



# STRATEGIZE & LEAD TRANSFORMATIVE CHANGE

without the friction, fatigue and failures.

Service Overview

[huwthomas.com.au](http://huwthomas.com.au)







# ABOUT HUW

Huw is Australia's leading expert in building adaptive, change-ready leaders, teams and organisations. He is obsessed with turning everyday managers and executives into transformational change leaders and static organisational cultures into learning-oriented, adaptive powerhouses.

It has never been more strategically important for organisations to be effective at successfully executing and, more importantly, capturing value from smart strategy and change.

Huw has led award-winning projects and advised and trained thousands of leaders on over 150 projects spanning organisations like:

**Multi-billion-dollar ASX-listed enterprises:**

InvoCare, a2 Milk Company, Origin Energy, AMP, Westpac, BHP Billiton, NAB and Coca-Cola Amatil

**Government agencies & enterprises:** The Reserve Bank of Australia, Western Sydney Airport, iCare, NBN Co., Transport for NSW, and Sydney Metro

**Multi-Nationals:** Accenture, Organon, Boston Scientific, Merck.

**Not-for-profits:** Cerebral Palsy Alliance, Barnardos and Flourish Australia.

Huw is a recognized thought leader. He has written columns for CEO Magazine, HR Leader and Business Insider Australia and publishes weekly articles to thousands of followers, to help business leaders shift themselves and their businesses to the next level. He has lectured MBA students at the University of Technology Sydney (UTS) and been a contributor to UTS Business School's HRM Industry Advisory Panel.

He is also the chair and a non-executive director of Living My Way Limited, a public company that offers services and empowers people with disability to take control of their lives.

Huw is a Master Neuro-Linguistic Programming practitioner and coach, has a Master of Business degree specializing in HR and organisation development and is a Graduate of the Institute of Company Directors (GAICD).





# WHAT'S IT LIKE WORKING WITH HUW?



"Huw confidently challenges and supports senior leaders, ensuring they take ownership, while bringing out their best."

**Graham Millett**  
Chief Executive Officer



"Huw, your unwavering support, expertise and collaboration have been instrumental in driving positive change within our organisation and beyond."

**Rita D'Arcy**  
Chief People & Culture Officer



"I can honestly say that my time with Huw was a real turning point in my career and drove me to not only become a better leader but to deliver better and stronger outcomes within my role and those I was leading."

**Gareth Sheriff**  
General Manager



"Huw is a world class coach and mentor. He is tactful and is a natural facilitator. It's never about him, he focuses absolutely on his clients' needs and what the end goal is."

**Kristine Condell**  
Chief People & Culture Officer



"We worked with Huw Thomas on an extensive change management program, supporting the complete restructure of a 1600 FTE public service agency. Huw has been an essential partner in this project and proved to be an excellent fit for us."

**Robert Quirk**  
Executive Director



"I have had the pleasure to work with Huw whose leadership coaching and facilitation greatly assisted our executive team to stay focused on performing at our best."

**Jo Vaughan**  
Chief People & Culture Officer



"Very grateful for Huw. His client-focused approach, combined with composure, clarity, and confidence, has helped me elevate my executive leadership skills."

**Kim McConnie**  
Chief Marketing Officer



"Huw Thomas delivered a great presentation on executive relationship mastery at our 2025 Rethink Change Conference engaging with over 100 face-to-face and online delegates with his provocative insights and practical strategies. His ability to blend challenging concepts with actionable advice made his session one of the standout presentations of the event."

**Doug Wolfson**  
Rethink Change Conference, Co-Chair





# SOME OF THE 150+ ORGANISATIONS HUW HAS WORKED WITH INCLUDE



# WHY MASTER CHANGE?

Leaders and organisations that work with Huw, experience the following benefits:

Growth & organisational maturity unlocked

What got you here won't get you there. New levels of growth require new leadership behaviours. When managers get change, they embrace new ways of leading to find the leverage required for growth and scale.

Obliterated barriers to strategy execution

Strategy today = change. Employees make strategy and change happen, so you'd better engage them in the process. Change leaders know the way, show the way and go the way, to bring their people on the journey.

Elevated employee engagement & motivation

Poor change creates frustration and shows up at the lower percentile of employee engagement scores. Yet change present opportunity to engage employees in an inspiring vision and process to improve things, but only when leaders know what they're doing.

Greater returns on change investments (ROCI)

Most organisations waste millions of dollars on change programs that fail to deliver lasting business benefits. By increasing your Change Success Rate (CSR), more change investments will return more benefits and lasting shareholder/stakeholder value to the organisation.

***"It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is most adaptable to change."***

***- Charles Darwin***



# SERVICES

Transfer Huw's expertise to your people through your preferred mode to deliver lasting capabilities and transformational results.





# TRAINING

Huw offers group development programs designed to enable strategic thinking, lead performance improvement and influence behavioural change, up close or at scale. He also designs bespoke leadership development courses tailored to your organisational context and unique team needs.



# HOW TO CHANGE ANYTHING

*Turn managers into adept change leaders  
and ditch the friction, fatigue & failure*

**Problems to be addressed:** change fatigue, employee resistance to change, managers not taking ownership of change, frequent change project failures.

**Business value:** increased change program success rate, increased return on change investments (ROCI).

## **Method options & fees:**

- ▶ One-day manager upskill workshop = \$15,000 +GST (Optional additional workshop day to develop a major change project strategy = \$12,000 +GST)
- ▶ Also delivered in a 45-minute keynote speech to inspire ownership and motivation = \$7,000 +GST

**Content:** builds understanding of the psychology of change and teaches Huw's proven behaviour-change model, applicable to leading individual, team or enterprise-wide changes.

## **Supporting content:**

- ▶ Workshop participants receive a printed copy of Huw's 44-page playbook, packed with evidence-based research, details of the How to Change Anything model and templates for strategizing any change. [Get the Playbook here.](#)
- ▶ An optional two-page audience handout containing the How to Change Anything model and strategy template is available for conference keynotes.



"My time with Huw was a real turning point in my career and drove me to not only become a better leader but to deliver better and stronger outcomes within my role and those I was leading."

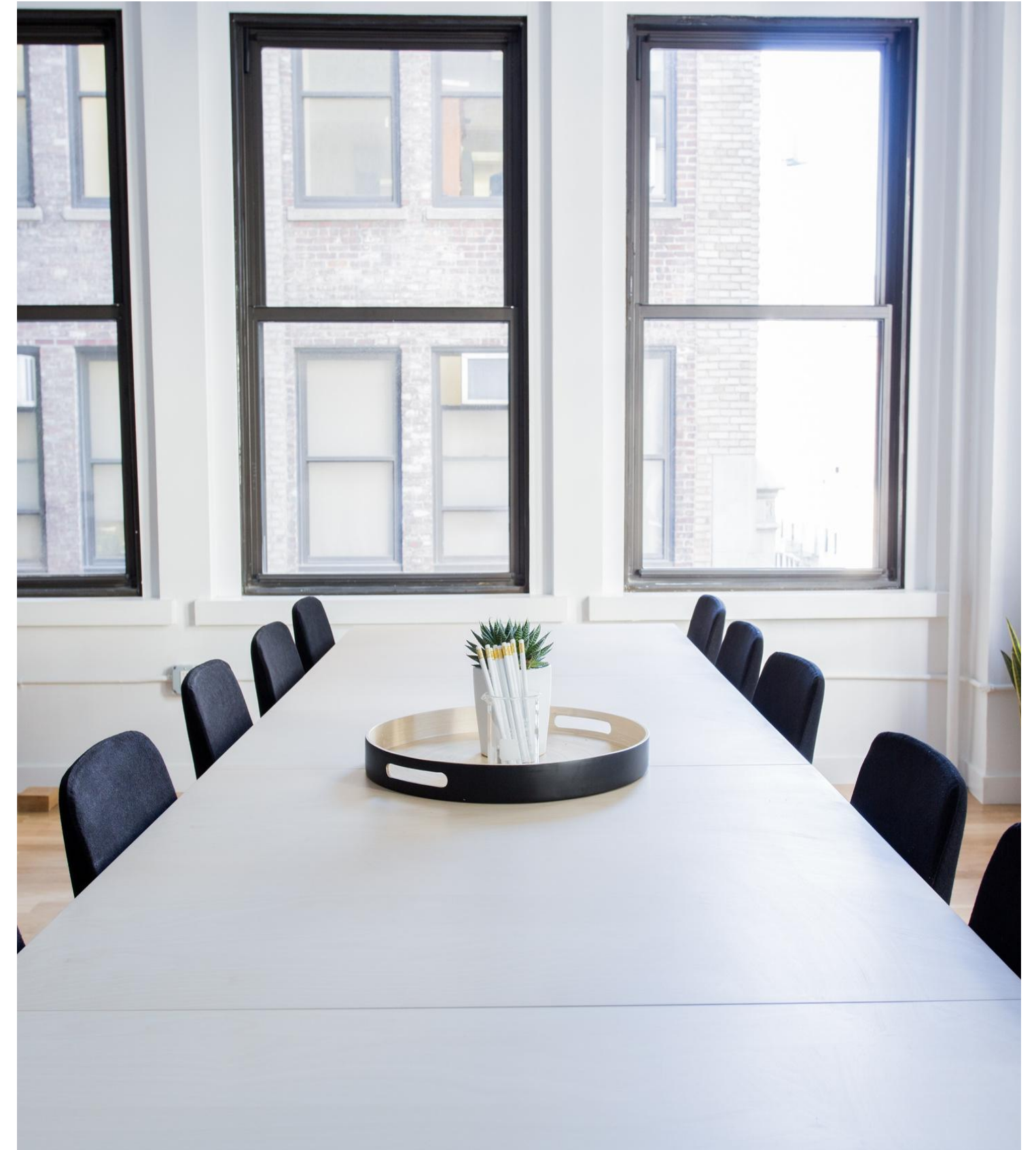
**- Gareth Sherriff, General Manager**





# EXECUTIVE TEAM DEVELOPMENT

Bring a balance of challenge and support to take your leadership team from siloed and status-quo to strategic and transformational. Huw has facilitated hundreds of executive offsites, leadership, strategy & culture workshops with consistent, transformative outcomes. He has worked across dozens of industries giving him a rare understanding of common value drivers and the ability to rapidly home in on the unique strategic and cultural forces at play.





# TRANSFORMATIONAL LEADERSHIP TEAMS (TLT)

*Take your leadership team from siloed & status quo → strategic & transformational.*

**Problems to be addressed:** growth or disruption that calls for a strategy reset, re-alignment and change; divisional managers yet to lead as a united enterprise leadership team; status quo culture not addressing the big challenges.

**Business value:** sharper strategic focus and priorities; catalyze transformation and accelerated momentum; reduced rework and conflict; greater confidence, cohesion and capability; collected leadership energy, impact and legacy.

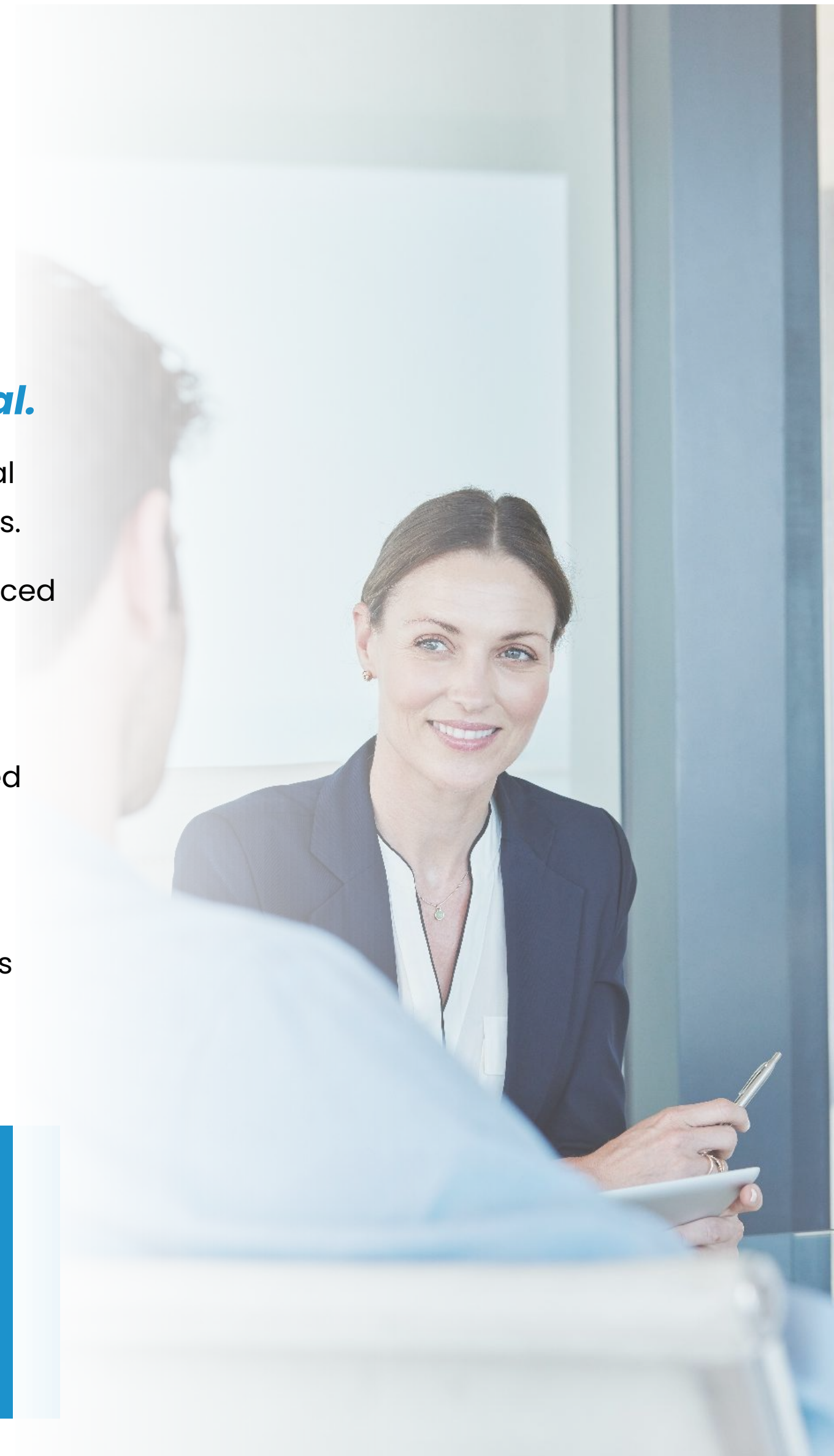
**Method options & fees:**

- ▶ Typical range is \$75K-180K, depending on scope, specific needs, duration and level of ambition. Billed in phased modules each delivering distinct value. We can start with just one workshop before committing to the whole.

**Scope:**

- ▶ A configurable blend of proven offsite-style workshops, group and one-to-one coaching, virtual masterclasses and flexible, on-demand advisory support as desired.

“I had the pleasure to work with Huw whose leadership coaching and facilitation greatly assisted our executive team to stay focused on performing at our best. Huw is a considered professional who brings a sense of confidence to the teams he works with. Huw demonstrates the highest ethical standards and respect for his clients, whilst helping them achieve their goals.” – **Jo Vaughan, Chief People Officer**





# TLT MATURITY LADDER

## Is your leadership team looking down or facing the future?

With diverse strengths, priorities and personalities, an executive team can transform your enterprise when strategically aligned or destabilise it when divided. The Transformational Leadership Program helps executive teams align to bold aspirations, own their individual role and contribute to a collective leadership role with purpose, stewardship and ambition.

IMPACT LEVEL	FOCUS	OUTCOME	SHARED BELIEF	VISION	ACTION	
TRANSFORMATIONAL	Impact	Purposeful Culture	<i>"We inspire and leave a legacy"</i>	Long-term	Inspire	High Impact Zone
STRATEGIC	Future	Measurable Growth	<i>"We tackle the big, hard things"</i>	Mid-term	Prioritise	
INTEGRATED	Enterprise	Harmonious Operation	<i>"We unite all functions"</i>	Short-term	Align	Average Impact Zone
COORDINATED	Collaboration	Stakeholder Responsiveness	<i>"We deliver consistently"</i>	Now	Deliver	
REACTIVE	Siloes	Status Quo	<i>"We keep the ship afloat"</i>	Past	Delay	Low Impact Zone

The TLT Program elevates your team into the High Impact Zone.

Which level is your team currently at?





# TLT PROGRAM MENU

The Transformational Leadership Teams (TLT) Program is for leadership teams that want to significantly elevate team cohesion, performance, strategy and change execution effectiveness. Each workshop can be purchased individually while a package price applies for a blend of chosen scope items. Timing and sequencing of each workshop can be varied to suit your context and preference.

Q1

COLLECTIVE  
EXECUTIVE TEAM

Outcome:

Develop 'collective leadership' for a closely connected, trusting, accountable and united executive team, positioned to lead a cohesive organisation.

Description:

One-day, team-development offsite where individuals reflect on their own and others' strengths, evaluate their executive team effectiveness and commit to a Leadership Team Charter, documenting agreed principles and practices for decision-making, communication, collaboration and accountability.

Optional inclusion of Gallup Strengths Assessment and report sharing.

Q2

STRATEGIC  
MARKET LEADER

Outcomes:

Improved strategic thinking ability and focus on highest-value strategic priorities in the executive team.

Description:

A one or two-day offsite, incorporating:

Day one (Scan): Align on industry/market challenges and opportunities, strategic choices on offer and current strengths to leverage

Day Two (Create): develop a simple 1-3 year strategy, with a bold aspiration, market differentiators and clear value creation outcomes and metrics for each stakeholder group.

Day Three (Plan): translate strategy into prioritised, sequenced initiatives, deepened understanding of stakeholder impacts and clear leadership actions for accountability.

Q3

TRANSFORMATIONAL  
CHANGE MAKER

Outcomes:

Develop a motivated, inspired, purpose-lead executive leadership group, with strengthened confidence and ability to influence change.

Description:

A 1-3 day offsite, including:

Day One (Personal Transformation): heighten leaders' big-picture 'global focus', develop an intrapreneurial mindset, challenge existing beliefs and reframe the leader's role for personal leadership transformation.

Day Two (Adaptive Team Mindset): turn the team into a 'guiding change coalition' with high team orientation, adaptive mindset and unbreakable team bonds, to optimize influence.

Day Three: (Org Change Leadership): build understanding of the psychology of behaviour change, how to address change resistance, inspire employees and create an adaptive, committed workforce.

Q4

CULTURAL  
TALENT SHAPER

Outcomes:

Clarity on talent and culture strategy and dramatically increased executive leadership accountability for shaping a culture that can drive the strategic aspiration.

Description:

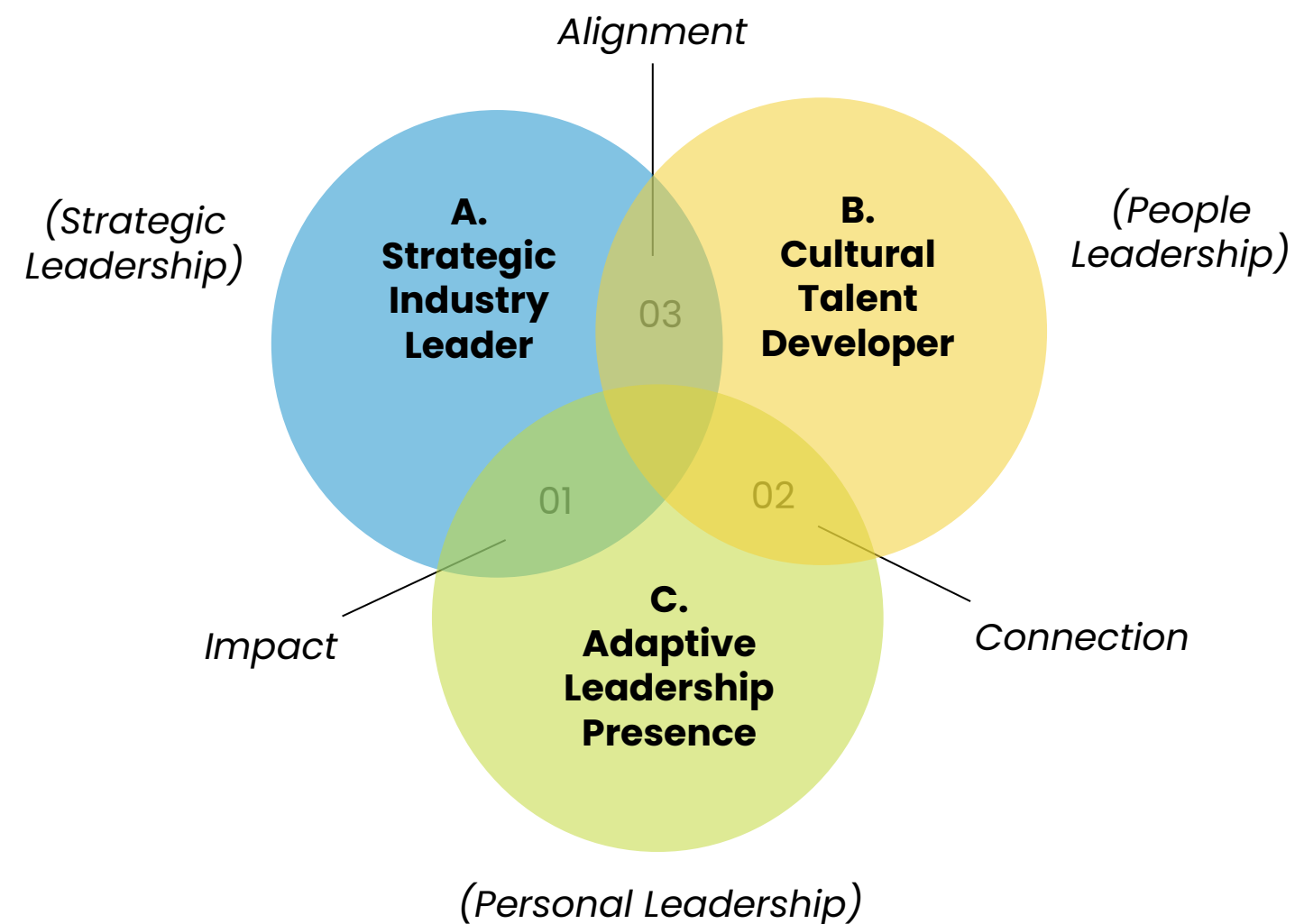
A consultative culture diagnostic process, a summary 'Current State Culture' report, followed by a one-day offsite where the executive team reflect on culture diagnostic insights, align on cultural challenges and opportunities, define the Target State Culture and agree principles, improved practices and leadership actions to engage the workforce to shift the dial on culture.

Monthly CEO check-ins, one-to-one coaching and/or on-demand advisory support is offered to sustain focus, growth and momentum



# EXECUTIVE LEADER IDENTITIES & OUTCOMES

The Transformational Leadership Teams program ensures senior leaders excel in three **Transformational Leadership Identities** to generate three powerful **Enterprise Outcomes**:



## Transformational Leader Identities

- A. Strategic Industry Leader
- B. Cultural Talent Developer
- C. Adaptive Leadership Presence

## Enterprise Outcomes

- 01. Impact
- 02. Connection
- 03. Alignment





# FLEXIBLE ON-DEMAND ADVISORY

Activate workforce and stakeholder support, adoption and greater commercial returns on your next transformational change investment, with expert advisory support. Without expert guidance, you're gambling millions of dollars in capital invested and potential benefits for years to come.



# CHIEF CHANGE ADVISOR

*Advanced change & org development expertise, on-demand, minus the full-time day-rates.*

**Problems to be addressed:** lack of in-house, high-level change management expertise; lack of funding to pay the expensive day-rates of a full-time change management director or consulting resource.

**Business value:** dramatically reduced risk of change program failure and wasted investment; only the expertise you need, when you need it from a trusted, executive-level expert advisor.

## Method options & fees:

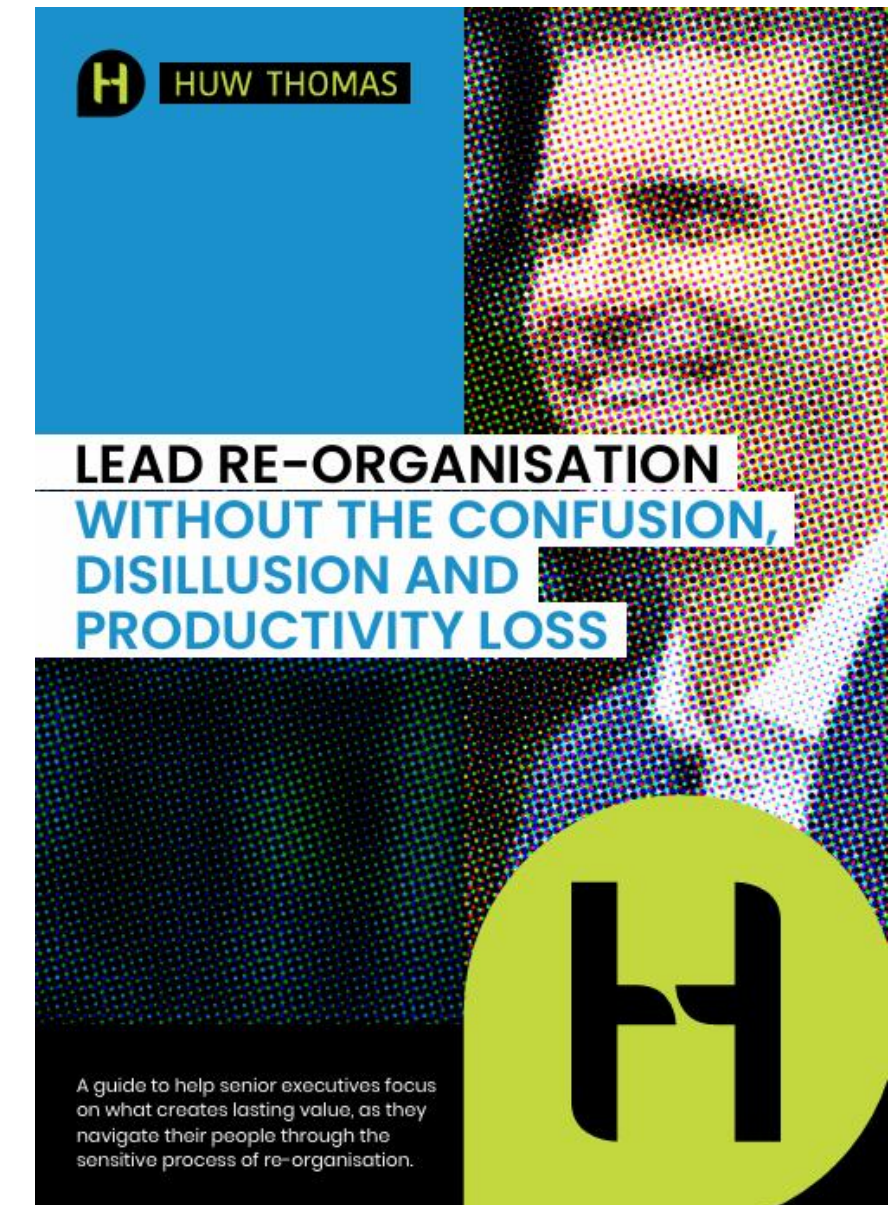
- ▶ Monthly retainer fee paid in advance = \$10,000 +GST
- ▶ Quarterly retainer fee paid in advance = \$27,000 +GST
- ▶ Annual retainer fee paid in advance = \$100,000 +GST

## Scope:

- ▶ Flexible, on-demand, one-to-one or virtual meeting attendance available to selected executives
- ▶ Advice to mitigate transformation project risks and architect successful change strategy and tactics
- ▶ Mentoring and coaching for executive leaders and project team members
- ▶ Support with stakeholder engagement to mitigate change resistance, politics and conflict.

“We worked with Huw Thomas on an extensive change management program, supporting the complete restructure of a 1600 FTE public service agency. Huw has been an essential partner in this project and proved to be an excellent fit for us.”

– **Robert Quirk, Executive Director**



**Collateral:** Read Huw’s whitepaper [Lead re-organisation without the confusion, disillusion and productivity loss](#)





# ENTERPRISE CHANGE OPERATING SYSTEM (ECOS)

*Uplift how change is lead, managed and governed for greater return on change investments (ROCI)*

**Problems to be addressed:** Inconsistent change project delivery process and outcomes; existing change management methods no longer effective at increased scale; lack of sustained benefits realised from change investments.

**Business value:** increased change program success rate, increased return on all change investments (ROCI), reduced employee noise, resistance and business disruption during change for years to come.

**Method options & fees:** Typical fee range is \$75K-200K, depending on scope, scale, specific needs and change maturity level. Billed in phased modules each delivering distinct value.

## Scope:

- ▶ Blend of diagnostic, manager and employee consultation, strategy, planning, design and implementation of change management, leadership and governance capability assets.
- ▶ May include development of custom change frameworks, methodology, change delivery operating model design, tools and templates, training, executive development and more.

**Collateral:** Read Huw's whitepaper [Strategic and Commercially Smart Organisational Change](#)



"Huw's advice and support in organisational change has really help refocus and energise our approach to change management across the organisation. His work with our Board, executive team and managers has helped us reimagine leading and governing change and given us the tools to do so effectively."

– Mark Orr AM, Chief Executive Officer



# SPEAKING

Unafraid to go against the grain, Huw's message is about challenging the status quo. Huw's speeches reframe perspectives, challenge people to think bigger and motivate them to adapt themselves to achieve new heights. As an experienced facilitator and event MC, Huw can also design and host your next event and draw out memorable insights from your presenters and guests.

"Huw Thomas delivered a great presentation at our conference, engaging with over 100 face-to-face and online delegates with his provocative insights and practical strategies. His ability to blend challenging concepts with actionable advice made his session one of the standout presentations of the event.

**Doug Wolfson**

Rethink Change Conference, Co-Chair





# SPEECHES TO TRIGGER CULTURAL SHIFTS

Huw's keynote conference speeches reframe perspectives, challenge your people to think bigger and motivate them to adapt themselves to achieve better results. Each speech is interactive, blending concepts, stories, metaphors and providing tools your audience can apply immediately.

**How to Change Anything**  
without the friction,  
fatigue & failures

- **Ideal for managers or any audience**
- Why we need 'the how' not just 'the why' to change
- The five critical elements people need to change anything
- How to conquer the top four reasons we all resist change
- How to commit and see change as the only option
- Why change requires sacrifice, time and prioritisation.

**Awake at the Wheel**  
Shape your own destiny  
during change

- **Ideal for frontline employees or any audience**
- Why we want the outcome of change but hate the process
- How to shift from a catastrophizing to courageous mindset
- How to go from habit-locked to habit-flex
- How to reframe change from fear to opportunity
- Why emotional intelligence helps you master change.

**Transformational Leadership**  
for transformative times

- **Ideal for executives**
- The three identities of transformational executives
- The three enterprise outcomes of transformational leadership
- How to break siloes, unite around vision & fast-track progress
- How to shift gears from urgent to important priorities





# 1:1 COACHING

Huw leverages an engrained strategic mindset, a deep understanding of applied behavioural psychology and real executive leadership experience to open new possibilities, challenge beliefs and activate motivation. His focus centres upon understanding the individual, their aspirations and identifying and overcoming barriers to realising them. The results are life-changing.

"Huw is a world class coach and mentor; he is tactful and is a natural facilitator. It's never about him, he focuses absolutely on his clients' needs and what the end goal is."

**Kristine Condell**

Chief People & Culture Officer, Moran Health Care





# TRANSFORMATIONAL INFLUENCE

## COACH & MENTOR PROGRAM



Executive leaders focus relentlessly on value creation, not task completion. But to step up to this strategic level, a fundamental shift in beliefs and capability is required. While mastery of your functional area is a given, you must learn to adopt a broader view, balancing many stakeholder interests and tackling the biggest challenges for the whole enterprise. Most experienced managers don't make this shift and hit a career ceiling. They struggle to influence and govern their team's work and ensure lasting benefits without getting lost in detail. The Transformational Influence Coaching Program turns operational managers into higher performing strategic executives.

01.

### AUDIENCE

High-performing or high-potential senior managers who need to elevate their thinking and behaviour to a more strategic, executive level.

03.

### SCOPE

A series of monthly 1-1 sessions with Huw, over 3-6 months plus additional stakeholder consultation, goal-setting and offline knowledge transfer, tailored to the individual.

02.

### PEOPLE OUTCOMES

- ▶ Master adaptive leadership styles
- ▶ Apply strategic thinking to everyday actions
- ▶ Increase productivity & reduce rework
- ▶ Get more rapid results
- ▶ Prepare for executive succession pipeline
- ▶ Greater role fulfillment

04.

### BUSINESS BENEFITS

- ▶ Increased workforce productivity
- ▶ Faster realisation of strategic goals
- ▶ Reduced burden on executive team & board
- ▶ Retain high-performers by investing in their growth
- ▶ Strengthen culture via effective senior leaders

# APEX IMPACT

## MENTOR PROGRAM (FOR CEOs)



Imagine you had a vast band of followers committed to your strategic vision? What if they were ready and willing to take action to change, learn and improve whenever you asked? This program is for CEOs who want to make a transformational impact. Bold ambitions require the support of others but it gets lonely at the top. Adapting to boards, investors, customers, members and demanding employees along with emerging competitors and technologies means constant self-reflection and fresh leadership tactics are required. Central to the executive challenge is a need to constantly evolve. This program will maximize your influence over outcomes and others as chief executive.

01.

### AUDIENCE

Chief executives of organisations with 30-3000 employees, wanting to leave a positive legacy of change and improvement.

02.

### PEOPLE OUTCOMES

- ▶ Achieve ultimate clarity in strategic issues
- ▶ Able to inspire team with vision & confidence
- ▶ Elevated influencing skills
- ▶ Improved coaching and engagement skills
- ▶ Development of a growth/learning mindset
- ▶ Embed tailored, fresh habits that enable ongoing well-being and growth.

03.

### SCOPE

12 months of flexible, unlimited coaching, mentoring and advice where we identify and re-set beliefs, foster new leadership practices and habits and facilitate on-demand access to the advice and support you need each week.

04.

### BUSINESS BENEFITS

- ▶ Fast-track the implementation of all future change programs
- ▶ Increase workforce support for specific programs or transformative change as a whole
- ▶ Increase the agility of teams and their openness to learning and growth





# WHY CHOOSE HUW?

Huw's experience intersects strategy, transformation, governance and leadership development.  
This blend is the key to unlocking all key factors in driving transformational success at all leadership levels.

**01.**

## REAL LEADERSHIP EXPERIENCE

Huw has led over 200 strategy, leadership development, & transformation programs in organisations of all shapes and sizes. He also led the 5x revenue scaling of a start-up consulting business in five years and is a practicing non-executive director and chairman. Huw's lived leadership experience shines through his programs.

**02.**

## A PROVEN INDUSTRY THOUGHT LEADER

Huw is a thought leader in strategy, change and transformational leadership. He has written columns for CEO Magazine, Business Insider Australia, HR Leader and published numerous whitepapers, ebooks and writes weekly blogs for thousands of LinkedIn and email subscribers. He regularly speaks at conferences, on podcasts and industry panel events.

**03.**

## PERSONALISED, PRACTICAL APPROACH

Unlike many consultants, Huw has a strong interpersonal focus in client relationships. He positions himself as your trusted advisor, ensuring your input and knowledge of your business context is factored into all solutions. Nothing will be 'done to you'. We will merge our expertise to design your improved future together.

# APPENDIX

Huw's unique, written thought leadership offered free.





# HOW TO CHANGE ANYTHING

## A CHANGE LEADER'S PLAYBOOK

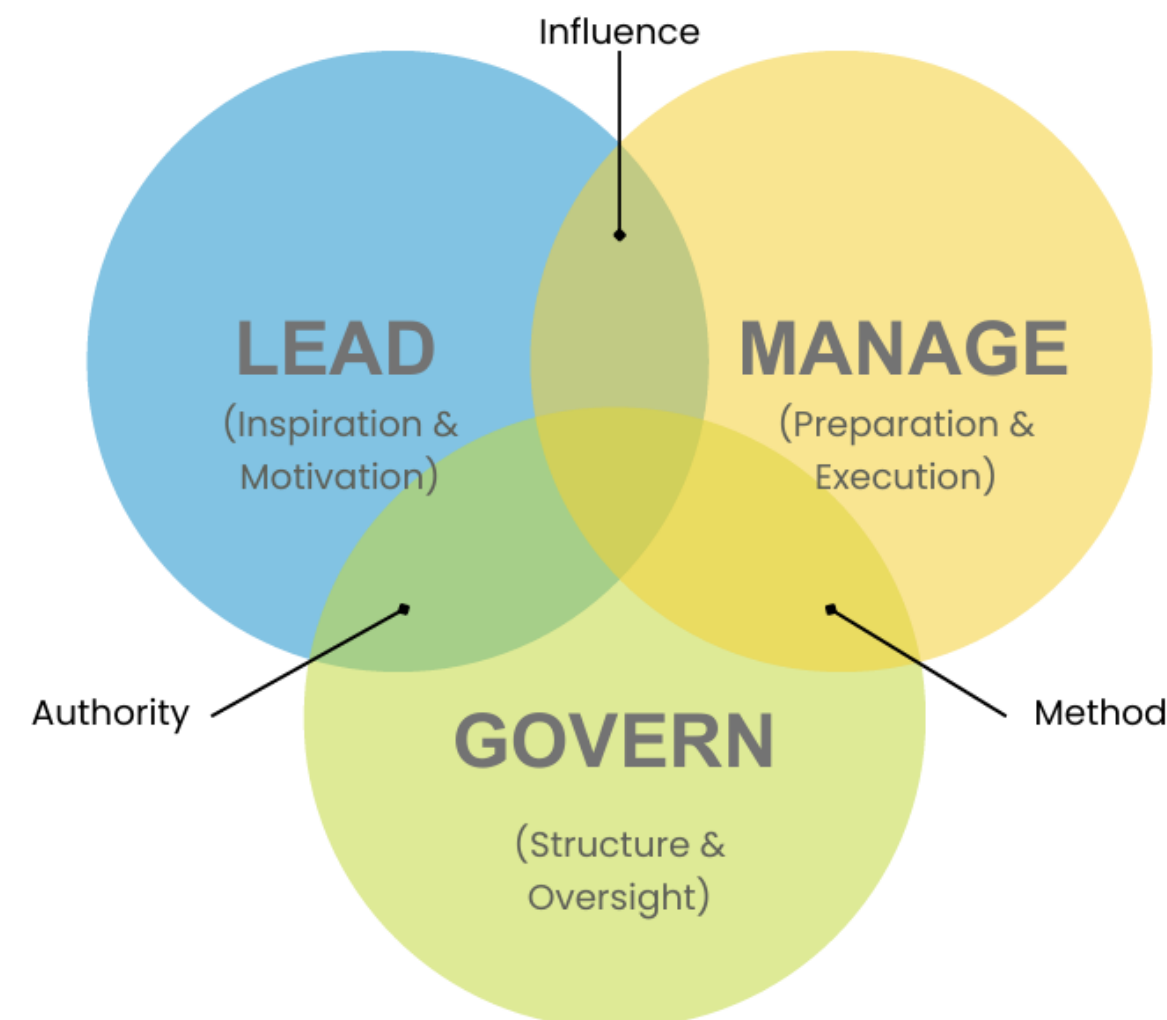
*Activate commitment, change behaviour and transform your organisation  
without the friction, fatigue & failure*



This 44-page guide is packed full of insights on the psychology of behaviour change combined with Huw's proven leadership approach to conquer resistance, build a committed following and transform your organisation.

# STRATEGIC AND COMMERCIALY SMART ORGANISATIONAL CHANGE

Huw's recent whitepaper was written to help senior leaders understand the common problems hindering change and the commercial value of investing in effective change leadership, management and governance.



**From the whitepaper: Five common reasons organisational change programs fail:**

1. **Lack of current-to-future-state clarity**
2. **Insufficient commitment and engagement with employees**
3. **Lack of transformational change leadership capability**
4. **Unrealistic volume and sequencing of changes**
5. **Absent of misapplied change management resources, frameworks, methodology or delivery standards**





# LEAD RE-ORGANISATION WITHOUT THE CONFUSION, DISILLUSION & PRODUCTIVITY LOSS

This whitepaper sheds light on the challenge and priorities for leaders to consider during re-organisation. Huw weaves these specialist insights into your program where applicable.

Get the complete guide free by [clicking here](#).





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# THANK YOU

**Next step:** Get in touch for a free strategic advice session.



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weekly blog, podcasts,  
monthly newsletters and  
additional resources.

[enquiry@huwthomas.com.au](mailto:enquiry@huwthomas.com.au)