

kirstin
ferguson



HEAD & HEART

The Art of
Modern
Leadership

Developing modern
leaders together

Events | Coaching | Assessment

Australia's award-winning leadership expert

Dr Kirstin Ferguson is an author, columnist and company director. Kirstin has more than three decades of senior leadership experience as well as a PhD in leadership and culture.



Leadership is simply a series of moments and every moment gives you the opportunity to leave a positive legacy for those you lead.

Beginning her career as an officer in the Royal Australian Air Force, Kirstin has held roles that have included Chief Executive Officer of an international consulting firm, and Acting Chair and Deputy Chair of the Australian Broadcasting Corporation. She has sat on boards of both publicly-listed and privately-listed companies for more than a decade.

Kirstin has a PhD in leadership and culture, as well as Honours degrees in Law and History. She is an Adjunct Professor at the Queensland University of Technology Business School, where she was named Outstanding Alumnus of the Year in 2020, and is a Sir Winston Churchill Fellow. She was included on Thinkers50 Radar List in 2021 and shortlisted for the Thinkers50 Distinguished Achievement Award in Leadership.



Kirstin writes a weekly column on leadership and work in the Sydney Morning Herald and The Age, and is also a contributor to the Australian Financial Review and Forbes.

A passionate advocate for women, diversity and inclusion, Kirstin created the viral social media campaign #CelebratingWomen and is the co-author of the award winning book, Women Kind.

Kirstin is the author of Head & Heart: The Art of Modern Leadership which was described by #1 NYT bestselling author of Think Again, Adam Grant, as "a timely, actionable book on the virtues that every great leader needs to learn."

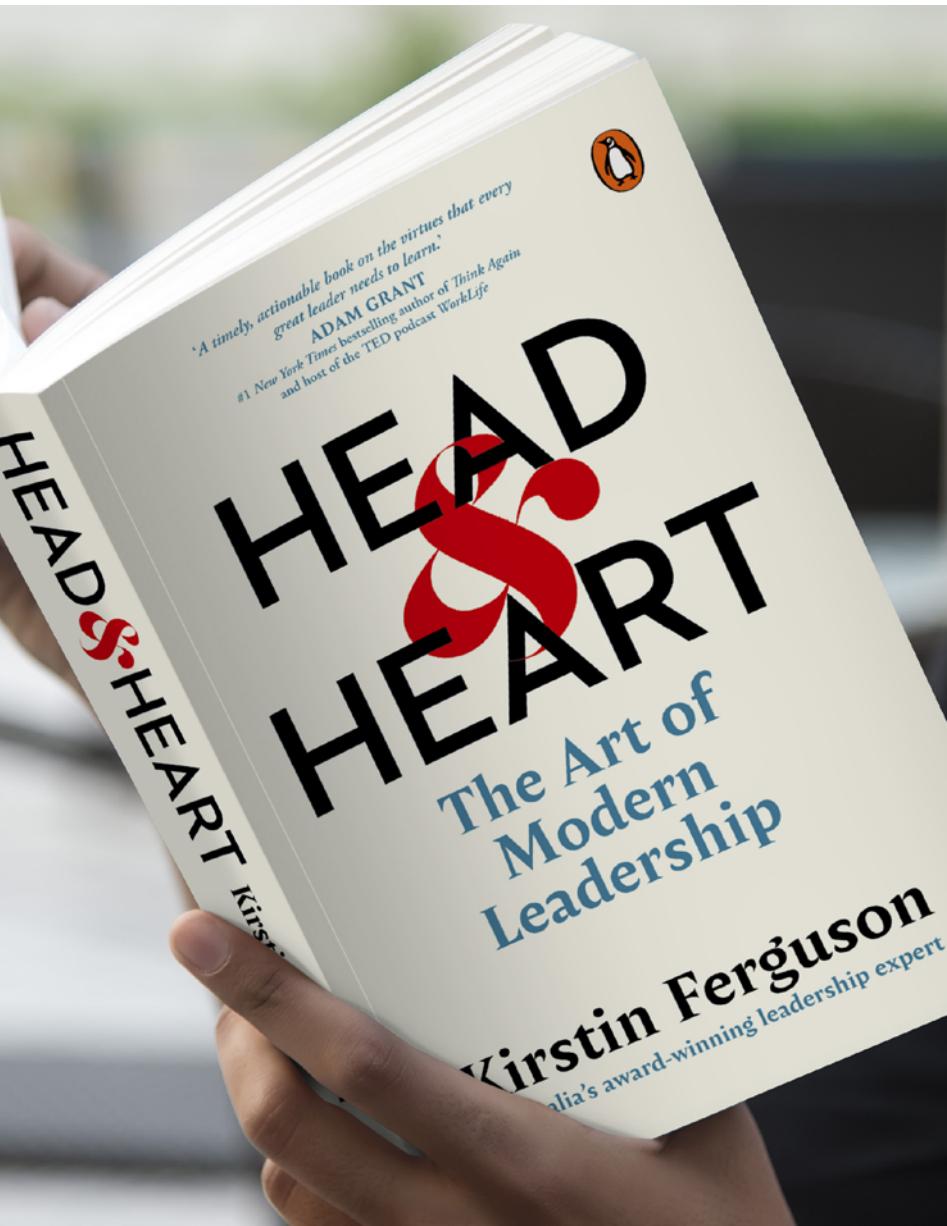
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Head & Heart: The Art of Modern Leadership

What people are saying about the book:



“An indispensable companion for every leader.”

— Hubert Joly, Former Best Buy CEO and author of *The Heart of Business*

“There is a welcome freshness in the humility of the story-telling which I found a long way from the standard corporate leadership book.”

— Professor Mark Scott AO, Vice Chancellor, University of Sydney

“Head & Heart is one of those books you just know is going to change the world.”

— Kate Jenkins, Australian Sex Discrimination Commissioner

“A ground-breaking study of the intellectual and emotional elements of contemporary leadership, which should be mandatory reading.”

— Major General (retired) Mick Ryan, AM

“Head & Heart has joined my favourite leadership books on my bedside table.”

— Pip Marlow, CEO Salesforce Asia Pacific

“It is the must have new book on leadership.”

— Wendy McCarthy, AO Life Fellow FAICD, Social Activist, Company Advisor

“This ground-breaking book provides us with the practical tools to be modern leaders and is a must read for all.”

— Des Dearlove, Co-Founder Thinkers50

“This book is an act of leadership itself.”

— Clare Wright, Professor of History and Professor of Public Engagement, La Trobe University

“Head & Heart is easily one of the best leadership books I have ever read.”

— Cyan Ta’eed, Founder of Milkshake.app, Envato and Hey Tiger

Engaging and Interactive Events

Australia's award-winning leadership expert, Dr Kirstin Ferguson, offers an interactive range of events to enable attendees to think about their own head and heart leadership.

- Kirstin engages her audiences through the use of **storytelling, videos and practice examples** to help make her own leadership experiences and her research relevant for all audiences
- All events are **highly interactive** with every participant able to complete their own [Head & Heart Leader Scale™](#) to receive a **personalised report** which will help them understand their own areas for focus
- The aggregated results of the groups head and heart leadership are shared in **real time** so group learning and reflections can be discussed
- Kirstin adapts her content to your audience, industry or organisation so it is **relevant for all attendees regardless of seniority**
- Kirstin has **opened conferences around the world** and has deep experience speaking to audiences from 10 people to many thousand

The recognition of the need for modern leaders in our workplaces, communities and homes has arrived.



Event Options

	Keynote	Workshop	Masterclass
 1 Hour	 Up to 2 Hours	 Up to 4 Hours	
Key takeaways			
— Overview of the eight attributes of head and heart leadership			
— Personalised Head & Heart Leader Scale™ report for each attendee			
— Discussion of live results of aggregated group scores			
— Understanding of how to practice the art of modern leadership			
— Detailed discussion on how to develop head and heart leadership in those we lead	—		
— Deep dive into the eight attributes of head and heart leadership	—	—	
<u>Head & Heart Leader Scale™</u>			
Copy of Head & Heart: The Art of Modern Leadership*			

* available on request at an additional cost

Head & Heart Leader Scale™ Assessments

Australia's award-winning leadership expert, Dr Kirstin Ferguson, offers an interactive range of events to enable attendees to think about their own head and heart leadership.

Individual self-assessment

The scale allows any individual to self-assess their head and heart leadership and provides the opportunity to identify and reflect on areas where they may need to rebalance their approach.

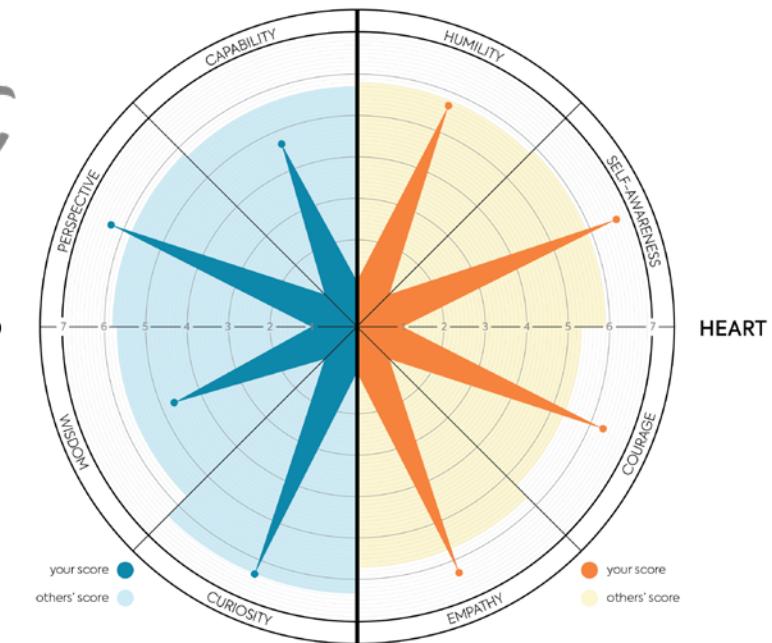
Team and organisation-wide assessments

The [Head & Heart Leader Scale™](#) can be customised for specific teams or groups of individuals. Every individual in the team will receive their own report and an aggregated result for the entire team or organisation can also be provided.

Grounded in academic research

Using quantitative research and academic literature, Kirstin Ferguson identified eight leadership attributes that are the key ingredients for a modern leader.

Kirstin then empirically tested the validity of each attribute in conjunction with Professor Lisa Bradley at the Queensland University of Technology (QUT) Business School.



There are 24 questions in the survey and it only takes 5-10 minutes to complete.

The scale allows you to compare your own score to that of a broader sample group.

Get the individual scale by visiting headheartleader.com

“Your presentation touched my heart and I had tears several times”

“Kirstin is an authentic, natural leader who immediately lifts your mood, your confidence, and your own personal style through her energy and positivity.”

“A lot of Kirstin’s messaging featured in the audiences thinking and insights into leadership and we could tell it had resonated with them.”

WHAT PEOPLE SAY ABOUT EVENTS WITH KIRSTIN

“Kirstin draws on decades of leadership, coaching and directorship experience while being warm, fun, and relatable.”

“I felt privileged to be in the audience today.”

“Your candor, your insights into your internal narrative and sharing your moments of guilt, helped others to accept these as normal and indeed healthy emotions.”

“One of the best conference speakers I have heard. Relevant, engaging and thought provoking.”



We are all leaders. Regardless of our titles, regardless of our formal positions, we are all leaders already. We all have an impact on those around us through the words we use, the choices we make, the way we respond to feedback and the behaviours we role model to others.

Executive coaching for individual leaders

Every coaching engagement is entirely unique and developed with the individual leader based on their needs and priorities.

The list below is not exhaustive but includes areas Kirstin is most frequently asked to assist her clients to develop.

- How to practice head and heart leadership in daily interactions
- Identifying, articulating, and building an authentic personal leadership brand
- Creating environments for high performance
- Developing skills to become a more emotionally intelligent leader
- Working through strategies for managing conflict and participating in challenging conversations
- Working on communication skills to build engagement and buy-in
- Establishing and maintaining an executive presence
- Working on strategies to create a psychologically safe place to work
- Building rapport and collaboration amongst geographically dispersed and remote team members
- Developing skills to create a best practice feedback culture
- Helping to bring a senior executive lens to problem solving
- Working on career plans and prospects for the future, including building a board career
- Discussing strategies to develop a public profile through speaking, writing or social media



LEADERSHIP
CIRCLE

Kirstin is an accredited provider of
[The Leadership Circle 360-degree tool](#).

Visit the [coaching page](#) for more information.



“Because of Kirstin, I am significantly more aware of different abilities I had not paid enough attention to in the past, and better able to leverage these in building my leadership for a new career pathway.”

“Kirstin has been the best investment I have made for my career and leadership development.”

“Your guidance has set me on a clear path forward, after I found myself standing at a crossroad. Your coaching work will deliver more mindful leaders which is exactly what the world needs right now.”

“Kirstin’s perspective and approach have been a genuine breath of fresh air: her coaching has quickly and kindly supported me to identify and take practical steps to remove the barriers to achieving my potential as a head-and-heart leader. “

WHAT PEOPLE SAY ABOUT BEING COACHED BY KIRSTIN

“Being coached by Kirstin is like having dark sunglasses removed on a cloudy day.”

“I have always found Kirstin to offer really wise, practical advice, even in the most challenging times.”

Kirstin's Trusted Partners



GROWTH
FACULTY
LEARN





FIND OUT MORE

For all enquiries, pricing and availability, please contact:

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