



HUW THOMAS

EXECUTIVE

COACHING



Huw Thomas

huwthomas.com.au

ABOUT HUW

*Experienced leader. Real operator.
Behaviour change expert.*

Huw works with senior leaders who have the mandate to grow and change – and the ambition to do it faster.

Huw built his edge in the field – leading major consulting engagements at a global firm before scaling several other professional services businesses. That dual experience as both strategist and operator is what separates Huw's coaching from theory-only, conceptual approaches.

He combines a sharp strategic mindset with applied behavioural psychology to help senior leaders perform at levels they hadn't previously accessed: sharper decision-making, greater executive presence, and more effective leadership across teams, boards, and stakeholders.

Huw's clients are typically experienced managers stepping into, or already in, executive roles, who recognise that the thinking and habits that got them here won't be enough to sustain them at the next level.

15+

Industries across four countries

C-Suite

Clients include CEOs, CPOs, CMOs, Regional MDs & GMs

5x

Revenue growth delivered at one firm in under five years

GAICD

Practicing non-executive director, board chair & AICD Graduate.

100+

Client organisations served, spanning diverse business & operating models

200+

Transformation, coaching and capability projects delivered

WHAT CLIENTS SAY

"Very grateful for Huw who is my exceptional coach. Huw helped me elevate my executive leadership skills."
- Kim McConnie, Chief Marketing Officer

"Huw is an exceptionally talented individual who possesses an extraordinary ability to build relationships."
- Caroline Jack, Director

"Huw's invaluable insights, mentoring and knowledge have enabled me to reach new heights and confidence that I didn't realise was possible."
- Nicole Hooley, General Manager

"Huw has played an instrumental role in who I am as a leader today"
- Gareth Sheriff, General Manager

"Huw is a world class coach and mentor"
- Kristine Condell, Chief People & Culture Officer

"Huw's leadership coaching and facilitation greatly assisted our executive team to stay focused on performing at our best."
- Jo Vaughan, Chief People Officer

SOME OF THE 100+ ORGANISATIONS HUW HAS WORKED WITH



THE MISSION

Elevate and sustain your executive impact

Most leaders plateau, not from lack of effort, but because the mindset and behaviours that drove early success actively work against them at the executive level. Huw's Transformational Influence Coaching program closes that gap.

~40%

of new executives underperform within 18 months (McKinsey)

70%

of change programs fail due to leadership gaps (DDI World)

86%

of companies report a leadership development deficit (Harvard)

The skills that built your career can cap it

Middle-management habits – deep expertise, hands-on execution, personal delivery – become liabilities when influence, vision, and culture matter more.

Urgency crowds out strategy

Executives routinely get pulled into reactive mode, trading long-term value creation for short-term operational firefighting. High performance requires protecting strategic bandwidth.

You can't see your own blind spots.

Transformational thinking requires external challenge. Without it, even high performers refine the same patterns rather than breaking through to a new level.

Coaching compounds

Leaders who invest in structured reflection and accountability don't just improve – they build self-sustaining growth habits that elevate performance for years beyond the engagement.

“The same thinking in the same environment leads to the same actions and the same results. Want better results? Be open to new ideas, seek expert guidance and embrace the discomfort of growth.”

- Huw Thomas

TRANSFORMATIONAL LEADERSHIP IDENTITIES & IMPACT

Huw helps senior leaders excel in three transformational leadership identities to generate three powerful enterprise outcomes

LEADERSHIP IDENTITIES

A. Strategic Industry Leader

- External stakeholder value creator
- Big picture, global thinker
- Relationships, collaboration and political awareness
- Creative, visionary, story-teller
- Industry & market awareness
- Business model acumen

(Strategic Leadership)

B. Cultural Talent Developer

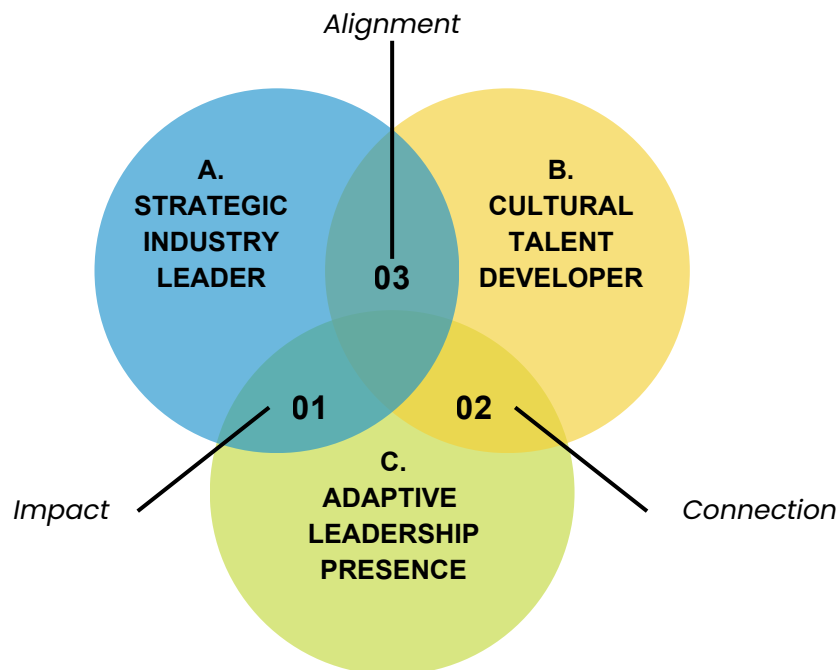
- Capability development
- Performance leadership
- Adaptive culture stewardship
- Accountability standards
- People productivity
- Career growth
- Succession

(People Leadership)

C. Adaptive Leadership Presence

- Self-aware, adaptive persona
- Emotional intelligence
- Balance, well-being, resilience
- Openness to belief shift
- Courage, risk-taking
- Purpose, inspiration
- Intrapreneur mindset

(Personal Leadership)



ENTERPRISE OUTCOMES

01. Impact

- Strategy targets priorities & met
- Leader becomes a lynchpin
- Change is embedded
- Organisational maturity raised
- New enterprise assets created
- Leaves a legacy

02. Connection

- Committed follower base
- Sustainable culture
- Inspired, engaged employees
- Psychologically safe
- People risks mitigated
- 'Sticky' workplace

03. Alignment

- Seamless momentum
- Workforce leveraged
- Roadblocks removed
- Aligned workforce
- Change resistance minimised
- Reduced friction & distraction

SIX OUTCOMES THAT DEFINE EXECUTIVE TRANSFORMATION

Selected for leaders already operating at a senior level – these are the shifts that determine who sustains the ascent, and who plateaus.

Through the Transformational Influence Coaching Program you will experience:

STRATEGIC LEADERSHIP

Sharper strategic thinking

Upgraded lateral, creative and big-picture thinking, with improved decision-making and readiness for emerging challenges

INFLUENCE & PRESENCE

Heightened executive presence

Greater interpersonal authority at senior levels with boards, peers, and stakeholders and the confidence to match.

PERFORMANCE

Sustained high performance

Elevated output under pressure with greater self-regulation, consistency, and resilience that persists well beyond the program.

CAREER TRAJECTORY

Promotion & recognition

Clients regularly achieve promotion, significantly higher income, and increased organisational status and respect.

MINDSET

Belief-level transformation

A shift from cautious to expansive with ambitions, goals, and actions recalibrated to a genuinely higher level of possibility.

RELATIONSHIPS

Stronger key relationships

Dramatically improved relationships across the board, team, peers, and personal life, underpinned by greater emotional intelligence.

"Huw's invaluable insights, mentoring and knowledge have enabled me to reach new heights and confidence that I didn't realise was possible."

– Nicole Hooley, General Manager

BOOK A FREE COACH CHEMISTRY SESSION



+61 0414 186 165



huwthomas.com.au



enquiry@huwthomas.com.au



CHOOSE THE PROGRAM THAT FITS YOUR AMBITION

All programs include monthly 90-minute deep-dive sessions, goal and metric tracking, and optional stakeholder consultation.

HIGH POTENTIAL ENHANCEMENT

\$7,500
+GST

Four-month program

Best for experienced leaders seeking targeted improvement in one or two specific areas – a focused, high-ROI intervention.

- Monthly 90-min coaching sessions
- Goal setting, metric tracking & accountability
- Optional consultation with 2–3 stakeholders

MOST POPULAR

TRANSFORMATIONAL INFLUENCE

\$9,500
+GST

6-month minimum

Ideal for broad capability elevation across strategic thinking, executive career growth, and leadership impact. The most common choice for leaders at an inflection point.

- Monthly 90-min coaching sessions
- Goal setting, metric tracking & accountability
- Optional consultation with 2–3 stakeholders
- Commonly extended to 12+ months for the same recurring 6-monthly fee

APEX IMPACT - FOR CEOs

\$35,000
+GST

12-month program

Designed for CEOs, managing directors, and senior partners responsible for strategic leadership teams and organisational growth. The most comprehensive and high-touch offering.

- Monthly 90-min sessions + 30-min fortnightly check-ins
- On-demand access to Huw between sessions
- Goal setting, metric tracking & accountability
- Stakeholder interviews: board, direct reports and/or key peers

Conditions

Standard billing: 50% upfront, 50% at the halfway point. 10% discount granted for full upfront payment before program commencement. Sessions are virtual or in-person in Sydney (additional fees may apply where in-person sessions are requested outside Sydney). Optional psychometric assessments and broader stakeholder feedback programs are available. Fees are current for FY26-FY27 and subject to change.

Enquire to book a free coach chemistry session today

enquiry@huwthomas.com.au

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