



Activating Human Brilliance

**CO-CREATING WORKPLACES
WHERE PEOPLE & PERFORMANCE
CAN THRIVE**

**CASSANDRA GOODMAN
THE CENTRE FOR SELF-FIDELITY**

A LITTLE BIT ABOUT CASSANDRA GOODMAN



I empower leaders and organisations to activate their true brilliance and serve the greatest good

I am a highly experienced, authentic leader with an excellent track record of delivery and performance across a broad range of executive roles. My career spans customer experience innovation, employee experience innovation, culture change and leadership development. I am accredited in Lean, Six Sigma and Change Management, and experienced in Human Centered Design and Agile. I bring deep experience working with Internal Family Systems (IFS) and I am an accredited coach and an accredited Thinking Environment facilitator.

TOP 5 STRENGTHS

Potential activation: I find and activate the potential in people, processes and systems

Commercial acumen: I ensure there is clear line-of-sight to measurable business and customer outcomes

Leadership courage: I bring the courage to care and the capability to lead myself under pressure

Performance energy: With zest as my signature strength, I inspire and empower others to be their best

Benefit Mindset: I am deeply committed to activating my unique potential in a way that serves the greatest good

RECENT CLIENTS



NAVIGATING COMPLEX CHALLENGES TOGETHER

I love supporting leadership teams to navigate and solve the following sorts of challenges:

How might we...

- Activate the natural brilliance of our people, and come together as one team?
- Cultivate cultures of true belonging and inclusion?
- Reimagine how we gather and work together to ignite diverse, fresh thinking?
- Underpin performance with vitality so that our growth is sustainable?
- Empower leaders to model true authenticity to give others permission to be themselves at work?
- Support leaders take better care of themselves so they can take better care of others?
- Ensure that our workplaces are truly safe spaces for everyone?
- ‘Keep our finger on the pulse’ of our how our employees and customers feel - to listen, learn and respond?
- ‘Walk the talk’ by activating and embed our organisational values?
- Ensure that we are really delivering on our purpose for our own people?

DELIVERING MEASURABLE RESULTS

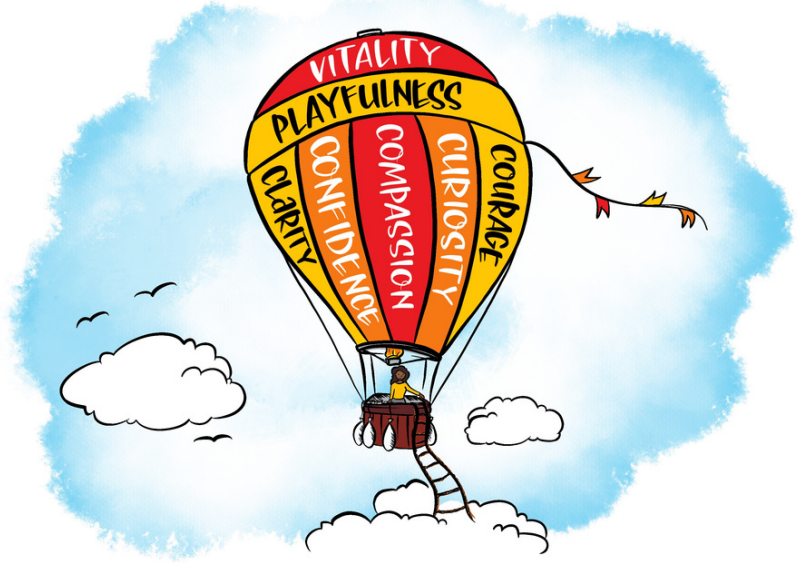
Delivering measurable results is what I do. Here is a snapshot of the results I helped to deliver for a recent client.

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%

MY FLAGSHIP AUTHENTIC LEADERSHIP PROGRAM

BEING TRUE



Being True is my evidence-based flagship program. It offers a unique, highly engaging learning experience that empowers participants to:

- Deeply understand who they really are at their core
- Cultivate more trust in their innate leadership qualities
- Extend more patience and curiosity towards themselves and others
- Understand, appreciate, care for, the different 'parts' of themselves
- Harness their unique essence as an inner source of renewable energy
- Bring their whole selves to work' in a way that is skillful and discerning

"This program was a life-changing experience."

BRIAR HARTE, HEAD OF ACCESSIBILITY & INCLUSION

"The program was great! I found it really engaging and different from the other training that my organisation offers. For me, this program was valuable and different because it empowered me to reflect on my unique leadership qualities and how I can use these to maximise my performance."

SHANA ROHN, HEAD OF MARKETING

"The program consistently delivered a perfect balance of personal insight and challenge, providing the perfect environment for each of our leaders to reflect and grow their individual style. Cassie worked well with the group and I could not rate her more highly as a facilitator, taking on and adapting to feedback as the program progressed. It was great to watch the group and the sessions evolve. Cassie perfectly adapted her Being True Guide for our group."

TROY LEWIS, GLOBAL DIRECTOR OF PEOPLE & CULTURE

"Self-reflective work is always tricky - but important and essential for people to develop and grow. Cassandra has developed a fantastic program giving you keys for self reflection and to use tools to be able to be better leaders. Your program provides a great framework that helps us to be true to ourselves. I discovered that even if we work in high pressure environments, we can still be playful and bring joy! I highly recommend your program to other leaders."

DR NADIA CHAVES, INFECTIOUS DISEASES AND INTERNAL MEDICINE SPECIALIST

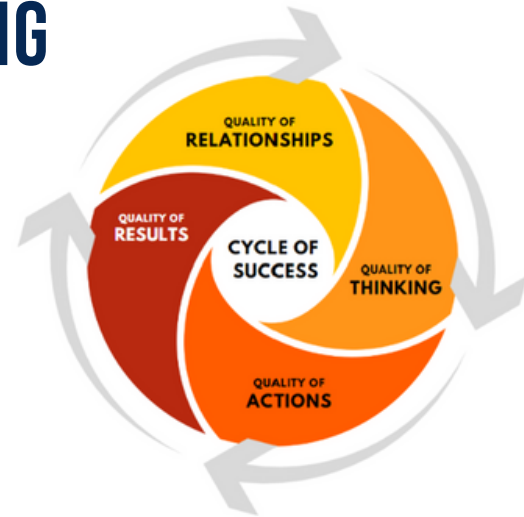
TRANSFORMING MEETINGS TRAINING

*“We will get to a new and better world with new and better thinking.
Thinking that is the simplicity on the far side of complexity.”*

Nancy Kline

The quality of our relationships determines the quality of our thinking, which determines the quality of our actions, and our results. The quality of our thinking depends upon how we're being treated while we think.

(SOURCE: Daniel Kim MIT)



SOURCE: Daniel Kim MIT

A Thinking Environment (based in the work of Nancy Kline) makes explicit how we really want to be treated, deepening our relationships and catalysing our success.

People in organisations spend more than two-thirds of their time in meetings. Skilfully leading productive, inclusive meetings to uplift innovation and performance has become an essential capability for all leaders.

Transforming Meetings is a one-day program that empowers leaders with the capabilities to generate fresh thinking in meetings. The program's experiential design means that whilst learning how to create and sustain the Thinking Environment, throughout the day participants are also thinking about real-time topics they are needing to progress.

“Cassie is a talented facilitator who brings a winning combination of skill, purpose and passion to those she serves, whether in an individual or team setting. I found her 1-day Transforming Meetings Training super valuable. Not only will it help improve your meetings, team outcomes and interpersonal dynamics; the valuable set of techniques Cassie teaches will help you get the most out of any interaction with others.”

Teresa Engelhard, Founder & CEO



“We spend so much time at work going from one meeting to another meeting. Yesterday I attended Transforming Meetings Training. I left with was so much more than I ever imagined. I discovered ‘The Thinking Environment’ - a philosophy and practice of communication that fosters creativity, collaboration, and learning. So much of how we are at work and in our personal lives is conditioned. Somewhere on the journey we have lost our courage and ability to think for ourselves because no-one is truly listening. The skills I learnt yesterday I will continue to refine and perfect, will make me an even better leader for many years to come. Thank you, Cassie, for the fabulous training session.”

Alex Nguyen, General Manager



“It was so valuable to learn about the ten components of the Thinking Environment. It was great to be able to practice chairing a meeting using the methodology - this was truly a fantastic learning experience Cassie - thank you!”

Samantha Solomons, Strategy & Performance Manager



LEADERSHIP COACHING

It's not enough to love what you do. Unless you also love who you're being while you do it. And it's hard to love (or even like) who you're being when you're not being yourself

It's exhausting it is to be something you're not at work. I love supporting busy, big-hearted leaders feel more like themselves at work.

Throughout my global executive career, I relied on the support of coaches to help me stay sane, take good care of myself, get back on track and like the person I was being at work, and at home. Today, as an accredited coach, I feel genuinely honored to be supporting leaders to activate more of their natural brilliance.

I blend a range of coaching approaches to meet each individual where they are at.

SELF-LEADERSHIP: Guiding leaders to understand their essence - who they really are at their core - and get to know their different 'parts', building a strong inner team.

FRESH THINKING: Co-creating the space for leaders to think afresh about challenges, illuminate constraints in their thinking and forge new pathways forwards.

CHANGE AGILITY: Supporting leaders to understand the hidden competing forces inside of them that are working against the change outcomes they most want.

PERFORMANCE ENERGY: Empowering leaders to underpin their performance with vitality, to ensure personal sustainability and reduce the risk of burnout.



Dan Remy

PARTNERSHIPS, BACKPOCKET

"After working with Cassie over 5 months, I noticed a huge shift in my professional career, even my wife mentioned that she noticed a huge shift personally. I highly recommend Cassie as a coach for anyone who wants to elevate their career."



Jasmine Malki

FORMER CHIEF PEOPLE OFFICER, COACH

"Cassie is a master at creating and holding space for her coaching clients. This space is always free of ego, striving, hustle or judgement. It's truly a space to discover your best self."



Suzanne Le Bron

CEO YMCA NSW

"I encourage any leader who needs to reconnect with their true self to consider reaching out to Cassie."



William Sheffield

CHIEF PEOPLE OFFICER WESTFUND

"Cassie is an authentic and intuitive coach. The power of Cassie's approach comes from her extensive real-world leadership experience, the depth and breadth of her toolkit and her refusal to be bound by the dogma of any one discipline. Above all, Cassie cares deeply for those she serves - without reservation or judgement."

Read many more client testimonials [here](#).

CLIENT TESTIMONIALS



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: 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: 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: Domain Health

ENGAGEMENT: Being True Program (in-house delivery)

I can't thank you enough, for your efforts, support and learning you provided to the team. You managed to create an environment that provided a brave, supportive and calm space for everyone involved. Supplemented with in depth learning and exploration into our own experiences. I love how you were able to take the lead in being vulnerable and in speaking of your own experiences. I know I certainly felt like I got an extraordinary amount out of each session and feel the team did too!

Markos Millos, Program Sponsor, Domain Health



CLENT: The Therapy Hub

ENGAGEMENT: Being True Workshop

Cassie provided us with a wealth of knowledge, insights, and strategies that were not only informative but also practical and applicable to our daily work. What impressed me the most about the training was her genuine and engaging approach. Cassie created a safe and inclusive environment that encouraged our team to participate actively, share our experiences, and learn from each other. As a result of the training, our team has a better understanding of each other's strengths and weaknesses, and we have developed new skills and strategies that we can use personally and professionally.

Marie Vakakis - Counsellor, trainer, accredited mental health social worker



CLENT: Lawson Delaney

ENGAGEMENT: Being True Workshop

I recently attended the Being True Workshop which was a life changer. Being in the corporate world I always feel I have to change to try and fit in. In this workshop we learned that the opposite is in fact true, we need to be our authentic selves.

Debbie Ewington - Workshop Participant

I love what you are doing and thankfully we are now living and working in a period when these conversations, with ourselves and within our organisations, will be increasingly accepted and valued. Big hearts, compassion and kindness woven into our personal and professional spheres of influence leave powerful and lasting legacy.

Susan - Workshop Participant



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: 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.

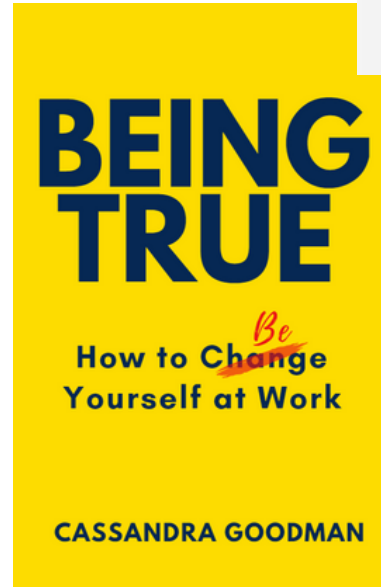
Our time together has left me with a renewed sense of drive and excitement about what I can achieve for me and those around me.

When I developed IFS I knew that I could only take it so far.

So I'm thoroughly honored that Cassie Goodman, a wonderfully talented teacher and writer, with extensive corporate leadership experience, has written this book that will inspire so many leaders to access their true Selves and love their parts in ways that I never could.

Cassie, I'm so grateful! Being True is a must read for all leaders.

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



“Your book does more for helping me understand myself than I have experienced in anything I have read before.”

LUKE FLANAGAN
POLICE OFFICER



“Being True is an invitation to create space to explore who we truly are as leaders and as people.”

MOHINI SASHINDRANATH
CPA
DEPUTY CFO



“Cassandra is one of the most productive and passionate thought-leaders I know. Her book is a must-read for my private coaching clients.”

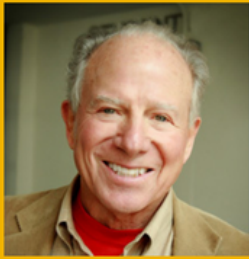
RENATA BERNARDE
HOST OF THE
JOB HUNTING PODCAST



“Cassandra guides us to understand the protective parts of ourselves, peel back our leadership armour and honour our core selves.”

NICK ELLEM
LEADERSHIP STRATEGY MANAGER
TRANSPORT FOR NSW





“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



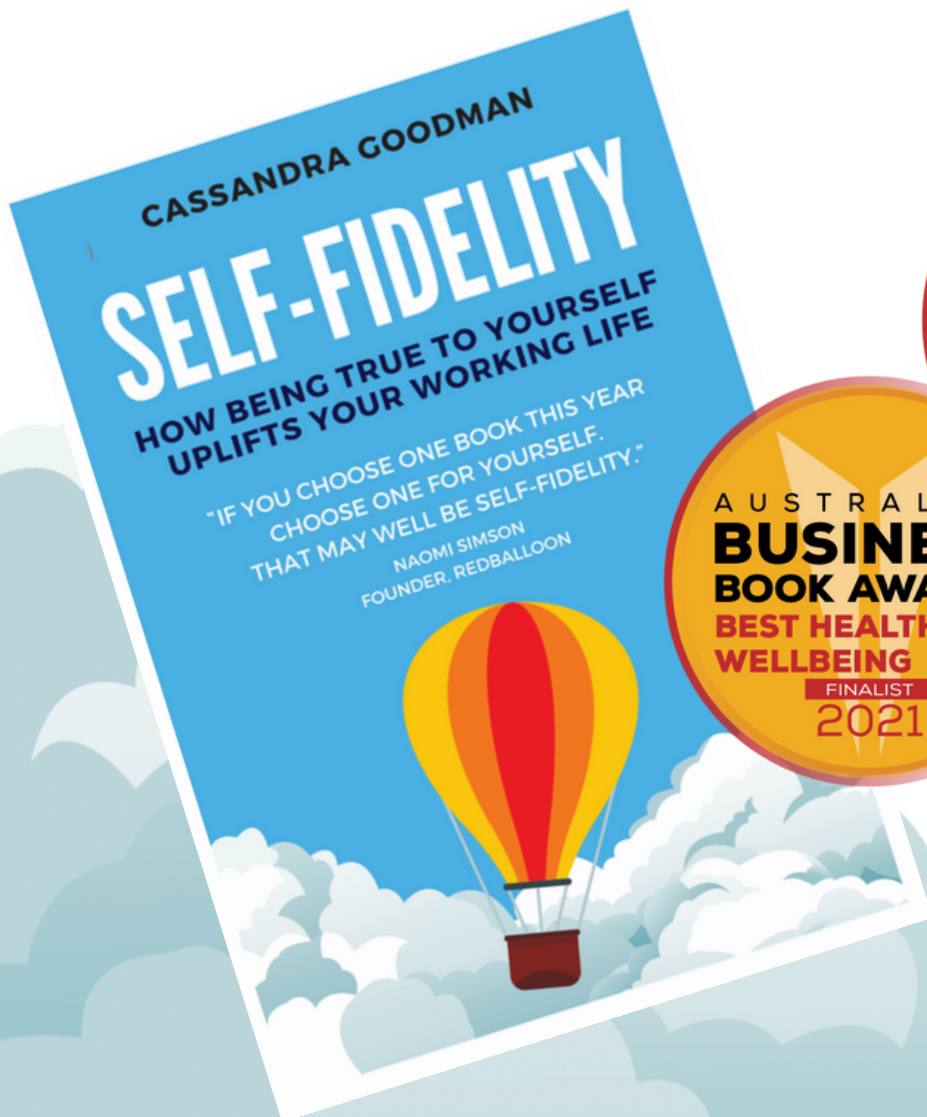
“Self-Fidelity leaps out as something profound, fresh, and fundamental.”

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)