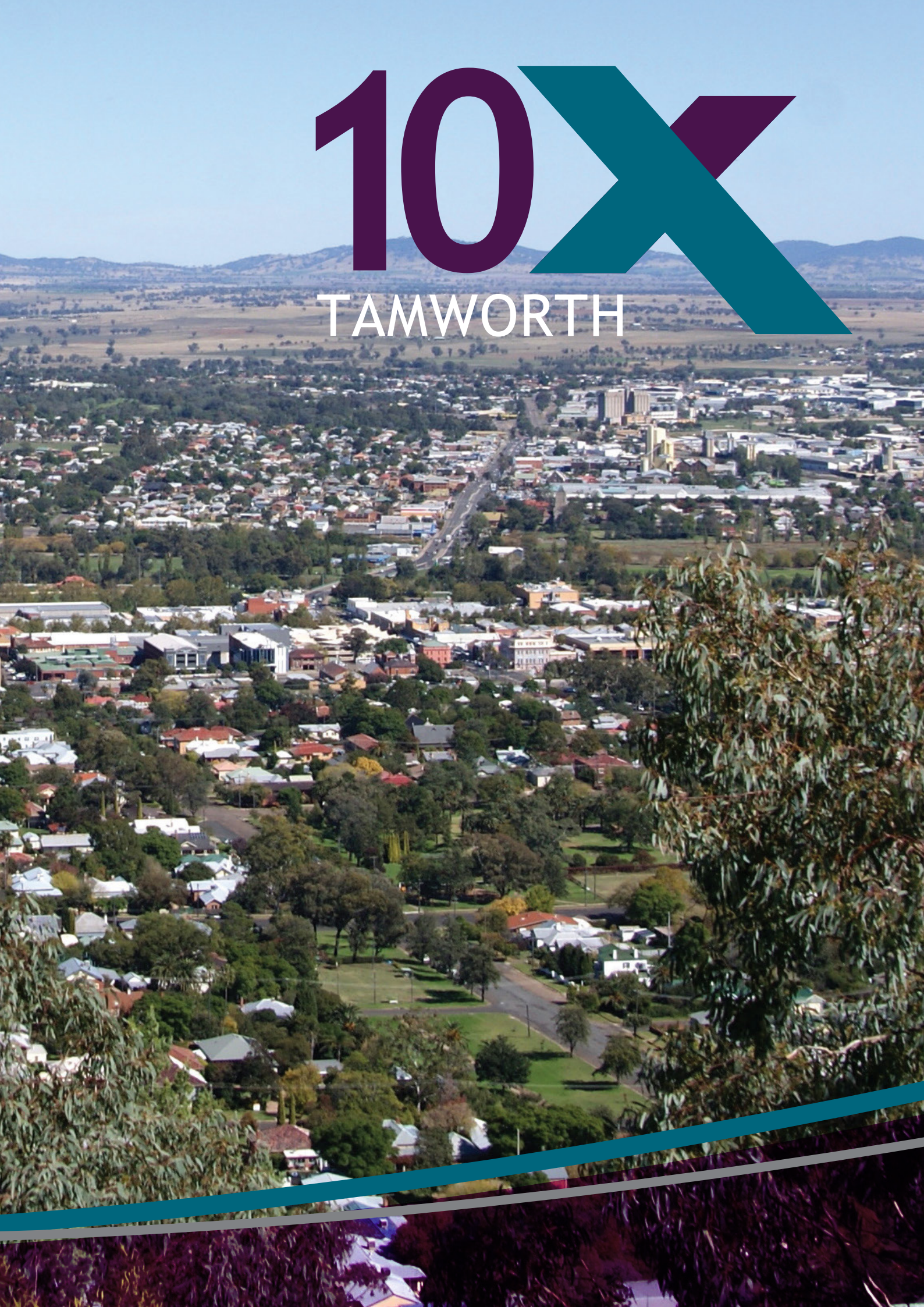


10x

TAMWORTH



“

Where there is no vision,
the people perish.”

- Proverbs 29:18



Key Outcomes:

1. Realisation of Tamworth's unique human potential,
2. Increased pride in the city through appreciation of the innovative practices historically used,
3. Establishment of a platform for the development of a cohesive 'City Culture', and
4. Creation of a 'Best Practice' model for Community Culture development.

10X Tamworth - The Project

This leadership development and community engagement project aims to create a best practice model for the community - a model of what's possible when leaders more fully commit to the good of the whole and are provided cutting-edge, innovative leadership tools that are proven effective and underpinned by science. This program brings together three very powerful leadership concepts in a single program: The 10X Principle, Systems Thinking and the LevelUPLeading approach (each of these concepts are explained below).

Inspired by Dr Gene Early, a masterful Change Management Consultant and Leadership Coach, The Project is modelled after his transformational leadership programme, LevelUPLeading, first brought to Australia in 2015. It is infused with Gene's experience of energising organisational systems to make powerful impacts in the world. It is inspired by his Leaders' Quest work, which achieves compassionate leaders "scaling up" their impact.

10X Tamworth is designed for the Tamworth (NSW Australia) community in collaboration with Deb Maes, a transformational leadership coach, and other local Tamworth community leaders.

Why Tamworth?

Gene's extensive experience in the field of organisational and leadership development enabled him to recognise two unique features in the Tamworth (NSW Australia) community when he was first invited to meet local business and community leaders in 2015.

- **First, the larger than usual pool of leaders who are passionate about giving back to their city.**
- **Second, the exceptional diversity of personality and backgrounds brought together, their openness to explore how the community can apply 10X thinking, and their willingness to utilise the unique assets of Tamworth for the greater benefit of the community.**



“ If I had asked people what they wanted, they would have said faster horses. ”

- Henry Ford

The 10X Principle

The 10X Principle applied to leadership is a key component of this community leadership development. The essential idea is that 10X symbolizes the process of engaging a vision so large that the present way of thinking and acting cannot fulfil it. While honouring what has already been established, 10X thinking requires creative leaps beyond what already exists, including disrupting what is now working to achieve what is aspired to and can be imagined. One of the core assumptions in this approach is that individually and collectively, we have the vision within us that will exponentially accelerate our ability to generate powerful outcomes.

Gene's practice of 10X thinking and action was inspired by his time in Silicon Valley as co-founder of Genomic Health, a break-through company in personalised medicine that produced the first genomic diagnostic test to effectively assess the risk of recurrence of breast cancer. The concept of 10X is familiar to venture capital investors' thinking in terms of their investment returns. It has been further extended in the technology space by mold-breaking entrepreneurs such as Elon Musk CEO of Space-X and Tesla, Peter Diamandis and Ray Kurzweil from Singularity University, and other companies such as Uber and Airbnb. And we are now extending it in the context of leadership and community development.

LevelUPLeading

A leader transforms when the change they seek stems from a change in their own identity and the actions that flow from it—actions that produce positive, substantive, irreversible changes in the identity of followers and of systems being addressed by the leader.

The question here is, "Do the actions of the leader create these positive, substantive and irreversible changes in those around the leader so that they become powerful influencers themselves?" When followers are empowered to influence those who follow them, they bring 3rd degree transformation. Such transformative changes cascade through the system and bring coherent alignment to it which increases the influence of the system as a whole.

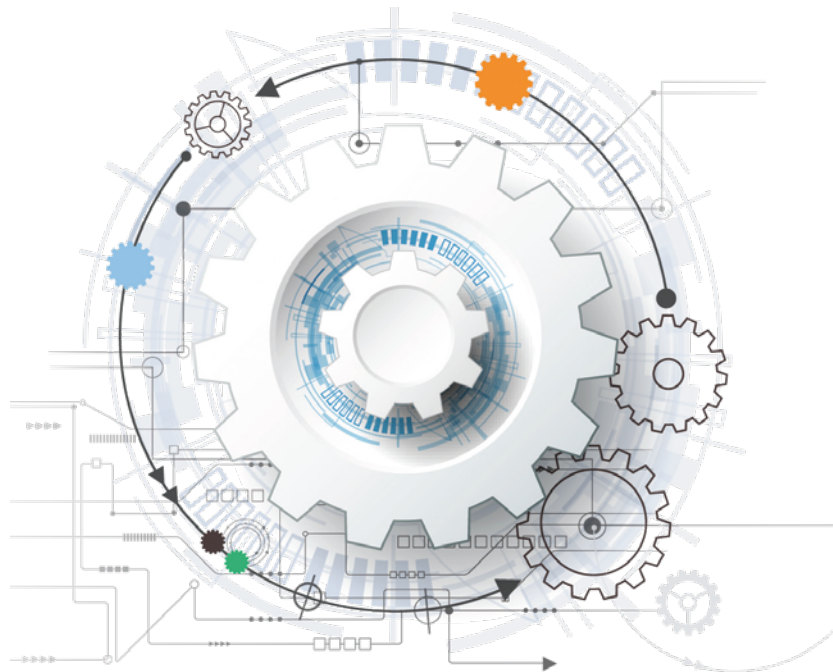
To achieve this 3rd degree transformation your actions must flow from a mindset that is a direct expression of who you are at an identity level. The implication is, if you want to be a leader that produces positive, substantive and irreversible change that empowers those around you to be leaders, you must look at WHO YOU ARE and how that is established in your mindset.

Systems Thinking

Systems Thinking is the process of understanding how things influence one another within a complete entity, or larger system. In nature, various elements such as air, water, movement, plants, and animals work together to create an ecosystem. In organisations, systems consist of people, structures, and processes that work together to make an organisation "healthy" or "unhealthy." Systems are scalable. A Systems Thinking approach to community engagement allows us to model a social system on a small scale.

From this we can understand how it functions in a healthy way, and from there it can be scaled up or down. For example think of a steam system; it can be a medium sized machine in a café or as huge as the steam machines that used to run entire factories, or scaled down to a little prototype. The principle works the same at any size.

What happens to our capacity as a community to function as a single cohesive unit when we apply systems thinking to our community? We not only create a replicable model that can scale up to communities, but it can filter back down to individual families to improve these smaller units. As a result it provides an impressive social return on investment in the community.



Program Model

There are three core phases to the project: **Initiation, Expansion and Articulation of the model.**

Phase 1: Initiation

Initiation phase commenced in 2016 and brought together stakeholders from key sectors (or voices) of the community. Significant sectors of the community have been identified in consultation with community leaders.

The program delivery incorporated experiential learning and structured group activities that explored and developed competence in the three powerful leadership concepts: 10X Principle, Systems Thinking and the LevelUPLeading Approach. Together the group made application of these concepts, creating an inspiring vision for Tamworth.



Phase 2: Expansion

A core group of participants, understanding and modelling these principles of Next Level Leading, then formed Regional Unlimited and initiated the RU Volunteering Project (see ruvolunteering.org.au for more information). Having created a foundation and having tested supporting a community project to fulfillment, phase two takes the model to the next level by bringing together the next cohort of leaders. Facilitated again by Dr Gene Early in May 2021, this gathering will develop a support structure and process to support and network those who are heading up projects in the community.

Phase 3: Articulation of the Model

When phase two has been achieved, the experience and process will be distilled into a model that can be replicated. Dr Early's expertise as a world expert 'Behavioural Modeller' will be utilised to articulate a scalable model at a Regional, State, National or Global level. Where the project goes from there will be limited only by the imagination and inspiration of the group of participants invited to join.

What is Experiential Learning?

Our experiential learning will take us out of our comfort zones, engage inspiring leaders, and help us discover innovative organisational approaches to tough problems. We will learn to see the world differently and deepen our relationships.

Experiential learning experiences in Tamworth will include:

- Building collaboration with local leaders as they host the group for a social event.
- Exploring big questions about the environment and society with local activists, politicians and academics.
- Engaging with leaders in marginalised communities who are tackling poverty, exclusion and violence in innovative ways.

Program Format

Stage 2 2021

Attendance in person or via Skype/phone in Tamworth with Gene Early presenting via Skype.

Sessions will be recorded and transcribed for those not able to attend.

Hold these dates:

- Monday 24 May
- Wednesday 26 May
- Friday 28 May

Stage 3 2021

September and October sessions for implementation to be arranged.

The program content is developed synergistically as the issues and resources emerge during participation.

Program Cost

Program participation has 'Gratitude Based Pricing' - which means each organisation's participant or individual pays what they are able. This project needs to be inclusive and engage all community sectors and not disadvantage any stakeholder because of financial concerns. For this reason, volunteer organisations may contribute as they can. Everyone will be invited to consider Sponsorship to assist in funding the program.

Participation is by invitation only and limited to 3 Key Stakeholders per community sector!

About us



Dr. Gene Early:

Gene Early is an internationally recognized leadership and organisational development advisor, having worked extensively in Europe, Africa, Asia, South America and the Pacific islands as well as the US.

When Gene visited Tamworth he was astounded at the strength in leadership that currently existed in the area. The leaders in Tamworth were unique in not only their commitment to their own

businesses and organisations but also their keenness to develop the surrounding community.

Gene engages global thought leaders, senior organisational executives, government and community leaders, and grassroots leaders as well as everyday people of influence who are changing the worlds in which they live and work.

He passionately believes in the power of individuals to become all they are capable of being. As a result he works to leverage their strengths individually, as teams, and in organisations to see themselves transformed, and to transform the parts of the world they touch.

His gift of “getting to the core” of personal identity as it affects individuals and their organisations distinguishes his work. Those he works with consistently affirm how these core insights re-align their understanding and actions, enabling them to achieve high performance outcomes they had not considered possible.



Deb Maes:

Through ImagineMORE, the business she established in 2006, Deb's team offers the Excellent Program, the Expanding Success Program and the Compelling Leadership Program.

Deb Maes focuses on supporting leaders in business and community both locally and internationally, to develop who they are and broaden how they can be even more fully.

She has worked successfully in the Personal Development environment for over 20 years in a variety of Government and Private Training Organisations. During this time, she has conducted

thousands of coaching sessions and supported hundreds of people to transform their lives by becoming focused and energised. Deb's natural ability to inspire individuals and motivate teams, creating remarkable results, is often revered by the directors of the companies with whom she works. With an outcome driven and results focused mindset, Deb has successfully consulted with companies including; Xstrata Coal (NSW), Unimin (Lime Mine), Optus and Mitchell Hanlon Consulting, and government organisations including: UNE, Centrelink, CRS Australia, TAFE NSW, DOCS, NSW Police and Tamworth Regional Council.

She is renowned for her success in delivering effective personal and professional coaching systems, powerful personal and human potential development, quality leadership and communication strategies to individuals and businesses in Australia and internationally.

After completing her Masters in Communication, a Grad Dip. in Applied Psychology and travelling the world to study Master Practitioner and Trainer programs with leaders in the field of human potential and leadership, Deb realised that her “real qualification is ‘Life’”.

Sponsorship Possibilities

Platinum

(1 ONLY)

\$5000 Naming rights. Provides the opportunity to demonstrate your organisation's commitment to innovation in leadership at the community level. Organisation featured in all local news articles and in magazine articles interviewed for example the August edition of Leadership HQ. Logo featured at the top of all banners (4 or 6) above/alongside the 10X logo. Logo included in all promotions and presentations. Enables broad community participation through gratitude based fees for community leaders who would otherwise not be able to attend. Inclusion of a participant from the organisation's is an additional gratitude based contribution.

Gold

\$1000. Provides the opportunity to demonstrate your organisation's commitment to innovation in leadership at the community level. Logo featured on all promotional materials and advertising. Logo (450x450mm space provided) featured centrally on two (2) sponsors banners. Includes participation in 2021 program for key stakeholder (i.e CEO/GM and 1 other place on the program for a key stakeholder of their choice. Enable broad community participation through gratitude based fees for community leaders who would otherwise not be able to attend.

Silver

\$750. Provides the opportunity to demonstrate your organisation's support of leadership development at the community level. Organisation's name listed on all promotional materials and advertising. Name listed on two (2) sponsors banners. Includes participation in 2021 program for 1 key stakeholder (i.e CEO/GM). Enables broad community participation through gratitude based fees for community leaders who would otherwise not be able to attend.

Bronze

\$500. Provides the opportunity to be involved in leadership development at the community level. Includes participation in the 2021 program for 1 key stakeholder (i.e. CEO/GM). Offsets the cost of participation through gratitude based fees.

Philanthropic Contribution \$1K - Negotiable or similar recognition to Gold Sponsorship

Philanthropic Contribution other amount - Request of recognition to be negotiated

Gratitude Based Contribution amount - Includes participation in 2021 program for 1 key stakeholder (i.e. CEO/GM).

“

...people don't know what they want until you show it to them.

”

- Steven Jobs



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“

Greatness is a choice.
Let's choose to show
the way. ”

- debMaes