

# BUILDING RESILIENT LEADERS

**EMOTIVEWORK**  
START WITHIN



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# More resilient people, more resilient businesses

One of the biggest issues we face in the world today is people's ability to handle the ever evolving challenges of their internal and external worlds. We have become overwhelmed with competing needs for our attention and time, coupled with the fast pace of world wide advancements.

We are oversubscribed, overstimulated and under connected more than ever. And this doesn't just play out in life, it finds its way into our business, too. Through my experience of building business cultures around the globe, with brands like Virgin Group, I have seen first hand the impact this has on team effectiveness and business productivity.

Why? Because business is personal and a connection with self matters in order to connect with those around you.

The current state: a disengaged, disconnected and poor performing people and businesses.

Combining my years of experience in leadership, culture, volunteering and working in global businesses across the UK,

Middle East, Africa, South East Asia, USA and Australia, I've learned that resilience is the key to success, both personally and professionally. Through Emotive Work, we start within, and focus on creating more resilient individuals, leaders, and teams, which results in **better business outcomes**.

Through our sessions, my focus is to connect you with your greatest anchor for resilience - yourself. We work on your internal relationship, in order for your external relationships to flourish, and we discover new tools and techniques to build your most resilient self.

I also work with teams to undergo the same process collectively, creating environments where all members can thrive.

The result?

**Greater clarity, intention and authenticity in yourself and in your business.**



Luke Evans

Founder of Emotive Work

# FOR LEADERS



Helping leaders build resilience within themselves and lead with integrity by uncovering subconscious beliefs and developing constructive behaviours for lasting impact.

## Your Challenges

- How do I connect my hybrid team?
- I have low productivity or engagement
- We have discord and fighting
- We have burnout / exhausted people with workload that doesn't end
- I have a difficult team member disrupting things
- I have high sick leave / attrition
- My leaders aren't cutting it
- Everyone wants a pay rise but I can't give it to them
- I need to manage a redundancy process
- There is a lack of trust and respect in my team
- There's too much gossip

## Our Support & Services

### Leadership Sessions

*Available in-person or online*

- Human Synergistics LSI 1 + 2 offering available
  - Includes:
    - Pre-brief meeting
    - Individual or group wide options
    - 90 min Debrief + 2x 60 min coaching sessions
- Group workshops (if required)
- Ongoing Coaching (if required as above)

## The Emotive Work Approach

The topics and types of coaching we can cover include:

- Uncovering subconscious thinking and beliefs
- Developing constructive style behaviours
- Resilience Skills building
- Interpersonal Skills building

### How does it work?

We engage in 1-2-1 coaching to address challenges and build capacity using targeted tools and techniques. As an accredited Human Synergistics practitioner, I utilise the LSI tool to uncover subconscious beliefs that inform our work.

# OUTCOMES

## Greater Resilience

### Leadership Effectiveness



**More effective in team engagement**

\*Harvard Business Review



**More likely to make strategic decision**

\*Leadership & Organization Development Journal

### Employee Retention



**Lower turnover rates**

\*Center for Creative Leadership



**Higher team morale and job satisfaction**

\*Journal of Business and Psychology

## Greater Connection

### Connection with Self



**More effective leadership**

\*Harvard Business Review



**Better decision-making**

\*Leadership Quarterly

### Connection with Others



**Increase in team trust**

\*Gallup



**Improvement in employee engagement**

\*The Center for Creative Leadership





# The Emotive Work Difference

## Resilience Building Focus

We specialise in helping individuals and businesses build resilience, empowering them to navigate challenges and thrive in a rapidly changing world.

## Tailored Support

We meet people where they are, offering support ranging from one-on-one sessions to group work, ensuring personalised and relevant solutions.



## Practical Tools and Techniques

We equip people with practical tools and techniques for personal and work situations to enhance emotional resilience and improve connections, driving better business outcomes.

## Pre-Diagnosis Assessments

We provide pre-diagnosis assessments to help individuals and organisations understand their challenges and how we can support their journey to resilience.

## Comprehensive Services

We provide coaching, leadership development, and facilitation, all aimed at strengthening personal and organisational resilience and driving growth.

## Integration of Strategy and Wellbeing

We focus on the intersection between business strategy and emotional wellbeing, aligning organisational goals with personal growth, resilience, and fulfillment.



## Real-World Approach

Our methods are grounded in the practicality of a lived experience model, offering actionable strategies and tools that can be applied in everyday situations.

## Human-Centric in a Tech-Driven World

We are dedicated to harnessing the human aspect of business, emphasising emotional intelligence and interpersonal skills in an increasingly technology-driven environment.

All of our work is underpinned by our **EMOTIVE** and **WORK** framework; focused on 7 steps to building resilient people and businesses, and 4 steps to building a greater connection with self and others. We believe that to do this work, you need to focus on the **EMOTIVE WORK** required.

E

Emotional  
Regulation

M

Mindfulness

O

Optimism

T

Trust and  
Relationship

I

Inner Strength  
(Self-Efficacy)

V

Value and  
Gratitude

E

Effective  
Problem Solving

W

Wisdom of Self  
and Others

O

Open  
Communication

R

Relational  
Intelligence

K

Knowledge  
and Growth

## Understanding Self

### LSI 1 only

Focused on measuring personal thinking styles and relates these to personal effectiveness as well as satisfaction at work and at home.

FROM  
**\$499** AUD

- ✓ 30 minute Session (Pre-brief)
- ✓ 1x 90 min Session (Debrief of findings)

## Go Within

Popular

### LSI 1 + Additional Coaching

Focused on measuring personal thinking styles and relates these to personal effectiveness as well as satisfaction at work and at home. Additional coaching sessions allow time to work through the 3 stages of LSI - Awareness, Acceptance, Action.

FROM  
**\$899** AUD

- ✓ 30 minute Session (Pre-brief)
- ✓ 1x 90 min Session (Debrief of findings)
- ✓ 2x 1 hour coaching sessions

## Know My People, Know Myself

### LSI 1+2

LSI 1 measures personal thinking styles and relates these to effectiveness and satisfaction at work and home. LSI 2 compares others' perceptions with your own. Additional coaching sessions work through the 3 stages of LSI - Awareness, Acceptance, Action.

FROM  
**\$1,299** AUD

- ✓ 30 minute Session (Pre-brief)
- ✓ 1x 90 min Session (Debrief of findings)
- ✓ 2x 1 hour coaching sessions

## The Lifestyles Inventory™ (LSI)

LSI is a measurement and feedback tool designed to help individuals identify how their thinking and behaviour are supporting and limiting their effectiveness. It is made up of two parts.

**LSI 1: Self Description.** Focused on measuring personal thinking styles and relates these to personal effectiveness as well as satisfaction at work and at home.

**LSI 2: Description by Others (360).** Used in conjunction with LSI 1, this enables comparison of self perceptions and others perceptions of an individual's behaviour and effectiveness.

## Need a more tailored approach?

### We've got you covered.

Feel free to reach out and discuss your needs with our team. Once we've identified your challenges, we'll collaborate closely to create a customised package tailored to both you and your business, ensuring we address your goals effectively.





My purpose is to help people  
find meaning through service.

## About Luke

It's easy to feel lost, overwhelmed, and disconnected while navigating life's challenges. I've been there myself many times. What I've learned is that the best path forward often involves seeking guidance and developing your own solutions by building a resilient mindset.

**To live a fulfilling life, you need to grow by increasing self-awareness, discovering your strengths, finding your tools, and applying them through experience.**

That's where I come in. I offer a 'lived experience model' that asks the right questions, challenges existing beliefs, and helps you find opportunities to overcome obstacles.

No one has all the answers, but a great coach builds trust, listens deeply to both what is said and what isn't, and guides you through challenges using shared experiences and consultation. My approach is rooted in real-world experience and a genuine desire to help you connect within.

## My Lived Experience

- 13+ years in leadership positions in multinational companies and running small businesses, managing teams of up to 60 people
- 7+ years helping individuals and businesses find their purpose and create purpose-driven brands globally
- Founder / Co-Founder of three business consultancies:

### Blonde and Bear

Find your purpose, create your business

### Emjoy

Redefining culture with joy

### Emotive Work

Building intentional cultures for all

- Podcast Host of "Itch," "Brave Always," & "The C Word"
- Author of "Itch - 30 Lessons in 30 Years"
- Volunteer Experience across Australia, Nepal, and South Africa
- Human Synergetics 'LSI' Accredited Practitioner
- Certified Emjoy 'Brave Leader' Coach
- NLP and Life Coaching Accredited

## What I Bring to the Table

- Logic & Pragmatism
- Optimism & Empathy
- International Business Knowledge & Experience

## What You'll Gain

- Actionable strategies to implement change now
- Tools for self-reflection and inquiry
- A sense of accountability to drive change
- Hope and opportunity







# Next steps

1 Connect with Luke via phone or email

2 or book in your 15 minute strategy session to work through what options are best for you

[Book a Session](#)

## Contact Information

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