



6 Month Virtual Leadership Program - 3 Levels to Select From



The Confident Leader Program

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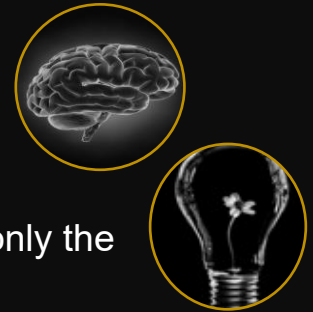
Leadership Is Tough

Let's be clear upfront - Leadership is a tough job. And it's getting tougher. As companies struggle with retention, higher employee expectations, AI, hybrid and remote workplaces, heavier workloads, and so much more, leaders are bearing the brunt of these challenges. Many methods for supporting and developing leaders just aren't holding up.

DDI's *Global Leadership Forecast* research, which has examined leadership trends and challenges for two decades, uncovered an alarming trend. In a recent forecast, just 23% of leaders rated their leadership development as high quality, which was a significant drop from previous forecasts. That statistic is cause for both great concern and alarm.

Here's what we know about the current state of leadership development....

- Leaders feel unprepared for the challenges of their roles.
- Organisations struggle to find and develop a healthy pipeline of leaders.
- Leaders at all levels feel increasingly overwhelmed, confused, and stressed about their roles.
- Leaders don't have enough time and resources to dedicate to development, needing to focus on only the right development they need in the moment.
- While HR wants to offer more development opportunities, they struggle to find the time and resources to devote to it, both within their own departments and among leaders.



If such issues are impacting you, we've got you covered.



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Hi, I'm Steve Gregory and I want to acknowledge you for your time, curiosity and interest in self improvement in reading this. One of the reasons I know this program is so important is because I had to learn the hard way, from experience, and never had this opportunity available to me. With 4 decades of corporate experience behind me, including 4 CEO roles, I am uniquely positioned to guide you. Having a toolbox of knowledge and resources to bring to any situation guarantees you greater confidence and future success. We also use some science based tools which adds a strong level of certainty.

Leadership focusing on a culture of "we" rather than "me" has gathered momentum. Integrity, unity and trust have become the cornerstones of modern leadership. In contrast to traditional leaders who spend years building resumes, acquiring wealth and power, and who play politics to build titles and rank, a new breed of people managers understand that a conscious style of leadership will result in higher performance and ultimately higher profits. Yet so many leaders still struggle with confidence.

"Conscious Leaders" are defined as those who inspire and bring out the best in those around them, foster transformation, and manage beyond conventional profits. They embrace a role to serve the purpose of the organisation, to support its employees and to create value for the company's stakeholders. To do that though, you need to have confidence, in both yourself and your ability.

Leadership is a journey. It's not a race. It's not a destination. Everybody is on their own unique journey and we've even created a framework to help people navigate and monitor their own unique leadership journey. Having such a model available to guide your own journey reduces frustration, reduces risk, increases certainty, provides direction and provides clarity – even more, it brings peace of mind.

There are 3 levels of The Confident Leader Program to select from, based on your level of leadership education, experience and budget. Applications are required for all program levels and we'll guide you on what's best for you at your current stage. They include:

Level 1 – Strive ➤ **Level 2 – Thrive** ➤ **Level 3 - Drive**

Maybe you're an employer looking at this program for one of your team, or a leader looking for direction you aren't receiving elsewhere. Whoever you are, for whatever purpose, this program provides a solid set of skills to boost confidence and succeed in your leadership journey. Business and the world at large needs strong conscious leaders to guide us into the future. The time for action isn't tomorrow, next week, next month, or next year – it's right now.



An Application Form
can be found on the
last page of this PDF

“Stephen Gregory changed the course of my life - twice.”

“I was 21 when I first worked under Stephen at BMW Sydney. He was the leader who set the tone for my entire career. He was clear, calm, confident, deeply respected, and had that rare ability to both lift standards and lift people. I didn’t just learn marketing - I learned how to lead.

*Fast forward to age 45. After a career setback that left me disoriented and low on confidence, my first instinct was to reach out to the one person who had always inspired me - Stephen. Through his **Confident Leader Program**, I rebuilt myself. I gained tools, clarity, and a three-dimensional view of who I am as a leader today. More importantly, I regained my confidence.*

Since completing the program, I’ve secured a senior leadership role at one of the UK’s largest logistics firms, leading a high performing marketing team through one of the biggest mergers happening in the country. I can say with certainty that Stephen’s mentorship was the turning point. His insight is surgical. His leadership is grounded, wise, and uplifting.

Stephen is one of life’s gifts. His program is essential for anyone seeking not just leadership training - but transformation.”

Jonathan Bennett
Evri
Head of Marketing



Who is This Program For?

For leaders who want to build their confidence, tools, and self-awareness to lead authentically, adapt faster, and unlock their leadership potential.

What you'll gain as an individual:

- ✓ Deep self-awareness through science-based profiling.
- ✓ Tools to boost resilience, confidence, and clarity.
- ✓ Practical strategies for leadership, EQ, communication, and influence.
- ✓ Live coaching and progress tracking to stay on course.
- ✓ A peer network of like-minded leaders.

For businesses that want their leaders to gain clarity, resilience, and alignment - leading to better decisions, increased performance, and reduced turnover.

What your business will see as organisational ROI:

- ✓ More effective leaders who manage themselves and others with clarity
- ✓ Improved retention through stronger leader-employee relationships
- ✓ Reduction in conflict, improved collaboration, better decision-making
- ✓ Faster ROI on leadership development initiatives
- ✓ A pipeline of ready, self-aware leaders who drive culture



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Why this program is about the individual, Why this program is unique to YOU

Whilst this program delivers awesome detailed content, there are other elements that make it unique to **YOU**. This is not a generic off the shelf online course, it's not a set and forget. You will be held accountable and you will be responsible for your progress. If you miss a monthly check-in, we'll be checking in with you to see what's going on in your world. Nobody is forgotten. Nobody is left behind.

How is this all about **YOU**?

1. **Science Backed Tools.** Program Levels 1 – 3 include science backed tools to deliver you a deep understanding of yourself, your impact on others and understanding others. This is “**Your Leadership & Business DNA.**” You'll complete multiple assessments and receive 5 specific reports (Extended DISC Behavioural profile, FINX Sales Competence Assessment, FINX Leadership Report, Meta Dynamics Profiling Tool (mini), Meta Dynamics Profiling Tool (Full). From these we build your customised 6 month development program.
2. **Group Coaching.** Level 2 includes additional monthly group coaching. You contribute to each session whilst also learning from peers. Turn up. Show up.
3. **Private Coaching.** Level 3 includes not only the additional monthly group coaching, it includes fortnightly 1 hour private coaching sessions over Zoom. This gives you the opportunity to receive 1:1 time with an international leadership expert, a 4 times CEO. Everything is on the table, nothing is off the table.
4. **Support.** Monthly Group Q&A / Check in Zoom Sessions, monthly 30-minute progress check in/review and access to support as and when required.



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Simply choose the level that is right for you ...

There are 3 levels of The Confident Leader Program, constructed around:



**Upgrade from one
level to another at any
time with ease.**



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Content

- ✓ 24 Confident Leader Modules across 5 core themes
- ✓ Weekly webinars
- ✓ Manual & workbook for each module

1. Conscious Leadership Foundations

Clarifies leadership identity, values, and frameworks.

- ❖ Conscious Leadership and the Leadership Styles
- ❖ The Conscious Leader Journey Model – A Life Framework
- ❖ The Leaders Code
- ❖ Core Values
- ❖ Levels of Leadership
- ❖ Mastering the Skill of Leadership

2. Emotional Intelligence & Self-Mastery

Strengthens self-regulation, confidence, and mental agility.

- ❖ Introduction to Emotional Intelligence
- ❖ Emotional Intelligence Strategies
- ❖ EQ Applied
- ❖ Emotional Fitness Formula
- ❖ Building Your Confidence
- ❖ Common Thought Traps Hijacking Success
- ❖ Resilience – Bouncing Forward
- ❖ The Mindful Leader
- ❖ Mindset

3. High Performance Habits

Supports daily execution, personal systems, and accountability.

- ❖ Success Principles
- ❖ Habits of High Performance
- ❖ Time & Attention Management



Content

(continued)

4. Strategic Thinking & Organisational Alignment

Connects leadership to business results and impact.

- ❖ The 8 Hidden Barriers Within Businesses
- ❖ The Critical Alignment Model and Strategy
- ❖ Why Leaders Eat Last

5. Communication & People Management

Equips leaders to influence, resolve, and empower others.

- ❖ Managing Difficult Conversations & Conflict Management
- ❖ 3 Cs – Communication, Conversation and Comprehension
- ❖ The Art of Delegation

Plus

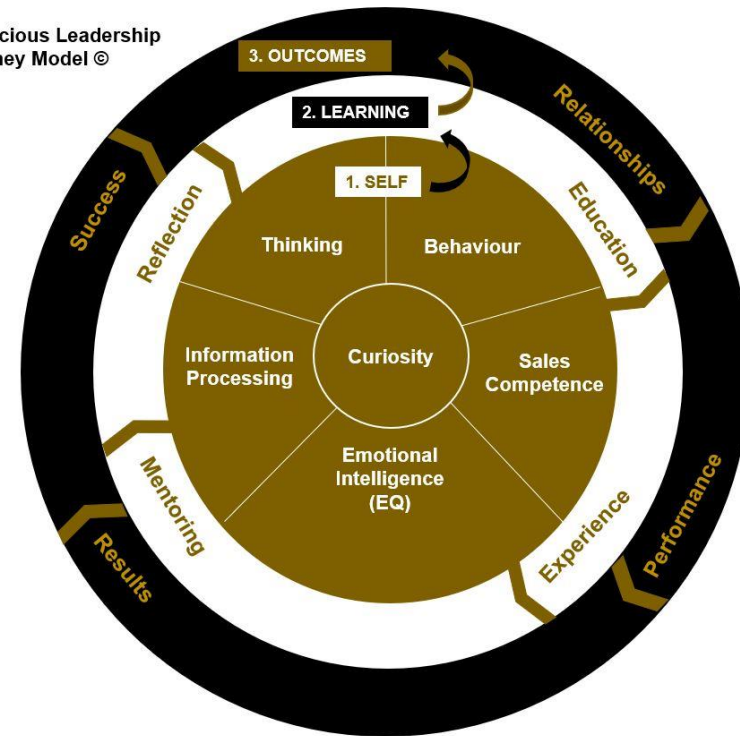
- ❖ Bonus Tools & Integration
- ❖ Additional content to deepen and expand learning



Personal Development

- ✓ A customised 6-month personal development program identifying strengths, stretches and gaps.
- ✓ Introduction to the Conscious Leadership Journey Model – a framework for you to navigate and monitor your leadership journey.

Conscious Leadership
Journey Model ©



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Community

- ✓ Membership of Private Facebook Group
- ✓ Membership of Private LinkedIn Group
- ✓ Zoom Meetings



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Support

- ✓ Virtual group coaching sessions by Zoom
- ✓ Fortnightly personal virtual coaching sessions by phone or Zoom
- ✓ Monthly Group Q&A / Check in Zoom Sessions
- ✓ A monthly 30-minute progress check in/review
- ✓ Direct access to support as required

How our program benefits you:



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3 Science
based tools
included in
all levels

Your Leadership & Business DNA – What is it?

So often we focus on experience, qualifications and learned skills yet forget about why we do what we do. If we want to survive as a leader in business, we need to know our DNA – our fundamental and distinctive characteristics, our inherent capabilities. Where we need to develop, if we want to stay in the game and win, can only be determined by first consciously understanding why we do what we do.

#1 Our hardwired and adapted behaviours – if we aren't even aware of our own behavioural style we can't begin to understand that of others. So rather than responding, we simply react. We filter, we judge, we guess, we stumble. We fluke. We get things wrong. We are blind to what can easily be picked up through better understanding of behavioural styles. Do you know your natural leadership style?

#2 Our dominant thinking style and gaps – if we don't know our dominant thinking style we are blind to our gaps and where we need to place more focus. We can miss opportunities, waste both time and money and jeopardise our own success.

#3 Our competence around sales (including mindset and excuse index) – a bit like public speaking most people fall into one of two camps, those that love sales and those that hate sales. Chances are if we fear sales we have mindset challenges to address. Being human we will all rate somewhere on the Sales Excuse Index® when it comes to sales. With sales being the life blood of any business, we can't waste or miss a drop. As a leader, we need the building blocks of sales to influence others.

#4 Our representation system preference – we're all wired differently and like to receive information differently. Knowing our preference can maximise our learning experience and make us more productive.



EXTENDED DISC®
powered by **FinxS®**



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Included
under Your
Leadership &
Business DNA
Component

Emotional Fitness

THE EMOTIONAL FITNESS FORMULA (EFF)

Improving your relationship with uncertainty definitely boosts your leadership confidence level. That's why we've included Joe Pane's Emotional Fitness Formula for you in our own Confident Leader Program.

❖ 5 modules with accompanying video training lessons

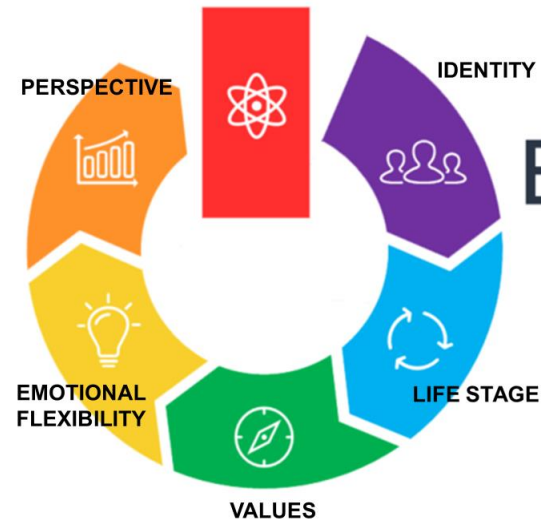
covering the core principle focus on areas of the Emotional Fitness Formula

- Identity
- Life Stage
- Values
- Perspective
- Emotional Flexibility

❖ AUDIO version for the 5 training modules.

❖ BONUS 1: TRANSCRIPTS to follow the training visually and take notes.

❖ BONUS 2: Practical exercises to expand and better understand the concepts in the program.



EMOTIONAL FITNESS FORMULA

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**Let's talk about the science
behind your results
we'll generate for you....**



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Extended DISC Behavioural Profile

Based on the world-renowned and validated Extended DISC® Behavioural Style model, this Ipsative assessment is shown to identify both a person's 'natural / hard wired' and 'learned / adaptive' behavioural style - something many profiling tools fail to do.

The Extended DISC® Assessment Suite is based on a psychological theory developed in the 1920's.

Carl G. Jung created the foundations of the theory in his book, The Psychological Types.

His ideas were based on a two behavioural axis chart:

Horizontal axis - Sensing/Intuition

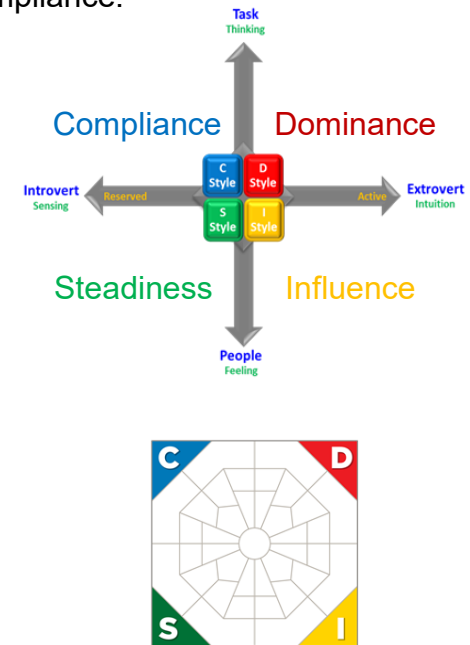
Vertical axis - Thinking/Feeling

These axis composed the four main behavioural traits of **D**ominance, **I**nfluence, **S**teadiness, and **C**ompliance.

The work of Jung was further developed by William Moulton-Marston, the inventor of the Lie Detector and Wonder Woman comic books. Moulton-Marston defined a four dimensional behavioural map. As a result, the four-quadrant thinking of human behaviour was developed. Having gained increased popularity, the quadrant is used in many management, sales and leadership training techniques.

What this report tells you:

- Your specific attributes
- Your motivators
- Your strengths
- Situations that reduce your motivation
- Your development areas
- How you may come across to others
- What you try to avoid
- Your communication style
- Your decision making
- Your ideal manager-leader
- How you are in a team environment
- Your attitude towards team work
- Your role in a team
- Your role as a decision maker
- Your role as a motivator
- Your role as a performer
- How you behave in the team environment. It shows how you participate, relate and work with others.
- Your flexibility within the competencies of Time Management, Communication and Management / Leadership



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Lead & Manage Behavioural Assessment

An online psychometric assessment tool, the Leadership Report is a leadership assessment tool that provides a road map to more successful interactions with others.

You will learn:

- ❖ The four main human behavioural styles
- ❖ The different management/leadership styles within each behavioural style
- ❖ Who you are and how others perceive you
- ❖ How to read other people and better understand them
- ❖ How to identify other's behavioural style and interact with them
- ❖ How to adjust your communication style to achieve your goals
- ❖ Your decision making style
- ❖ Your motivators
- ❖ How you lead your people
- ❖ How to improve your success as a leader

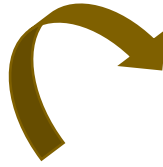
This assessment is based on the widely recognised model of Situational or Adaptive Style Leadership.

Adaptive Leadership is the adjustment of a leadership style to specific situations to reflect employee needs (Robbins and DeCenzo, 1998). According to this model, there is no one best leadership style for all situations. An effective leader has an understanding of their natural leadership style and will adapt this to best suit the needs of the employees and their organisation as well as their current work environment.

To effectively adjust your leadership style, you need to build an awareness of your natural leadership style. This assessment draws on the distinction between a Manager and Leader, in order to help you identify your natural style and improve your success as a leader. It provides a rating on both **your** Leadership Style and Managerial Style – explained in more detail on the following 2 pages.



You will
receive
a rating
for each



Leadership Style

Leaders are more people focused and tend to inspire and motivate others to high levels of performance and success. They are generally energetic, enthusiastic, and passionate.

Inspirational Motivation: Leaders promote a consistent vision and a set of values to the team. They guide followers by providing them with a sense of meaning and challenge. They work enthusiastically and optimistically to foster the spirit of teamwork and commitment.

Intellectual Stimulation: Such leaders encourage their followers to be innovative and creative. They encourage new ideas from their followers and never criticise them publicly for the mistakes committed by them.

Idealised Influence: Leaders influence through action. They act as role models that followers seek to emulate.

Individualised Consideration: Leaders act as mentors to their followers and reward them for creativity and innovation. They are empowered to make decisions and are always provided with the needed support to implement their decisions.

Inspirational Motivation

- Inspiring and encouraging people
- Concentrating on encouraging people
- Communicating a compelling vision of the future that others want to be part of
- Being a charismatic leader of masses
- Building openness and excitement
- Being active in contacting people via multiple channels
- Finding a favourable solution

Intellectual Stimulation

- Influencing team performance by inspiring new Ideas
- Giving people the confidence to take on new and challenging tasks
- Actively asking questions and proposing new ideas
- Being a positive change agent and able to create excitement
- Supporting people to plan new ways of doing things
- Is willing to try new approaches
- Encouraging people to accept and understand undesired changes

Idealised Influence

- Convincing, confident and inspiring performer
- Being a leader who both plans and participates
- A participating and discussing member of a team
- Participating and helpful team member
- Influencing team performance by participating
- Listening, participative management style
- Taking care of everything reliably and by participating

Individualised Consideration

- Understanding how new skills should be communicated
- Active developer of others' skills
- Providing constructive feedback
- Developing people's ability to influence other people
- Spending the necessary time with a person to support learning
- Identifying the gaps between the required and the current skills within an organisation
- Sharing of new learning with others



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*You will
receive
a rating
for each*

Managerial Style

Managerial styles are responsible for maintaining routine by managing individual performance and facilitating group performance. They focus on results, supervision, organisation, and performance.

Each Managerial Style competency is graded on a scale from -5 to +5. A grade below -1 means this competency would require more energy. If you score from -1 to 1 this area can be developed with a little energy. A score of 2 or more means this competency is natural to your style and requires very little energy from you. A low score does not mean you are not capable of the competency, it means the competency is not natural to your style and simply requires more energy. This is not a "can or cannot", "good or bad scale".

Adaptability to Pressure Situations

- Implementing change in a positive way
- Showing a positive example when dealing with change
- Decision-making in crisis situations
- Thriving and becoming more motivated under pressure
- Reacting quickly and decisively to unexpected changes and events
- Quick reaction time to unexpected and new situations
- Ensuring the change is without unnecessary risks

Organisation to Achieve Results

- Organising people to better achieve the goals
- Being a leader who both plans and participates
- Organising and delegating task to optimise task completion
- Creating routines and systems
- Setting up a detailed project plan
- Organising and guiding daily activities
- Making plans with detailed goals, responsibilities and milestones

Drive Individual and Team Performance

- Goal-oriented motivation
- Being a goal-oriented leader in project team
- Connecting data with goal and learning what needs to be done next
- Focusing on reaching the goal step-by-step
- Decision-making in crisis situations
- Seeing the end result/goal in the big picture
- Driving continuous performance improvement against quality goals

Supervision of Procedures

- Emphasising people as goal-achievers
- Coaching others to support their development and reaching goals
- Delegating and allowing people to perform
- Committing others to goals with their own approaches
- Taking control in pressure situations
- Maintaining strong control over following of agreed upon processes
- Working steadily and closely with people



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Meta Dynamics™ Profiling Tool (Full)

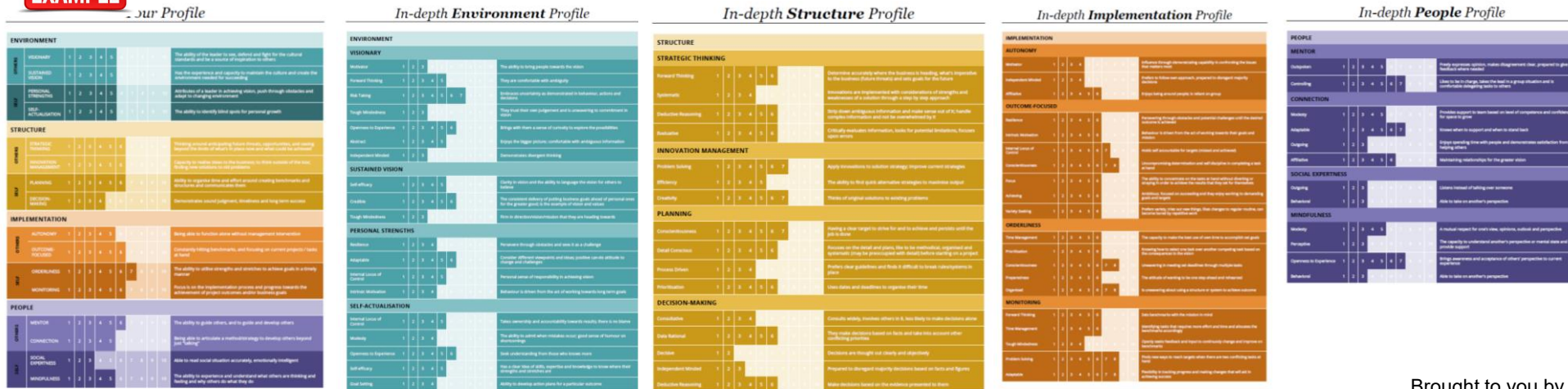
See how 41 different attributes are playing out currently – getting you your current results. What do you need to focus on?

The Meta Dynamics™ Profiling Tool measures 41 primary characteristics that are relevant to thinking styles for personal, professional, business and leadership development.

The Meta Dynamics™ Profiling Tool is a 16-dimension assessment that assesses an individual's preferences particularly in the everyday context. The primary characteristics measured are Abstract, Achieving, Adaptable, Affiliative, Behavioural, Conscientiousness, Consultative, Controlling, Creativity, Credible, Data Rational, Decisive, Deductive Reasoning, Detail Conscious, Efficiency, Evaluative, Focus, Forward Thinking, Goal Setting, Independent Minded, Internal Locus of Control, Intrinsically Motivated, Modest, Motivator, Openness to Experience, Organised, Outgoing, Outspoken, Perceptive, Prepared, Prioritisation, Problem Solving, Process Driven, Resilience, Risk Taking, Self-Efficacy, Systematic, Time Management, Tough Mindedness, and Variety Seeking.

The questionnaire requires an individual to respond to behavioural statements such as “I influence people’s opinion” in terms of their agreement or disagreement with the item. Similarly to most personality and behavioural assessments such as the Occupational Personality Questionnaire and eDISC, the Meta Dynamics™ Profiling Tool also links back to the NEO-PI(R) Personality Test, MBTI and Big 5 model of personality which has long become a widely accepted model of personality and behavioural assessments for decades.

EXAMPLE



What would your dominant style be?

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Meta Dynamics™ Profiling Tool (Mini)

A mini version of the full The Meta Dynamics™ Profiling Tool, we like using this tool for its pure simplicity

A short, research-based thinking-style assessment. It's a "mini" profiling tool designed to benchmark how a person thinks (cognitive/decision preferences), not personality. You'll learn about the 4 levels of the Critical Alignment Model™ - Environment, Structure, Implementation, People.

Attached to each is a thinking style – Visionary, Architect, Dynamo & Collaborator. The mini report provides an easy to read graph along with some useful guides.

The tool features 32 statements (mini-assessment), each rated on a 1–5 scale (Strongly Disagree → Strongly Agree). Responses flow into the four archetypes and their corresponding dimensions. The combined scores generate a thinking style profile highlighting dominant archetypes, relative strengths, and potential stretch areas

The 4 Styles

Environment - Visionary.

The thinking style of an individual to create an environment that is conducive to motivating and inspiring others as well as overcoming personal obstacles.

Structure - Architect.

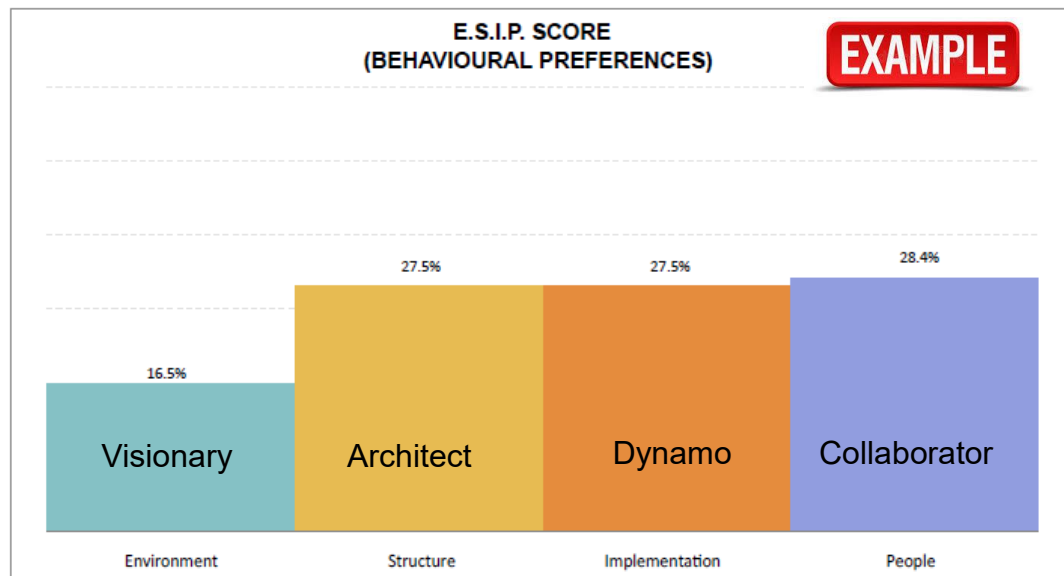
The thinking style of an individual to design and bring strategy and planning to aid the achievement of results, and their ability to anticipate and solve challenges.

Implementation - Dynamo.

The thinking style of an individual to deliver results and to stay focused on their goals with a strong sense of purpose and accountability

People - Collaborator.

The thinking style of an individual to develop relationships and realise the potential in the people around them.



What would your graph look like?



Sales Competence

Leaders often don't recognise the need for their own sales competence as a leader. Your own sales effectiveness is critical to being able to influence others as a leader. Knowing where to start in understanding your personal sales competency can be overwhelming, mostly hit and miss and even demotivating. Take your future into your own hands.

FinxS® Sales Competence Assessment provides explicit and tangible information to create a road map to increased performance and success. Designed to strengthen and streamline learning, the assessment identifies strengths and weaknesses in 18 critically important sales competencies. Knowing yours can also help you guide others that you lead.

The assessment measures your attitude towards key behaviours in the sales process, your perception of your current sales competence and areas in which you may need development. Practical coaching tips and development plans provided in the assessment will kickstart solid development and clear progress.

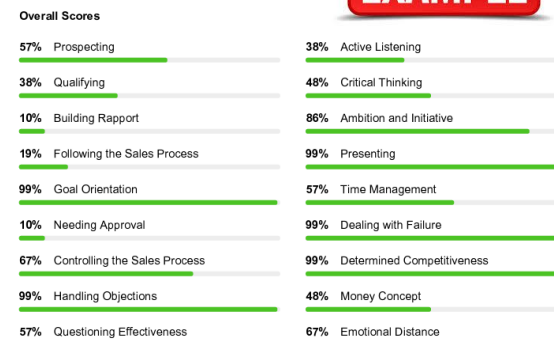
The 18 Skills Assessed include:

- Active listening
- Ambition and initiative
- Building rapport
- Controlling the sales process
- Critical thinking
- Dealing with failure
- Determined competitiveness
- Emotional involvement
- Goal orientation
- Handling Objections
- Money concept
- Need for approval
- Presenting
- Process orientation
- Prospecting
- Qualifying
- Questioning effectiveness
- Time management
- Sales mindsets

Excuse Index ®

Most leaders are responsible for budgets of some kind and most will have ultimate responsibility for achievement of revenue targets. Why try and fool the person in the mirror? FinxS® Sales Competence Assessment also includes a Sales Excuse Index® that measures your current tendency to procrastinate on sales activities. The lower the Excuse Index® percentage, the more likely you will focus on actions that produce sales results. The higher the Excuse Index®, the more likely you will find excuses for not engaging in sales activities. While the average Sales Excuse Index® is 35%, successful sales people have much lower scores.

EXAMPLE



What would your scores be?



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Let's look at each
of the 3 Program
Levels in detail...

Level 1



Strive



Brought to you by



Level 2



Thrive



Brought to you by



Level 3



Drive



Brought to you by



Level 1



Strive



Brought to you by



Level 1



Strive



A 6-month program for people aspiring to leadership & C Suite positions.

So you're aspiring to a leadership role. We're all doing the best that we can with the resources available to us. You realise you have potential, although playing to your strengths alone isn't enough. You know you need to close some gaps and make some stretches to get there. We all need support on such a journey. If we're receiving new content and more aware of ourself, then we're able to change our mindset and form some new strategies. Because everything we do is a strategy that we keep repeating until we find a better way. Success is achieved by those most able to adapt and evolve. This program is a great entry level for those wanting to kickstart their leadership journey.

"Organizations rise and fall on leadership. And I strongly believe everyone has the potential to become an inspiring and impactful leader". Thomas Griffin

Less than 5% of companies have implemented leadership training across all employment levels, despite the statistics showing the positive correlation between company-wide training and performance.

<https://trainingindustry.com/articles/leadership/overcoming-the-leadership-development-gap/>

Your investment is \$5,900 (AUD) [6 Month Payment Plan Available]

As a **Strive** Level 1 member you will receive:

- ✓ Personal onboarding session
- ✓ Access to all 24 Confident Leader Modules
- ✓ Weekly webinars on Confident Leader Modules
- ✓ A customised 6 month personal development program built around your gaps and stretches identified through science based online assessment tools. (DNA for Business & Leadership - including Behavioural Profile, Leadership Style, Thinking Style Profile, Sales Competence Profile, & Learning Style)
- ✓ The Emotional Fitness Online Program
- ✓ Monthly Group Q&A / Check in Zoom Sessions
- ✓ Direct access to support as required
- ✓ Monthly 30-minute progress check in/review
- ✓ Membership of Private Facebook & LinkedIn Groups with their own additional content
- ✓ Additional bonuses throughout the program
- ✓ Digital & printed Certificate of Achievement



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Level 1



Strive



A 6-month program for people aspiring to leadership & C Suite positions.

What You Will Gain from Completing Level 1: Strive

For Leaders

- ❖ A renewed sense of confidence and clarity in your leadership identity
- ❖ Deep insight into your strengths, blind spots, and behavioural style
- ❖ Practical tools for managing time, conversations, and emotions
- ❖ A customised personal development plan with clear, measurable goals
- ❖ Access to a peer network that inspires, supports, and challenges you

For Your Organisation

- ❖ A stronger pipeline of future-ready, self-aware leaders
- ❖ Better alignment across teams through a shared leadership language
- ❖ Improved team communication, trust, and productivity
- ❖ Early identification and support of leadership gaps and risks
- ❖ Increased engagement and retention of high-potential talent

To learn more or ask questions, email info@blackbullperformance.com

Your investment is \$5,900 (AUD) [6 Month Payment Plan Available]



Brought to you by



Level 2



Thrive



Brought to you by



Level 2



Thrive



A 6-month program for people wanting to increase their leadership effectiveness.

Developing your leadership capability is important to you. You know your strengths and you know you need to go “next level”. To be more effective, you know you need to close some gaps and make some stretches to get there. We all need support on such a journey. If we are receiving new content and more aware of our self, then we are able to change our mindset and form some new strategies. Because everything we do is a strategy which we keep repeating until we find a better way. Having access to group coaching makes it possible to dig deep and achieve the transformation we seek. Success is achieved by those most able to adapt and evolve.

“Leaders think and talk about the solutions. Followers think and talk about the problems.” Brian Tracy

“Only 40% of leaders rate their organization’s leadership quality as very good or excellent.”
<https://www.ddiworld.com/global-leadership-forecast-2023/leadership-quality>

As a **Thrive** Level 2 member you will receive:

- ✓ Personal onboarding session
- ✓ Access to all 24 Confident Leader Modules
- ✓ Weekly webinars on Confident Leader Modules
- ✓ A customised 6 month personal development program built around your gaps and stretches identified through science based online assessment tools. (DNA for Business & Leadership - including Behavioural Profile, Leadership Style, Thinking Style Profile, Sales Competence Profile, & Learning Style)
- ✓ The Emotional Fitness Online Program
- ✓ Monthly Group Q&A / Check in Zoom Sessions
- ✓ Monthly **virtual group coaching** sessions by Zoom
- ✓ Direct access to support as required
- ✓ Monthly 30-minute progress check in/review
- ✓ Membership of Private Facebook & LinkedIn Groups with their own additional content
- ✓ Additional bonuses throughout the program
- ✓ Digital & printed Certificate of Achievement

Your investment is \$9,200 (AUD) [6 Month Payment Plan Available]



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Level 2



Thrive



A 6-month program for people wanting to increase their leadership effectiveness.

What You Will Gain from Completing Level 2: Thrive

For Leaders

- ❖ A deeper understanding of your leadership style and how to elevate it
- ❖ Greater confidence, clarity, and performance through group coaching
- ❖ Practical skills in resilience, mindset, and conflict management
- ❖ A powerful mix of self-awareness and peer accountability
- ❖ Access to advanced development tools and expert coaching

For Your Organisation

- ❖ More effective, emotionally intelligent leaders across departments
- ❖ Enhanced collaboration and reduced team friction
- ❖ Better decision-making driven by confident, capable managers
- ❖ More consistent leadership practices across the organisation
- ❖ Faster leadership transformation without the cost of executive coaching

To learn more or ask questions, email info@blackbullperformance.com

Your investment is \$9,200 (AUD) [6 Month Payment Plan Available]



Brought to you by



Level 3



Drive



Brought to you by



Level 3



Drive



A 6-month program for people in leadership & C Suite positions wanting to drive their results further.

So you're in a leadership role, you know your strengths and you know you need to go "next level". You know you need to close some gaps and make some stretches to get there. We all need support on such a journey. If we're receiving new content and more aware of our self, then we're able to change our mindset and form some new strategies. Because everything we do is a strategy which we keep repeating until we find a better way. Having our own coach makes it possible to dig even deeper to achieve the transformation we seek. Success is achieved by those most able to adapt and evolve. This program is the highest level of content and personal attention.

"One of the tests of leadership is the ability to recognize a problem before it becomes an emergency." Arnold H. Glasow

While 78% of business leaders report taking the time to actively engage with their employees, less than half of employees believe their organization's leadership is high quality.

<https://www.gallup.com/workplace/236366/right-culture-not-employee-satisfaction.aspx>

As a **Drive** Level 3 member you will receive:

- ✓ Personal onboarding session
- ✓ Access to all Conscious Leadership Modules
- ✓ Weekly webinars on Confident Leader Modules
- ✓ A customised 6 month personal development program built around your gaps and stretches identified through science based online assessment tools. (DNA for Business & Leadership - including Behavioural Profile, Leadership Style, Thinking Style Profile, Sales Competence Profile, & Learning Style)
- ✓ The Emotional Fitness Online Program
- ✓ Monthly Group Q&A / Check in Zoom Sessions
- ✓ Fortnightly **personal virtual coaching sessions** by phone or Zoom
- ✓ Direct access to support as required
- ✓ Monthly 30-minute progress check in/review
- ✓ Membership of Private Facebook & LinkedIn Groups with their own additional content
- ✓ Additional bonuses throughout the program
- ✓ Digital & printed Certificate of Achievement

Your investment is \$12,100 (AUD) [6 Month Payment Plan Available]



Brought to you by



Level 3



Drive



A 6-month program for people in leadership & C Suite positions wanting to drive their results further.

What You Will Gain from Completing Level 3: Drive

For Leaders

- ❖ High-level leadership coaching with personal 1:1 sessions every fortnight
- ❖ A refined, conscious leadership style grounded in confidence and clarity
- ❖ Deep transformation through advanced mindset, EQ, and behavioural insight
- ❖ A bespoke development roadmap tailored to your leadership DNA
- ❖ Accelerated growth through real-time feedback, accountability, and coaching

For Your Organisation

- ❖ Greater strategic impact from top leaders, with tailored support for peak performance
- ❖ Stronger executive presence and decision-making across senior leadership
- ❖ Alignment between business goals and leadership behaviours
- ❖ Reduced burnout and leadership fatigue via emotional fitness and resilience training
- ❖ More resilient, future-ready senior teams able to lead through complexity and change

To learn more or ask questions, email info@blackbullperformance.com

Your investment is \$12,100 (AUD) [6 Month Payment Plan Available]



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The Confident Leader Program

Program Inclusions	L1 - Strive	L2 - Thrive	L3 - Drive
Access to all 24 Confident Leader Modules	✓	✓	✓
A customised 6 month personal development program built around your gaps and stretches identified through science based online assessment tools. (DNA for Business & Leadership - including Behavioural Profile, Leadership Style, Thinking Style Profile, Sales Competence Profile, & Learning Style	✓	✓	✓
The Emotional Fitness Online Program	✓	✓	✓
Monthly Group Q&A / Check in Zoom Sessions	✓	✓	✓
Weekly 1hour Module webinar delivered virtually via Zoom	✓	✓	✓
Monthly virtual group coaching sessions by Zoom	-	✓	✓
Fortnightly personal virtual coaching sessions by phone or Zoom	-	-	✓
Direct access to support as required	✓	✓	✓
A monthly 30-minute progress check in/review	✓	✓	✓
Membership of Confident Leader Program LinkedIn & Facebook Groups	✓	✓	✓
Additional bonuses throughout the program	✓	✓	✓
Digital & printed Certificate of Achievement	✓	✓	✓
RRP AUD	\$5,900	\$9,200	\$12,100



Brought to you by



The Confident Leader Program Calendar / Schedule

	L1 - Strive	L2 - Thrive	L3 - Drive
Upon Commencement			
Profiles completed & 1 Hour Profile unpacks delivered by Zoom	✓	✓	✓
Customised Personal Development Program prepared	✓	✓	✓
Enrolled in The Emotional Fitness 6-month Online Program	✓	✓	✓
Invitations to Facebook & LinkedIn Groups	✓	✓	✓
Weekly			
Access to Confident Leader Modules	✓	✓	✓
Confident Leader Module Webinars	✓	✓	✓
Fortnightly			
Fortnightly personal virtual coaching sessions by phone or Zoom	-	-	✓
Monthly			
Monthly Group Q&A / Check in Zoom Sessions	✓	✓	✓
A monthly 30-minute progress check in/review	✓	✓	✓
Monthly virtual group coaching sessions by Zoom	-	✓	✓



Brought to you by





What people say....

"At BMW Sydney I experienced Steve's leadership ability in consistently producing high quality results, leading productive and happy teams and working in sometimes challenging circumstances."

G.Meredith – Company Director

"I am a much stronger person for Steve's involvement. I'm extremely grateful to him and would recommend the experience highly. Steve is a great leader and because of his help I am taking the next step in my career."

R.Gregg – General Manager

"Steve saw my potential and took me under his wing. Watching his approach to leadership taught me how to achieve more in my career. His ongoing support helped me grow from Bookkeeper/Office manager of a small charity to Practice Manager managing more than 50 staff over 4 locations."

B.Bitmead – Practice Manager

"Thank you for the coaching to set me up for future success. Our awesome conversations helped me work through fears and added clarity, direction and purpose for future action. I can now confidently seize growth opportunities in a career that was feeling stagnant. I'm reenergized and excited to kick off my action plan. I will keep you posted."

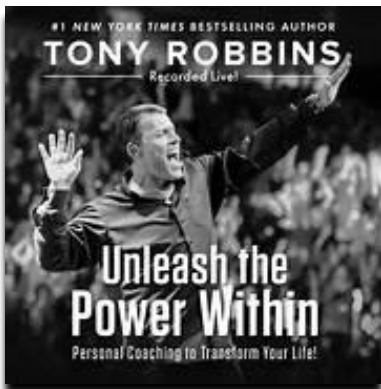
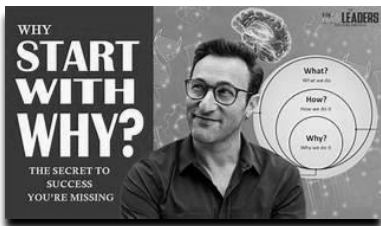
R. Wargo – Pennsylvania USA

President John F Kennedy said "leadership and learning are indispensable to each other"



Brought to you by





Choosing the Right Leadership Guide- Famous Influencer vs. Seasoned Expert

When it comes to leadership development, the options can feel endless. You can sign up for programs created by world-famous influencers like Brené Brown, Simon Sinek, Brendon Burchard, or Tony Robbins. Or, you can choose to work directly with a seasoned subject expert who has lived and breathed leadership in the trenches, and who brings decades of practical, proven expertise to the table.

Both approaches have their merits, but they serve very different purposes. If you're looking to become a confident leader, it's critical to understand these differences so you can choose the path that actually transforms you — not just inspires you for a weekend.

The Power of the Influencer Model. There's no denying that thought leaders and celebrity influencers have reshaped the leadership landscape. Their books sell millions of copies, their TED talks go viral, and their frameworks become household concepts. People like Brené Brown have given us the language of vulnerability and courage. Simon Sinek reframed the world around "Why." Tony Robbins is a master of energy, mindset, and motivation. Brendon Burchard has packaged productivity and performance into digestible steps.

The advantages of learning from influencers include:

- **Global reach and recognition** – Their frameworks are accessible, polished, and easy to follow.
- **Inspiration and motivation** – They can light a fire in you and shift the way you see yourself as a leader.
- **Community appeal** – By aligning with a big name, you feel part of a global movement.

But here's the catch – influencer driven programs are designed for scale. They aim to impact thousands or millions at a time. That means they often sacrifice depth, nuance, and personalisation for accessibility. The experience is powerful, but usually broad. Once the program ends, many participants are left asking - What now? How do I make this stick in my world, with my team, in my business?



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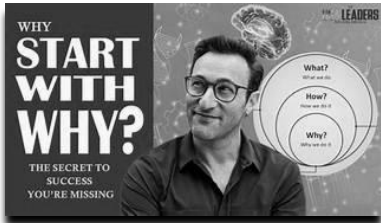




Choosing the Right Leadership Guide- Famous Influencer vs. Seasoned Expert

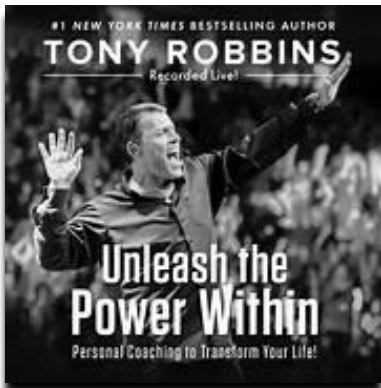
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The Value of a Seasoned Subject Expert. This is where a seasoned leadership expert makes the difference. Someone who doesn't just talk about leadership, but has lived it — guiding leaders across industries, sitting at the table with boards, and navigating the messy, high-stakes realities of human behaviour and organisational culture. As a seasoned subject expert (and 4 times CEO), the value Steve Gregory brings is not just theory or a framework; it's lived experience. It's the ability to translate big ideas into your context, with practical strategies you can implement tomorrow.



The advantages of working with an expert are clear:

- ✓ **Personalisation and depth** – Your challenges, your people, and your culture shape the learning.
- ✓ **Accountability and integration** – It's not about attending a workshop once. It's about building habits and embedding leadership into who you are.
- ✓ **Proven results** – A seasoned expert can point to measurable impact across teams and organisations, not just testimonials of "I felt inspired."
- ✓ **Real-world adaptability** – Leadership is rarely clean or linear. A seasoned coach knows how to navigate conflict, culture shifts, and organisational complexity in real time.



The Confidence Factor. **The Confident Leader Program** is built with this philosophy at its core. It's not a one-size-fits-all download of frameworks. It's a guided journey with someone who has stood where you are, who knows the pressures of leading people, managing growth, and balancing competing priorities. Where an influencer might give you a concept that sounds great on stage, **The Confident Leader Program** gives you the tools to stand confidently in front of your team and lead through uncertainty. Where an influencer's course ends, our work continues — because leadership isn't about a weekend retreat, it's about the everyday moments where you need clarity, courage, and calm.



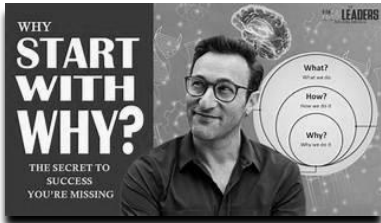
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Choosing the Right Leadership Guide- Famous Influencer vs. Seasoned Expert

(continued)



Why the Expert Path Creates Lasting Transformation. Influencer programs spark interest. They ignite possibility. But the reality is, most people finish them and return to business as usual. Inspiration fades without integration. A seasoned expert bridges that gap.

Here's the difference in practice:

- **Influencer program** - You might walk away with a memorable catchphrase or a new mindset.
- **Seasoned expert program** - You walk away with a new way of leading, supported by tools, coaching, and accountability.

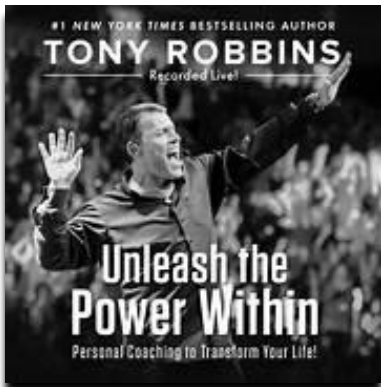
One is about knowledge. The other is about transformation.

Making Your Choice

If you want inspiration, an influencer program is a fantastic place to start. But if you want transformation — if you want to become a confident leader who can face the toughest challenges in your organisation and emerge stronger — you need to work with someone who has the depth, credibility, and lived expertise to guide you.

That's the difference between being a fan of great thought leaders and actually stepping into your own leadership.

In our **Confident Leader Program**, you're not just learning what leadership looks like in theory. You're learning how to live it, with the direct guidance of a seasoned expert who knows what it takes to thrive at the highest level.



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Steve Gregory

CEO & Founder
Black Bull Performance Group



<https://www.linkedin.com/in/performance-coach-international>

Your Head Coach

Overview

Working in the field of Chartered Accountancy in Australia during the 1980s and 1990s, Steve specialised in Insolvency and Business Reconstruction working with leading international firms including Duesburys, Horwaths, Grant Thornton and BDO. It was during this time that Australia experienced a major recession and Insolvency Practitioners experienced an unprecedented rate of corporate collapses.

Wanting to be more involved with building businesses, Steve switched from insolvency into marketing and after holding the role of Marketing Manager for Sydney based Chartered Accountancy firm BDO Nelson Parkhill (a member firm of international firm BDO), spent 5 years as Marketing Manager of BMW Group Australia's subsidiary, BMW Sydney (2000 – 2005).

Steve relocated to Canberra for family reasons and was General Manager Commercial Operations for Brumbies Rugby, responsible for all commercial aspects of the Brumbies Investec Super 14 Rugby team for the 2006 – 2009 seasons.

Following the end of the 2009 Brumbies season, Steve was appointed CEO of Snowy Hydro SouthCare, a role he successfully held for two years leading to a major boost in profile for the Snowy Hydro SouthCare Rescue Helicopter and raising in excess of \$3 million across the ACT and Southern NSW.

Steve subsequently served a 2-year term with Canberra CBD Limited in the role of CEO. In this role he secured renewal of the entity's grant from ACT Government and was responsible for some major improvements to the city centre of Canberra and major public events including Skate in the City and Christmas Carnival In The City.

In 2017 Steve completed a 5-year contract with Royal Australian Navy Central Canteens Board to create and roll out a national food and beverage group throughout Navy bases across Australia as well as grow multiple business units in the leisure and tourism, merchandise, gaming and entertainment sectors. Steve declined a 2-year contract extension to establish Black Bull Performance Group Pty Ltd.

Education

The Coaching Institute, Victoria
Level IV – Accredited Professional Coach

Macquarie Graduate School of Management
Macquarie University, NSW
Graduate Diploma in Marketing Management

Institute of Chartered Accountants in Australia
Professional Year Program (Completed Taxation Module, Accounting 2 module)

Australian Institute of Company Directors
Company Directors Course

University of Wollongong, NSW
Bachelor of Commerce Majoring in Accountancy

Sydney Grammar School – Class of 1983

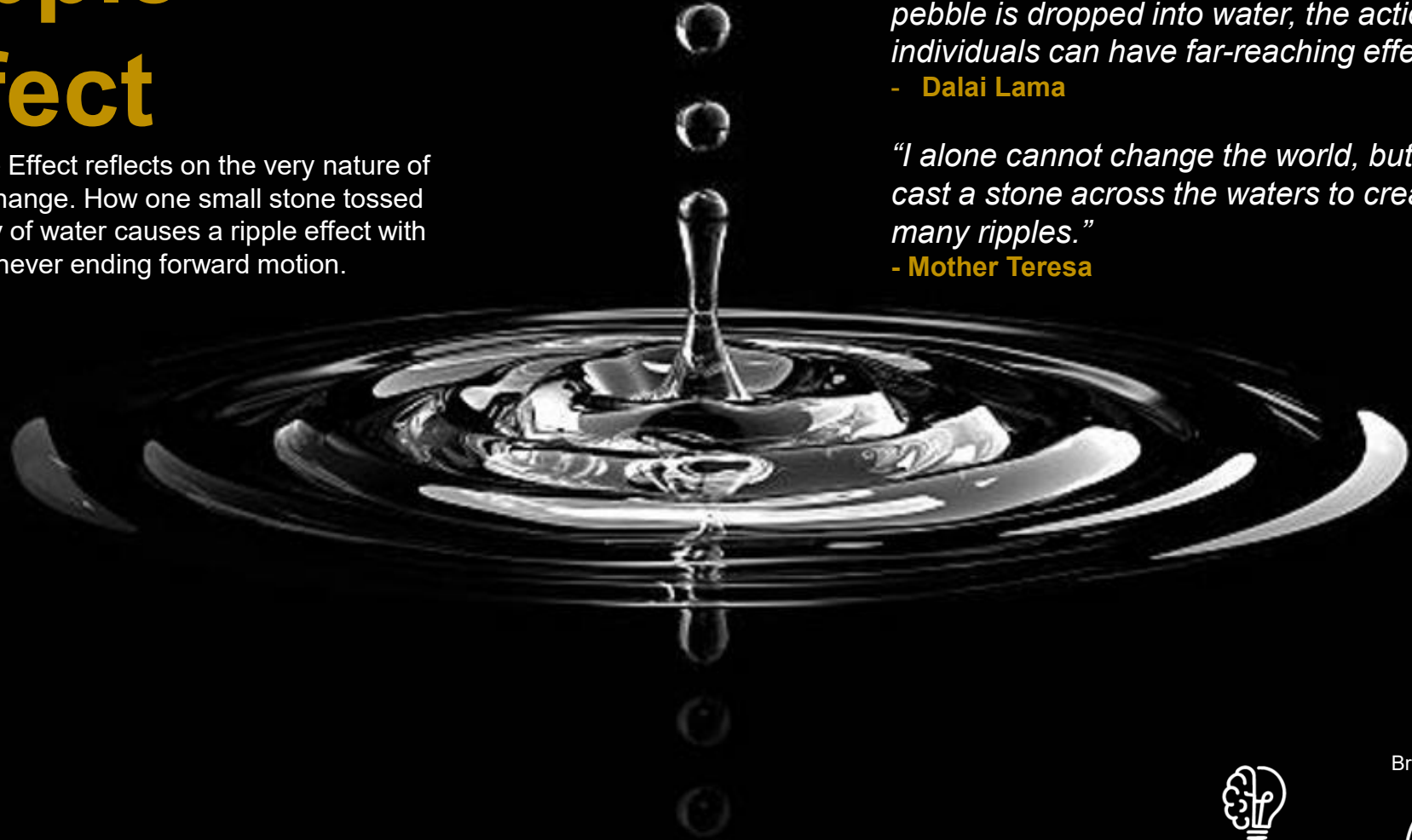


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The Ripple Effect

The Ripple Effect reflects on the very nature of affecting change. How one small stone tossed into a body of water causes a ripple effect with an almost never ending forward motion.



“Just as ripples spread out when a single pebble is dropped into water, the actions of individuals can have far-reaching effects.”

- **Dalai Lama**

“I alone cannot change the world, but I can cast a stone across the waters to create many ripples.”

- **Mother Teresa**



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When you're serious about leadership, it's time to lead differently.

This isn't just another leadership "course".

It's a transformational journey for people ready to show up differently - for themselves, their teams, and their organisations.

Whether you're building confidence, unlocking your potential, or stepping into a new level of leadership presence, **The Confident Leader Program** will give you the insight, tools, and support you need to lead with clarity, integrity, and impact.

Start your journey today.

Reignite your confidence.

Elevate your leadership.

Transform your career and business.

Be the ripple.

Are you ready?



Program Support



We are not set and forget. We don't promise the world and then only deliver you an atlas – like so many course providers do (yes – even the famous influencers). We definitely don't take your money and then leave you to struggle with a program all by yourself.

As leaders ourselves, we are always learning. We also enrol in many 3rd party programs each year to keep us at the forefront of the leadership space. We've been on the receiving end of many poor course support experiences ourselves and we know how much that sucks. We feel your pain if you've had a past negative experience pursuing learning and growth. That will not happen here.

We know through our own experience that the right support, received at the right time, during a program increases both the quality of the experience and the end program results.

It's not only the squeaky wheel that requires attention. All program members receive the same high level of attention and service you expect from a premium product and service. We definitely don't "sell you the world and only deliver an atlas". You have direct access to Steve Gregory or one of our team.

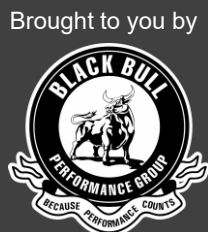
Following your personal onboarding you have both email, and phone support.

Money Back Guarantee

We will refund program fees, less DNA for Business & Leadership cost, if you are not 100% satisfied with the program and you have met all of the required conditions.



Refer Terms & Conditions



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WE'VE GOT
YOU COVERED

Saying yes to ourself often takes courage. Courage is taking action in the presence of fear and uncertainty.

If you just answered “**Yes**” to the question “**Are you ready?**”— here’s the next steps.

Step 1

Decide which program level you feel suits you best. If you’re not sure, that’s ok...we’ve got you. We can discuss that together.

Step 2

Complete the application form on the following page and email it to info@blackbullperformance.com

Step 3

You will be contacted by both phone and email to co-ordinate your intake discussion. No payment occurs until Step 4.

Step 4

Upon acceptance in Step 3, your deposit payment will be activated. We’ll then discuss some general housekeeping like whether you will be paying in a lump sum or by instalment and answer any questions you may have.

Step 5

Once your deposit and initial payment has been received, an onboarding call will be scheduled with you so you have full understanding of all the program features and to get you started.

You can be confident that at all stages, we have you covered.



THE CONFIDENT LEADER PROGRAM



Please tick which level you are applying for: ☐ **Level 1 - Strive** ☐ **Level 2 - Thrive** ☐ **Level 3 - Drive**

Date:	
First Name:	
Surname:	
Organisation:	
Current Position:	
Email Address:	
Mobile Number:	
Street Address:	

Please email this application to info@blackbullperformance.com and we will make contact to schedule an intake discussion

Once your application has been approved a 10% deposit of program fee is required to secure your place in the program. Here are our banking details for deposit payment:



Direct Deposit Details:

Note: Please put your first name and surname as reference

Bank Name: ANZ (Australia and New Zealand Banking Group Limited)

BSB: 012084

Account Number: 309606027

Account Name: Black Bull Performance Group Pty Ltd



Sorry - No AMEX or DINERS CLUB

Option 2 – Credit Card

Type of card:	Visa / Mastercard
Name on card:	
Card number:	
Expiry date:	
CSV:	
Deposit Amount: (\$AUD)	

“If nothing changes,
nothing changes.”

We look forward to
being a part of **YOUR**
leadership journey and
seeing **YOU** grow in
your confidence as a
leader.



Brought to you by

