



Uplifting Talent

**KEYNOTES
THAT INSPIRE
& UPLIFT**

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

A LITTLE BIT ABOUT CASSANDRA GOODMAN



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

I am an accomplished senior leader, an accredited coach, and a highly experienced facilitator. I have enjoyed three decades of business experience having held a range of senior leadership roles.

I established the Centre for Self-Fidelity in 2019 to support the activation of human potential at work. I have since published two books SELF-FIDELITY and BEING TRUE.

RECENT CLIENTS



UPLIFTING KEYNOTES AND WORKSHOPS

I support my clients to activate talent, co-create thriving cultures and underpin performance with well-being. I offer tailored, uplifting keynotes and workshop. These can be delivered virtually or face-to-face.

Topics include:

THE INNER GAME: Levelling up the inner game of authentic leadership

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

PERFORMANCE ENERGY: Underpinning performance with the well-being

BEING TRUE: Rethinking what it means to bring your whole self to work

TRUE SELF-AWARENESS: Illuminating leadership essence and discovering our many 'parts'

CONVERSATIONS THAT CONNECT: 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: The critical connection between authenticity and belonging

REDUCING NEGATIVE STRESS: How our brains can get 'stuck' and how we can get 'unstuck'
(based on the work of Dr Leanne Williams on [Biotypes](#))



CLIENT TESTIMONIALS



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



CLIENT TESTIMONIALS



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: 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.



A must-read
for all leaders.

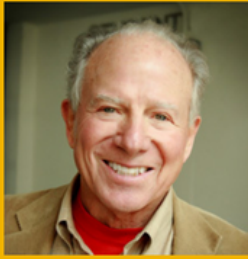
Richard Schwartz, Ph.D.
Developer of Internal Family Systems,
Adjunct faculty,
Department of Psychiatry,
Harvard Medical School



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



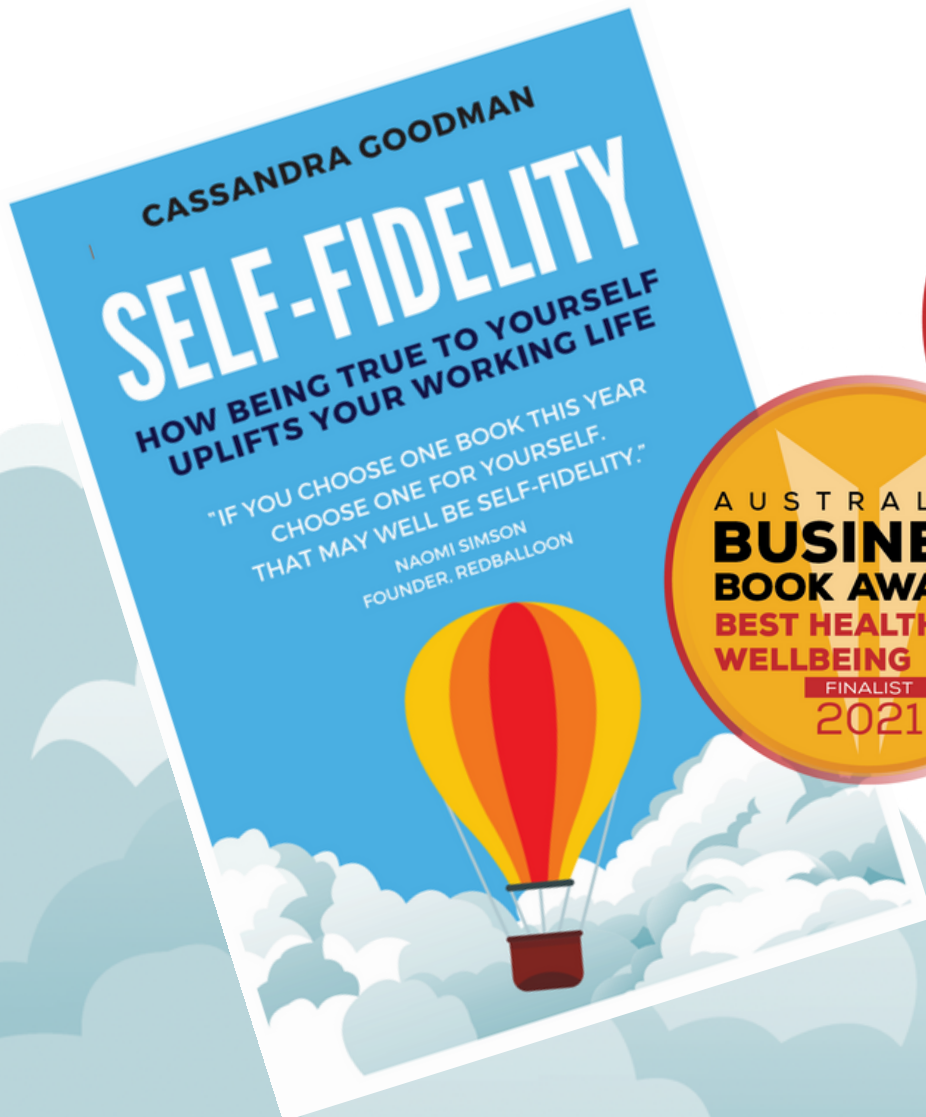
“Self-Fidelity leaps out as something profound, fresh, and fundamental.”

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://self-fidelity.com)