

one of many



LEADERSHIP STYLED

"Let's do this, it would
be rude not to"



WHAT IS LEADERSHIP STYLED?

An online monthly magazine about Leadership.

At the core we are about the psychology of leadership and extending out to introduce people to great conversations, places, products and (genius) people.

WHAT ARE WE ABOUT?

At the heart, we are talking about styling your insides – *your mind* – that's the psychology bit – and then bringing awareness to brilliant design, places, spaces, products.

We want to share with people the brilliant brand executions, super products and delightful people that we meet on our travels.

The heartbeat behind Leadership styled is - the truth, brilliance fun and beauty.

WHO IS IT FOR?

Business people, seekers – those that are attracted to brilliance and conversations that really matter. Those in a corporate environment or entrepreneurs – the corporate athletes* amongst us.

(*I love that phrase coined by Jim Loehr & Tony Schwartz).

WHO IS BEHIND IT?

It is founded by *Kirsty Mae* who is a Success coach and Leadership Design Consultant- she spends her life travelling around seeing clients and wants to share the findings of her travels (the real external ones and the ones into a Google vortex – *apparently it is research!*)



"What fuels us?"

DIVINE

A focus on the exceptional. Whether that be the best bit of stationery, an amazing hotel or a wonderful person.

(We draw out the stories behind the brands, people and products).

DELIGHT

This word fills us up. If we all focused on delighting one another then this world would be a super sexy place.

CONTRIBUTION

What would happen if contribution were at the centre of our being? It's important that LS is about giving – providing insight, knowledge, interest and intrigue into all the brilliant elements of our world.

CONVERSATION

Conversations that really matter, that unite, that connect and those that make you laugh until the lactic acid in your (*face*) cheeks hurt!

"This world fills us up"



THE LS LEADER
I AM
COURAGEOUS
IMPACTFUL
GENEROUS
A GAME CHANGER
A ROCK STAR (*Without The Guitar*)
A CONVERSATION STARTER
LOVING EVERY MINUTE
INCREDIBLE

"I am me"



THE LS CREDO OF BEING A LEADER

GET OUT OF YOUR OWN WAY

LEAD **NOW** – FROM WHERE YOU ARE, WITH WHATEVER
TITLE YOU HAVE – WE ARE ALL LEADERS

LEARN FROM OTHERS – BE AN EMPTY VESSEL!

HAVE CONVERSATIONS THAT REALLY MATTER

LISTEN RATHER THAN WAIT TO TALK

CARE. FEEL THAT WORD IN EVERY BONE OF YOUR BODY,
IN YOUR HEART, IN YOUR SOUL. **REALLY. TRULY. CARE.**

CREATE CREATIVITY

LET CONTRIBUTION BE YOUR GUIDE

SMILE - AND HAVE A DARN TOOTING GREAT TIME!!!



"Once your awareness becomes
a flame, it burns up the
whole slavery that the mind
has created"

OSHO



MIND STYLED

It is with the study of the mind where Leadership Styled started.

The crux of what we do is in the field of coaching, consulting and designing ridiculously brilliant experiences to create business transformation.

Our necktop computer is such a powerful tool that creates our behaviours, tendencies and outputs. Our eyes are useless when the mind is blind. Creating an awareness of the mind, its workings and its capacities is what we shall delve into in 'Mind Styled'.

Honestly, this is the hardest one to summarise, as it's so vast! I struggle to say what we shall cover, as there are so many directions it could take – and, lets face it, will probably take.

What I am certain of is that we shall deliver insight into our mind, into the field of coaching and neuroscience, into the leadership landscape and psychometric profiling.

Every month we shall profile a psychometric tool. We get asked about them all the time and so we have reached out to different practitioners to give you an insight into the different tools that are available.

We shall bring you articles on de-cluttering the mind, conversations that really matter and how you can show up as a leader and be the best version of yourself.

"The mind is everything.
What you think you become"

BUDDHA



"These are not the clones
you are looking for"

OBE WAN KENOBI (& KIRSTY MAC)

FASHION STYLED

Fashion styled is about styling the outsides a little bit more to reflect the insides. I often sit in the foyers of corporate buildings and watch the stream of grey and black suits (with an occasional blue) click through the turnstiles.

There is definitely a "corporate look".

And then I work with entrepreneurs who seem to shun the suit with a vengeance and rock out the trainers and jeans look. We seem to swing the pendulum of our style dependent on our environment. Now, I don't mean we need to really relax the look and come into our next business review wearing a onesie (*but if you do - send us a picture right?*) but those people who really "get themselves" dress themselves - they dress their personality. There is something about someone who really knows themselves and then reflects that on their outer presence.

Laila Pawlak from Dare2Mansion says this in her interview. This lady is all about impact and she delivers. She will always wear colour and my favourite quote of "Do you dress up when you go in? Make an effort!!" really gets us to think about styling ourselves in all of our relationships.

My coach has her own style – she is so coordinated it is ridiculous!
She picks a colour and then delivers on that colour. I adore it.

When I started I was asked if this was just for females. My answer has always been no. I believe the fashion element is as important to men as it is for females. And so, we shall have features from male fashion editors and stylish leaders.

Fashion Styled will cover great outfits, capsule wardrobes – for those travelling weeks – and challenges such as "Smart Casual" (men - this may not seem important to you - but know this - when a woman reads "smart casual" on a business invite something happens internally close to the emotion of shock and terror.)

"Style is a way to say who you
are without having to speak"

RACHEL ZOE



TECH STYLED

"Let's go invent tomorrow instead of worrying about yesterday"

STEVE JOBS

Here at LS, we love technology. Get us in an Apple store and we are content, stimulated and inspired. It's not just about the technology itself but the experience of it. Technology expands our ways of thinking about things, expands our ways of doing things.

In 'Tech styled' we explore the frontiers of brilliance in the technological world. We shall review gadgets, apps, anything Apple related (and if Google want to send us some of those fandangled Google glasses we can review those too) and **anything you steer us toward**.

Styling our technology is equally as important and we shall ensure you have the most elegant downloadable wallpapers and LS apps going forward. It is important that we share what technological advancement there is that makes our life in business – and out of business – easier.

It is not to increase your dependency on it – as I know (confession alert) I have programmed my mind to think Wi-Fi is similar to oxygen. Yes, it is sad. No, it is to provide you with elegant time-saving graceful tools and insights that blow your brains out!

"Technology is nothing. What's important is that you have faith in people, they're basically good and smart, and if you give them tools, they'll do wonderful things with them"

...GUESS WHO? STEVE JOBS



HEALTH STYLED

How often do you get through a hectic workday on willpower alone?

We expend a lot of energy in our workdays – meeting deadlines, working with emotional mood hoovers (they are all around us!) and rushing from meeting to meeting with a coffee slurped in between conference calls!

The business landscape is changing and the corporate world expects more. Frequently, when speaking with clients, I hear:

"It has always been busy – but never like this"

"With the merging of the departments I am now three times as responsible and busy and I have not been genetically cloned!" or

"I am sorry, I know it is 4 o'clock but as we talk would you mind if I ate my breakfast?"

Sustained high achievement demands physical and emotional strength as well as the mental capacity to cope with the demands. Personally, I know (as do my ever astute parents) when I have reached my limit – my body just starts to break down and, usually (oh the irony), I lose my voice. It's as if there is a part of me saying "we know you are just going to keep going and going so we are going to take away a part of you that you really need in your profession". One day I will learn.

I also know that when I am super busy the ritual that can fall away is physical exercise. When I push myself too hard emotionally and mentally and too little physically then the legs come out from under me!

*"Take care of your body.
It is the only place you have to live"*

Loehr and Schwartz talk about Corporate Athletes. As a (physical) athlete we spend more time training than in competition. As a businessperson we are in competition 5 (read 7) days a week 365 days of a year!

JIM LOEHR & TONY SCHWARTZ, HARVARD BUSINESS REVIEW

WHAT IS YOUR TRAINING REGIME FOR BUSINESS?

We need to ensure we look after all elements of our health – mental, emotional, spiritual and physical. And so this is the section we cover all of those – how do we ensure we are fit for business – fit for life!

"Energy can be defined most simply as the capacity to do work"



SPACE STYLED

"Design is intelligence made visible"

ALINA WHEELER

I find 'space' incredibly important.

Like today for example. I have booked a room in a really cool hotel which allows me to write on the walls and create. The result? I have fired through a tonne of work, created some new neurological connections and given birth to a million ideas.

Amazing places, genius design – those locations that ignite your creativity and brilliance is what we search for in 'Space styled'. In my role as coach I continue to be amazed in the depth of the conversation and the magnitude of the results when people change location.

Our environment has a huge impact on our behaviours and outputs.

We are lucky enough to stumble upon superb locations in our roles and so we would feel rude not to share them with you.

Whether you would like to hold a meeting, a conference or need a place to go to relax and unwind we shall take the bullet for the team and discover these places for you!

I know, I know – too kind.

"We need space to be productive,
we need places to go to be free"

LAURE LACORNETTE



TRAVEL STYLED

"Travel is the only thing you buy
that makes you richer"

When I was travelling in New Zealand we took part in a Maori tour. We have a wonderful guide called Maurice. His Maori name – which I shall not attempt to spell – meant "stand in the heart of the day".

It struck me as I travelled around that "living as a tourist" gave me a different mindset – I was filled with curiosity about places, spaces and traditions. How much do we know about where we come from? About the local traditions, cultures and rituals?

Within "travel styled" we shall look at bringing you 'LS City guides' which feature great coffee spaces, great meeting locations and where to shop.

We shall also provide insight into how to travel the best way – whether that be the holy grail of packing light or how to reengage with your body clock when landing on the other side of the world.

"I want to make memories all over
the world"



"I am a reader. Not
because I do not have a
life. Because I choose to
have many"



"I do not want to just read books,
I want to climb inside them and
live them"

I adore books; I was super early into reading and would annoy my parents with the information on sauce bottles and random signs.

With clients I find myself recommending lots of books, dependent on what their focus may be and to relax you will find me hooked up to an iPad or a Kindle reading about murder and mystery; it's the only thing that will switch off my mind.

If you look and research any great leaders, they read.
They read passionately.

Robin Sharma, author of "Lead without a title" says, "Study for an hour a day. Double your learning and triple your success".

Jack Canfield, author and founder of Chicken Soup for the Soul (I defy anyone to read this and not cry) says reading voraciously is part of his growth. Tony Robbins talks about reading over 700 books (although I am sure I have read over 700 murder books!) in order to expand his knowledge and superbrain.

Books take you to another place. There is nothing better. So, the plan here is to have a list of all the top books that we have read in the fields of psychology, leadership, communication, and inspiration and provide executive summaries of them so you can decide whether to give it a go.

Think of it like the Leadership Styled Cliff notes!

"The world is a book and those who do
not travel read only one page"

ST AUGUSTINE



LEADERSHIP STYLED

"If I have seen further, it is by standing on the shoulder of giants"

SIR ISAAC NEWTON

Throughout my work I am exceedingly blessed to meet amazing, truly jaw dropping phenomenal leaders.

Their stories are inspiring, their generosity enlightening and you cannot help but feel energised after a conversation with them.

And we find it rude not to tell you about them.

This, for me, is a big part of what this is about. In listening to people's stories we get a handle on the art of the possible and that is precious. Each conversation I have had has filled me up. If hearing about someone else's story inspires you to connect with them, start a new business, meet them for a coffee, and ask them for a job – then, quite frankly, our work here is done.

As leaders we have a responsibility- a HUGE responsibility- to step up and create the environment to allow others to step up too. We have the opportunity to have conversations that really matter and create change.

Every interview we have conducted so far has created such an 'expanded' feeling, a notion of "it does exist, we CAN do this" and my wish is to bottle up those feelings and send them on the interweb – to you.

"Leadership is not a title –
it is a behaviour"

ROBIN SHARMA



GET STYLED

LEADERSHIP STYLED COACHING

The LS coaching experience is – *yours...*

Everyone's requirements and expectations are different and so this is shaped for you.

Perhaps you are unsure about the direction you are taking in your career, perhaps you are realising that starting your own business is the step forward. Perhaps you are looking for your true north or you are grappling for the next level of success in your Leadership journey.

The human condition can be complex, scary and utterly confusing. We are all crazy, we all talk to ourselves and we all have stuff going on.

"I really believe in giving as much as I can. I have a background in Sales and Leadership, Psychology, NLP and coaching. I draw on all of my studies to guide you to a point that you want to get to (even though sometimes we have no idea where that might be). I will provide you with as much learning & insight as you ask me for and I promise the journey will be emotional, challenging, enlightening and expansive. I am really looking forward to working with you"



YOUR COACHING EXPERIENCE WILL BE:

DIVINE

A focus on the exceptional. That exceptional being – you.

DELIGHT

The definition of which is “to take great pleasure or joy”. Learning about yourself, your desires and your leadership style will delight you.

CONTRIBUTION

It is important that LS is about giving – providing insight, knowledge, interest and intrigue into all the brilliant elements of leadership and the human condition.

CONVERSATIONAL

The conversations we shall have will be ones that really matter, ones that take you to a greater sense of reality. They will challenge, they will push your buttons and they might even just make you laugh out loud.



STYLE MY LIFE E-COURSE

The 'Style my life' e-course provides you with workbooks, journals and inspiration to navigate your life and leadership capability. We shall draw on insights from great leaders, psychology and research to allow you to question, scribble and ask questions.

If you want to take you to the next level. Join us.

"Style me up buttercup!"



INSPIRATIONERY

WE BELIEVE:

Life is meant to be written down in books of high quality, unlined paper (always!) with funky covers and cute quotes.

Ideas of brilliance have to be noted on a fun classy post it.

And your life to be styled in your journal with a free flowing pen of delightful proportions.

And so we have Inspirationery – the stationery, the tools to help you style your Leadership.

I'm a little bit (read: majorly to a slightly unhealthy manner!) obsessed with stationery. There's some heart wrenching out of body experience that happens to me when I walk past a Paperchase.

Clients know to keep me away from their stationery cupboard. The idea of having my own has been a dream in my head for a long time. It felt rude to keep it in my head. And even if this just adds to my ever growing piles of notebooks (because you can never have enough right?) then that's ok... I'm cool with that (boyfriend?... Not so much).

We are providing you with Limited Edition LS stationery that you will be able to order through yours truly and we shall also deliver – to you – downloadable virtual stationery!

"Think outside of the triangle!"



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The End

(or actually - it's just the beginning)

