Bernadette Brown MSc, PG Dip, PGCE, BA (Hons)

Global change, leadership and talent strategist

Executive coach

Former Global Director of Talent

Working globally, remotely and in person

For leaders at every level, from high-potentials to the C-suite

Leading with Awareness

Developing self-aware leaders who respond rather than react

- A practical, human approach to leadership, behaviour and lasting change.
- Talent and intelligence are not enough. The leaders who thrive are the ones who understand themselves, and the people around them.

> **Up to a certain point, being the brightest person in the room gets you promoted.** At a senior level, success depends on what you achieve through others.

GET IN TOUCH

berna@berna-brown.com

+34 649 511 181

LinkedIn



www.berna-brown.com

The Ability to Change

It all begins with self-awareness. From there, leaders build the skills to manage themselves, read others and build relationships that work: the core of emotional intelligence.

Four capabilities, from insight to action:

Self-awareness	"I recognise my needs, my state of mind, what motivates me and my key personality traits."
Self-management	"I can notice and choose my response to suit the situation."
Interpersonal awareness	"I notice the needs, wants and personality traits of other people."
Relationship management	"I create authentic and effective connections with others."

Experiential, practical and grounded in evidence, and tailored to each group.

> **Mind and brain:** under pressure, our reactions are chemical before they are rational. Knowing a little of how the brain works helps leaders spot the moment they are "hijacked", and respond better.

What Programmes Can Include

Hogan insight sits at the heart of every programme, giving each leader a clear, objective picture of what drives them, how they come across and what happens under pressure.

Hogan insight
What drives each leader, and what shifts when the pressure is on

Drivers and habits
Habitual drivers, such as Hurry Up or Be Perfect, and what they cost

Beliefs and assumptions
How we delete, distort and generalise, and believe our own thoughts

Leadership styles
The styles you rely on, and how to flex between them

Micro-behaviours
A tone, a pause, a reply sent at speed: the signals that carry the message

Team alignment
Turning shared values into what people say and do on an ordinary day

Executive coaching

One-to-one coaching for senior leaders who want to make a real shift.

Hogan is almost always where my coaching begins. Instead of spending months uncovering patterns through conversation alone, we start with a clear, objective picture of what drives a leader. That makes every session more focused, so progress comes sooner and lasts.



www.berna-brown.com

Formats

From an online series to an immersive retreat, every format is shaped around the group and what it needs.

90-minute series

A series of online masterclasses on key leadership themes and challenges

2, 3 or 4 days

In-person workshops for a leadership group

7 days

An intensive programme or destination retreat

Built to last. Follow-up coaching and group sessions help new habits to settle, so the change holds once leaders are back at work.

Leadership retreats in Marrakesh, and beyond

Immersive retreats for leaders and teams, designed to make change happen, and make it last.

About Berna

Business Psychologist
Executive Coach



I bring more than 20 years of strategic HR leadership, honed in global, blue-chip organisations, and have personally assessed and coached hundreds of leaders, including C-suite teams.

QUALIFICATIONS AND ACCREDITATIONS

- MSc Cognitive Psychology, University of Strathclyde
- PG Diploma, Organisational and Behavioural Psychology, University of Strathclyde
- British Psychological Society: Occupational Ability and Personality
- Hogan Assessments: HPI, HDS and MVPI
- Harvard Law School: Program on Negotiation for Senior Executives
- Also accredited in MBTI, FIRO-B, 16PF, Belbin, Korn Ferry Lominger and NLP Master Practitioner

> **Where to start:** a free 30-minute call to talk through your leadership goals and challenges. From there, we agree the right format, timing and what success looks like.

GET IN TOUCH

berna@berna-brown.com

+34 649 511 181

LinkedIn