



INSPIRING & EMPOWERING LEADERS TO CO-CREATE WORKPLACES WHERE PEOPLE CAN THRIVE, PERFORM, PLAY & BELONG

A LITTLE BIT ABOUT CASSANDRA GOODMAN



Cassandra is more than a thought leader - she is a living and breathing role model for us all. She is real, she is present and her passion is contagious.

David Ryan, Managing Director

I am an accomplished speaker, bringing over two decades of real-life leadership experience. I have held a range of senior leadership roles, including being Global Director of Employee Experience at Bupa where I was accountable for activating Bupa's purpose *Longer, Healthier, Happier Lives* for their 86,000 employees.

I have been working for Thrive Global as an executive coach and facilitator since 2019. I have published two books SELF-FIDELITY and BEING TRUE.

RECENT CLIENTS



ACTIVATING TALENT

I support organisations to activate and retain talent through the co-creation of workspaces where people can thrive, perform, play and belong.

I offer a range of keynotes and workshops in virtual or face-to-face formats.

All my deliveries are tailored for each client.

Topics include:

- CRAFT YOUR CAREER STORY: How to tell your career story with clarity and confidence
- TRUE CONFIDENCE: Rising above "imposter syndrome using an evidence-based approach to self-leadership
- PERFORMANCE ENERGY: Underpinning performance with the well-being, optimising energy and vitality
- TRUE SELF-AWARENESS: Illuminating leadership essence and discovering our many different 'parts'
- CONVERSATIONS THAT CONNECT: The key to having conversations that connect, uplift and inspire
- LISTEN TO GROW: How to listen, learn and respond to feedback
- THE POWER OF PLAY: Reimagining the vital role of play at work
- BELONGING AT WORK: Understanding the critical connection between authentic leadership and belonging

SOLVING CHALLENGES

I also love supporting leadership teams 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 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 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 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 activate and embed our organisational values?

CLIENT TESTIMONIALS



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



Cassandra was the keynote speaker at Mirvac's business planning day held last week. The topic was The Power of Self-Leadership. Cassandra is an adept storyteller, weaving vulnerability, empathy and courage into a powerful and highly engaging talk. Her ability to combine anecdotes with data made the message clear and relevant, no matter which way your brain operates. I have no hesitation in recommending Cassandra to anyone who's people could benefit from better understanding that to become great leaders, we must first learn to lead ourselves.

Greg Long - Head of Asset Mangement



VicWater

Cassandra delivered a smashing keynote presentation at the recent VicWater annual conference. Vulnerable, impactful and a call to action - Cassandra is a masterful storyteller who manages to connect with everyone in the room.

Amanda Smith- General Manager



City West
Water™

We had the privilege of Cassandra presenting at our recent Senior Leadership Forum. Cassandra is an inspiring and passionate leader who is well versed on the challenges and opportunities facing leaders in a VUCA world. Most importantly her message brings into sharp focus a new way of being required as leaders to effectively navigate this world. Cassandra is more than a thought leader in this space- she is a living and breathing role model for us all. She is real, she is present and her passion is contagious. Cassandras engaging storytelling took us on a journey and in doing so opened us up to new ways of working with personal awareness, connection and wellbeing at the core. Our people continue to talk about this presentation and the learnings and inspiration gained from it. I would highly recommend Cassandra for your next Leadership event.

David Ryan, Managing Director



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.

Markos Millos, Domain Health



"It was brilliant to have you facilitating honest conversations, helping us to peel off the masks, getting to the real us."

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



A must-read
for all leaders.

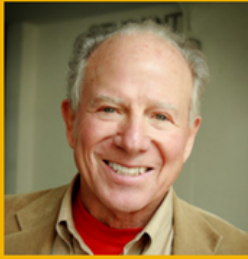
Richard Schwartz, Ph.D.
Developer of Internal Family Systems,
Adjunct faculty,
Department of Psychiatry,
Harvard Medical School



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

