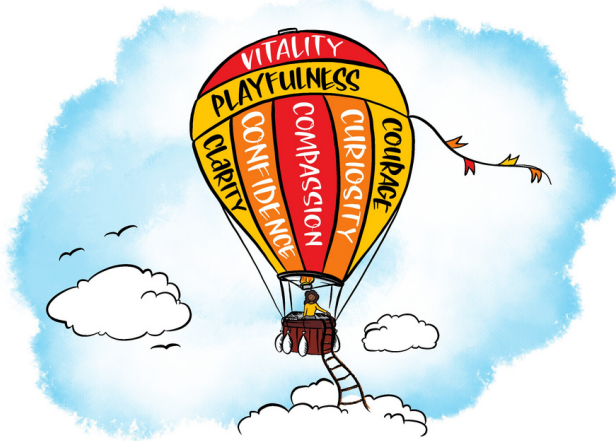
**ENGAGEMENT:** 6 month leadership coaching program

Cassie is a master at creating and holding space for her clients. This is so rare today in our full and busy lives. This space created an opportunity for me to focus on who I am and who I want to be in my life - both personally and professionally. I often marvelled at Cassie's ability to cultivate this space for me to work through things in such a gentle yet focused way. This space is always free of ego, striving, hustle or expectation - it is truly a space for you to discover your best self.

Cassie is professional, caring, thoughtful and an incredible listener. She brings a refreshing perspective on how we can make a difference for people at work. She is instrumental in leading a new way of working in the future that allows us all to thrive at work and hence in life. She is a skilled coach who invests so heavily in her own development so she can share this richness with her clients.

Our time together has left me with a renewed sense of drive and excitement about what I can achieve for me and those around me.





When you're free to be fully yourself, what sort of leader are you empowered to be?



My Being True group coaching program for busy, big hearted leaders. It teaches simple, yet powerful evidence-based practices leaders can call on in the flow of their working day to stay connected to who they really are



"A life-changing experience."

BRIAR HARTE  
Head of Accessibility  
& Inclusion  
NBN





A must-read  
for all leaders.

Richard Schwartz, Ph.D.  
Developer of Internal Family Systems,  
Adjunct faculty,  
Department of Psychiatry,  
Harvard Medical School



# BEING TRUE

How to *Be* Change  
Yourself at Work

CASSANDRA GOODMAN



“This book provides the keys to unlocking a more engaged and fulfilling life.”

Dr Stuart Brown  
Founder, The National Institute for Play



“Self-Fidelity is a must read for anyone seeking to not only succeed, but thrive.”

Professor Alex Christou  
Managing Director, Thrive Global Asia Pacific  
THRIVE GLOBAL



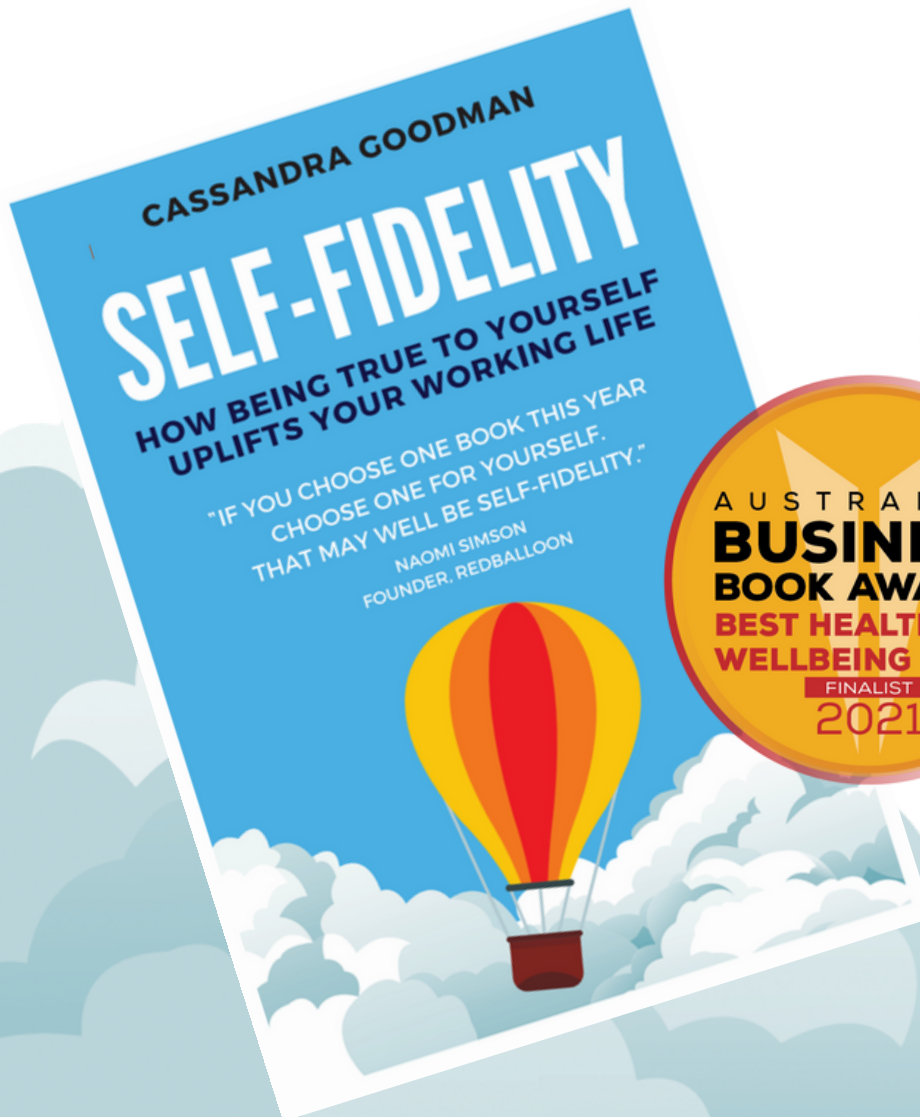
“Self-Fidelity leaps out as something profound, fresh, and fundamental.”

Audrey McGibbon  
Psychologist, Wellbeing Researcher  
and author of the GLWS



“If you choose one book this year – choose one for yourself, that may well be Self-Fidelity.”

Naomi Simson  
Founder, RedBalloon







[SELF-FIDELITY.COM](https://www.self-fidelity.com)