

BELLA ZANESCO

— SERVICES GUIDE

# Are you a Fully Expressed Leader?

A holistic approach supporting leaders to exceed their potential



WELCOME

ABOUT

SERVICES

BOOK & DIAGNOSTIC

BIO & TESTIMONIALS

FEES





# Hi

I'm Bella Zanesco and I'm on a mission to make the world of work and life a happier, healthier and a more fully expressed place.

This services guide outlines how I help individuals and organisations thrive in the emerging economy. Take your time while reading, trust your instincts, and if something calls to you, please get in touch.

Bella



# What Is Fully Expressed Leadership?

Our way of working is no longer working. Stress and anxiety are on the rise, career fulfilment is in decline, and a growing number of studies point to an increase in feelings of isolation and insecurity at work.

This trend isn't just worrying for our wellbeing. It's hitting our wallets. Staff turnover, sickness & disengagement are costing Australian businesses over \$305 billion annually. But the companies that do invest in, develop and harness the full potential of their people, outperform their peers on almost every business metric.

To succeed in the emerging world of work, individuals and organisations must reframe their understanding of leadership, high performance and wellbeing, and seek cutting-edge approaches to unlocking new and existing value.

I help organisations unlock the full potential of their company by unleashing the full expression of their people.

Through our world-leading Best Practice leadership programs, we give participants the tools to find new clarity, connection and confidence in their work and life. Transforming leaders, teams and cultures into high performing, inclusive & sustainable eco-systems.

A fully expressed leader is unafraid to bring their whole self to work. Their honesty, authenticity and vulnerability is their strength. And their ability to communicate, collaborate and execute effectively ensures they have an impact well beyond the boardroom.

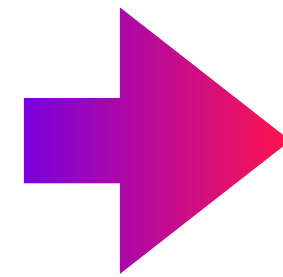
The world has changed.  
It's up to us to change with it.

# The Pathway To A Fully Expressed Leader



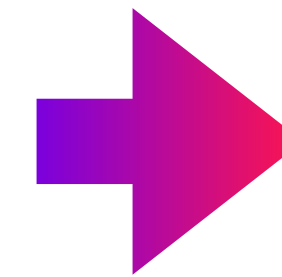
## Clarity

To make sound decisions that are aligned to both your values and the demands of the organisation requires a deep understanding of who you are and what you want. The first step to becoming a fully expressed leader is to find and follow your authentic self.



## Connection

The second step to becoming a fully expressed leader is to own, allow and accept your whole self. Investing in your mind, trusting your gut and nourishing your body will ensure a vitality that is essential for high performance in the modern workplace.



## Confidence

The final step to becoming a fully expressed leader is to consciously design your work & life to reflect your highest self. To create the environmental conditions for you to access your high performance flow state and focus your energy and attention on demand.

# Our Proprietary Research

## OVER 2000 WOMEN, OVER 80 COUNTRIES

Over 3 years, in collaboration with leading psychologists, naturopaths & gut health experts, we conducted extensive research to gather a clear picture of the current state of health and wellbeing at work.


In one of the largest studies of its kind, comparable to the NAB well-being index, we worked with over 2000 women from around the globe.

The insights we unearthed have now become the foundation for our world-leading Best Practice health and wellbeing programs.



- 50% are afraid to ask for what they want at work.
- 72% compare their success to others.
- 80% believe they have not fulfilled their potential.
- 70% don't have enough energy to manage their workload.
- 80% are sacrificing their hobbies when they get busy.
- 55% resort to alcohol, drugs or retail to self-medicate.



A group of nine women, dressed in winter clothing like hats, scarves, and jackets, are posing on a metal walkway or staircase. They are all smiling and looking towards the camera. The background is a large, textured rock face. The entire scene is framed within a large circular area that has a reddish-pink tint.

The Fully Expressed suite of Keynotes, Workshops, Diagnostics, Programs and Book are designed to drive immediate ROI to your organisation by equipping your leaders with the tools to thrive in a radically transforming world.





## KEY LEARNINGS

- The science and story of FLOW.
- Tools to access & harness your your Flow state, ON DEMAND!
- How to improve focus, build stamina, & trust your intuition for staggering success.



### KEYNOTE TOPIC ONE

# Hacking FLOW for High Performance

How to improve your performance ten-fold.

Traditional strategies for personal & commercial success can no longer sustain the pace of modern life. The accelerating complexity of work requires high levels of creativity, an ability to process vast amounts of information, and consistently produce relevant, impactful outcomes.

What we need is to hack and harness our FLOW state. To tap into our natural, innate ability to synthesise information, strategise relevant outcomes and execute meaningful actions aligned to our intent.

In this vibrant, illuminating keynote we will explore the limitless power of FLOW. You will learn how to get it, hold it and harness it, resulting in a consistent, effortless and effective output. And positioning you, and your leadership team ahead of the pack by unleashing your creative potential.



Each keynote has a corresponding experiential workshop available



PRODUCTIVITY



VITALITY



CREATIVITY



ENERGY



## KEY LEARNINGS

- Clarity on personal values to make sound, authentic decisions.
- Tools to unlock & enhance emotional intelligence.
- Top things you can do to sustain high performance and feel vital doing so.

## KEYNOTE TOPIC TWO

# How to become a Fully Expressed Leader in 3 easy steps

## A holistic approach to modern success

We need a new breed of leader. People who inspire the imagination by working in harmony with their own humanity. Leaders who are unafraid to bring their whole selves to work. Who see their honesty, authenticity and vulnerability as a strength. And who bring the same care and compassion to themselves as they do to those around them.

Drawing on over 3 years of research, with 2000+ women from over 80 countries, we have developed a contemporary approach to leadership, fit for the future of work. Exploring everything from gut health to neuroscience, hormones to happiness, vision to vitality, this holistic approach will transform your view of what it takes to become someone that other leaders want to follow.

In this radical, relevant keynote, you will be given practical tools to find **clarity**, *with who you are and what you want*, **connection**, *to create a thriving mind, body & spirit*, and **confidence**, *to fulfil your potential and live your full self-expression*.



Each keynote has a corresponding experiential workshop available



CLARITY



CONNECTION



CONFIDENCE





## KEY LEARNINGS

- Scientifically-proven practices for mindfulness and calm.
- How to use changing hormones as an asset and an advantage.
- Reduce stress and inflammation through nutrition & intuition.



## KEYNOTE TOPIC THREE

# Wellness Warrior

## Hacks to nourishing mind, body & spirit at work

Toxic environments, distractions and thought patterns greatly impact our ability to perform at work. Knowing how to restore and rejuvenate our mind and body has never been more important. But not knowing where to start is stopping many of us from finding the health and wellbeing we so desperately need.

Having suffered a severe case of burnout, adrenal fatigue and depression, Bella used her breakdown as a catalyst for change. She immersed herself in health and wellbeing strategies and practices, retraining her mind, body and spirit to achieve stunning results. In this tell-all tale of transformation, Bella reveals the secrets that took her from broken to world champion.

Drawing on her research and personal experiences, you'll discover what to eat and how to move for optimal focus and performance. Scientifically proven practices to be more mindful, evoke calm and reduce overwhelm when under pressure. How to reduce stress and inflammation and fire up your intuition. How to use your changing hormones as an asset & advantage at work. And practical tools to embrace feminine principles of leadership, compassion, vulnerability, empathy and emotion.



**Each keynote has a corresponding experiential workshop available**



MIND



BODY



SPIRIT



SOUL



# Diagnostic Service: A Personal Life Audit™

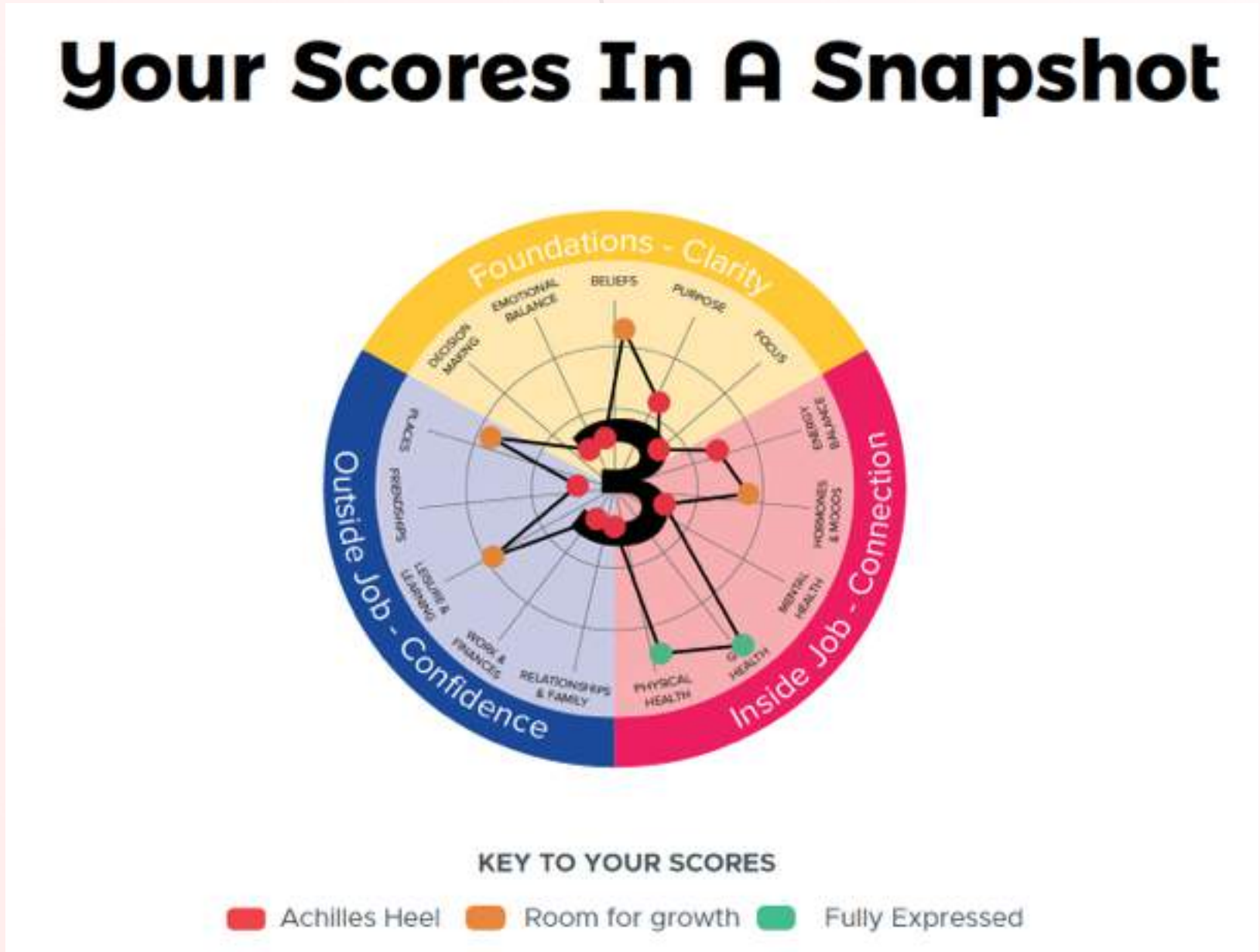
STOP SHOOTING BLIND. START ACTING FROM PERSONALISED INSIGHTS THAT WILL TRANSFORM YOUR LEADERS

Included in every program, workshop or keynote is our Personal Life Audit™.

Developed in conjunction with leading health, performance and wellbeing experts, The Personal Life Audit™ provides a full report on the individual's current state.

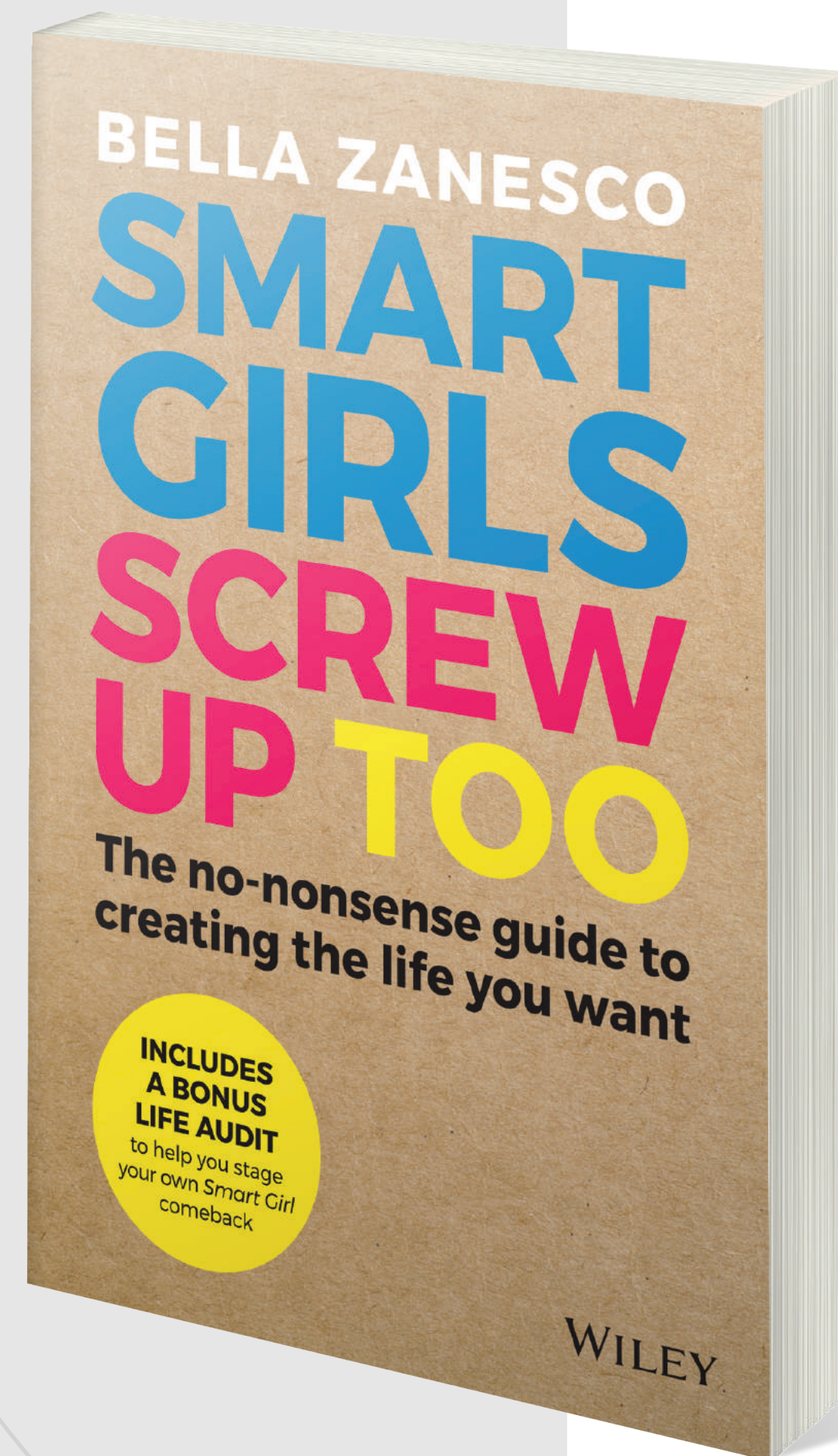
Taking only 5 mins to complete, with 69 agree or disagree questions, The Personal Life Audit™ is the perfect pre-work addition for gaining valuable insight into the challenges your people are facing.

Enabling your organisation to custom-design strategies that ensure your team, colleagues or clients become fully expressed leaders.





— BOOK



## The bible for those who want to bring their a game to life

Smart Girls Screw Up Too is THE no-nonsense guide for a generation of women who secretly muse about what might be possible in their careers, health and relationships but don't know where to start or are too afraid to.

Delivered with no-holds-barred honesty, humour and compassion, Smart Girls Screw Up Too brings together: the latest research into gut science, neuroscience and epigenetics; ancient tribal wisdom; interviews with global game changers; and insights from the author's own three-year study of over 2000 women.

Enquire about bulk purchases for your team or organisation to accompany a keynote presentation, workshop or mentoring program.



# About Bella

WELLBEING & PERFORMANCE EXPERT, AUTHOR,  
WORLD CHAMPION

Bella Zanesco is a modern day polymath. A world champion, creator of best practice wellbeing programs, passionate advocate for full-expression and award-winning entrepreneur, her mission is to make a healthier, happier workplace.

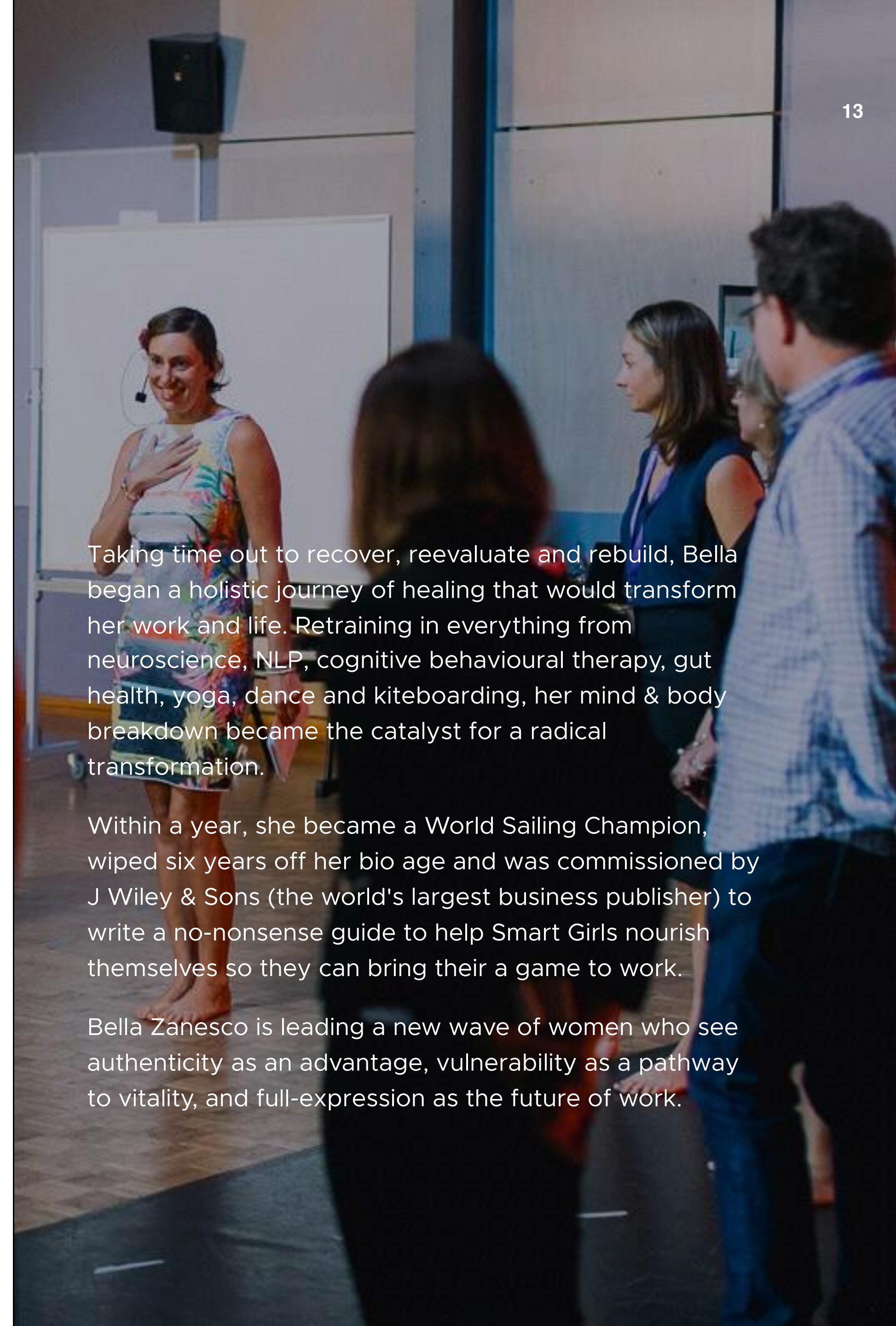
As a business executive, she delivered over \$5 billion to Fortune 500 companies including Pepsi Co, Sainsbury's, Reed Elsevier, Unilever, and The Royal Mail. And in 2015, was awarded UK's Top 50 Young Changemaker for her work coaching at-risk high performers from British Sport, Bank of Japan, Deloitte, Ernst & Young, HSBC, Google, JP Morgan, KPMG, Microsoft, Saatchi & Saatchi and UBS.

Her success, however, came at a cost. In 2013, after neglected her health, Bella suffered burnout, adrenal failure and depression which put a hard stop to her career and life aspirations.

Taking time out to recover, reevaluate and rebuild, Bella began a holistic journey of healing that would transform her work and life. Retraining in everything from neuroscience, NLP, cognitive behavioural therapy, gut health, yoga, dance and kiteboarding, her mind & body breakdown became the catalyst for a radical transformation.

Within a year, she became a World Sailing Champion, wiped six years off her bio age and was commissioned by J Wiley & Sons (the world's largest business publisher) to write a no-nonsense guide to help Smart Girls nourish themselves so they can bring their a game to work.

Bella Zanesco is leading a new wave of women who see authenticity as an advantage, vulnerability as a pathway to vitality, and full-expression as the future of work.





# What they are saying...

Bella is an outstanding speaker and thought leader. She brings a depth of experience from years operating at the top of international business and sport. The way she found courage and inner strength to banish depression from her life is inspirational. My tribe raves around how valuable her insights are to encourage joy and vitality in our own lives. I love her heartfelt energy and the way she inspires people.

**Sam Cawthorn -**  
**Young Australian of The Year &**  
**Australia's most booked speaker**

Bella reveals with brutal honesty the fact that many women face considerable challenges and setbacks these days. But it ain't no pity party - far from it.

Bella has a genuine interest in exposing truth but then bringing her reflections together with relevant research to produce a practical approach for uncovering what matters and how to bring out our potential in life and work.

Her talks are not just for women, either. Men, you will not only learn a great deal about the other 50% of the human race, but many of the key principles and practices can be equally applied to us.

**Dr Adrian Medhurst -**  
**Psychologist, Speaker and**  
**Thought Leader**

‘This is the first time I’ve let down my armour as an adult man and it feels incredible and disarming at the same time.’

‘We need to create more opportunity in CBA for people to have ‘real’ conversations like we’re having right now. What troubles us, what opportunities we have as people. ‘

‘I want to bring Bella’s practices into CBA so people can get out of their head and into their body and really SEE and CONNECT with each other as human beings.’

‘This is the first time I’ve deeply looked into a colleague’s eyes and connected with them on a human level.’

**2016 Wired for Wonder (Commonwealth**  
**Bank of Australia Conference) Participants**



# What they are saying...

I love Bella’s ability to cut through all the mess and crap and make sense of everything in clear, concise, logical patterns with sensible small steps that aren't scary but achievable. Her little black book and ability to network and connect and help you with your next chapter are incredible and go beyond what I would consider a traditional coach's skills and responsibilities.

Agatha, Big 4 Consultant

I highly recommend Bella as a Leadership Coach. I took a sabbatical from work to pursue higher learning and a passion, and it’s taken my career & life to a much more exciting place. I’m sure I would’ve backed out of the sabbatical when a flashy new job offer came my way, but she kept me on track with my goals, which has paid priceless dividends in the end.

Jennifer, Brand & Marketing Consultant

Working with Bella was a life-changing experience. Her straight-talking personality and constant drive led me to make some big breakthroughs within a few weeks. It wasn’t just working directly with Bella that was so inspiring, but it was the tools that she gave me to continue this work myself and to keep me on track with pushing myself to reach my potential and live the life I want.

Heather, Tech Specialist

Through Bella’s program, I was able to take a holistic view of my life & career and make positive changes - it was a great help in shifting my mindset. The structure of her leadership program, and in particular the group dynamic, was really powerful in keeping me on track and ensuring I got the most out of it.

Caroline, Executive Officer, International Operations



# What they are saying...

Bella helped me get clear on my life vision and next steps. She gave me excellent counsel during my negotiations for new roles, which helped change my perspective and build new confidence. I not only landed a great new role in an area that supports my longer term goals, but also negotiated a 10% salary increase, something I had never done before. Bella blends sharp insight, straight-talking, empathy and infectious enthusiasm in a way that is totally refreshing.

Elena, International  
Marketing Director

Before i took part in Bella’s program, every part of my life and work was a mess. In the three months after working with Bella, I found a great job that I really like with a fantastic organisation. I met THE man and found a wonderful new flat because I was clear on what I wanted. I feel more confident now and I am somehow more relaxed, even if my new job challenges me a lot.

Sarah, Management  
Consultant

I was attracted to Bella because I admired her no bullsh\*t approach. The program sounded like it would provide the structure I knew I needed, as well as introduce me to a bunch of similarly-minded local people at the same time. Bella has a brilliant knack of simplifying issues and cutting through to what matters. The way she set smaller achievable goals and actively worked with us, at our individual paces, was invaluable.

Lindsay, HR Specialist

I loved the fact that Bella focused on our most precious values and strengths, rather than working on gaps and weaknesses. Bella’s talks and kind words guided us through a process of discovery without ever imposing any thoughts or opinions. She gave us the tools to rediscover perspectives without pressuring us; and the support to grow peacefully at our own speed as a team.

Tanya, PR Communications  
Manager

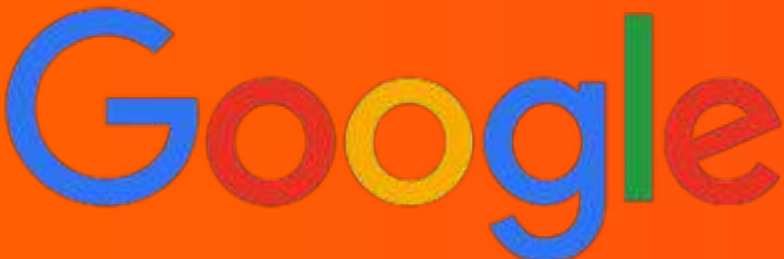


# Fee Guide

A Keynote	\$4k
A Customised Keynote	\$6k
Full Day Workshops	\$8k
Leadership Coaching	\$8k p.p.
Wellness / Performance Program Set Up / Consulting	\$100k+

All fees quoted are in AUD and are for budgeting purposes only. They do not include costs required to deliver each program or engagement (eg. flights, accomodation, transfers). Special rates may also apply for non-profit organisations, roadshows or bundle bookings.

## Happy Clients





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