



**STACEY**  **ASHLEY**  
LEADERSHIP VISIONARY

# STACEY ASHLEY

LEADERSHIP VISIONARY

People describe Dr Stacey Ashley as the leader's leader. The person who can help to make the complex simple. Able to offer the simple, practical, next step, in a strategic context. The person leaders lean on when they are facing situations and circumstances that are at the same time challenging, exciting, offering opportunity, and often moving through uncharted territory. A pathfinder if you like.

In 2023 Stacey received the Thought Leader Of The Year Gold Award at the International Stevie Awards for Women In Business in New York. One of her 14 Stevie awards. She has been twice named in the global LinkedIn Top Voices, and Thinkers360 Top Voices globally and for APAC.

With a talent for translating complex concepts into simple and practical ideas for immediate application, Stacey is the author of six Amazon #1 best-selling books about leadership.

Stacey is focused on future proofing CEOs. Their leadership, their people, and their organisations. With over 30 years' experience, she has helped 1000's to develop their leadership competence, confidence, and credibility so they can:

- ✓ Build the practical foundations for effective leadership
- ✓ Get out of the trenches, to lead strategically & with influence
- ✓ Transition quickly and effectively to leading larger, more complex portfolios
- ✓ Effectively lead change and transformation
- ✓ Create a leadership coaching capability
- ✓ Create the space to lead, for greater influence and impact
- ✓ Create High Performance executive teams - enabling rather than impeding progress
- ✓ Develop horizon thinking





*Over the last two years*

**40,000 PEOPLE**  
**30 COUNTRIES**  
**45 INDUSTRIES**

THE STEVIE® AWARDS FOR  
WOMEN IN BUSINESS

#Stevies20





## **GOLD AWARD 2023 THOUGHT LEADER OF THE YEAR**

International Stevie Awards for Women in Business - New York.  
Stacey has received 14 International Stevie Awards.



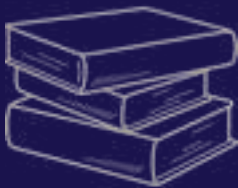
## **LINKEDIN GLOBAL TOP VOICE**

Twice named in LinkedIn's Global Top Voices  
2M views in the last 12 months.  
AND More than 100K views per month.



## **GLOBAL TOP VOICE THINKERS360**

Stacey has been named both Global and Asia Pacific Top Voice in 2023.



## **CONTENT CREATOR**

Stacey is a prolific content creator. Sharing her insights on Leadership across multiple channels. She offers complimentary eBooks, webcasts, and resources to support and add value to her wider audience. 2000 + downloads and counting.



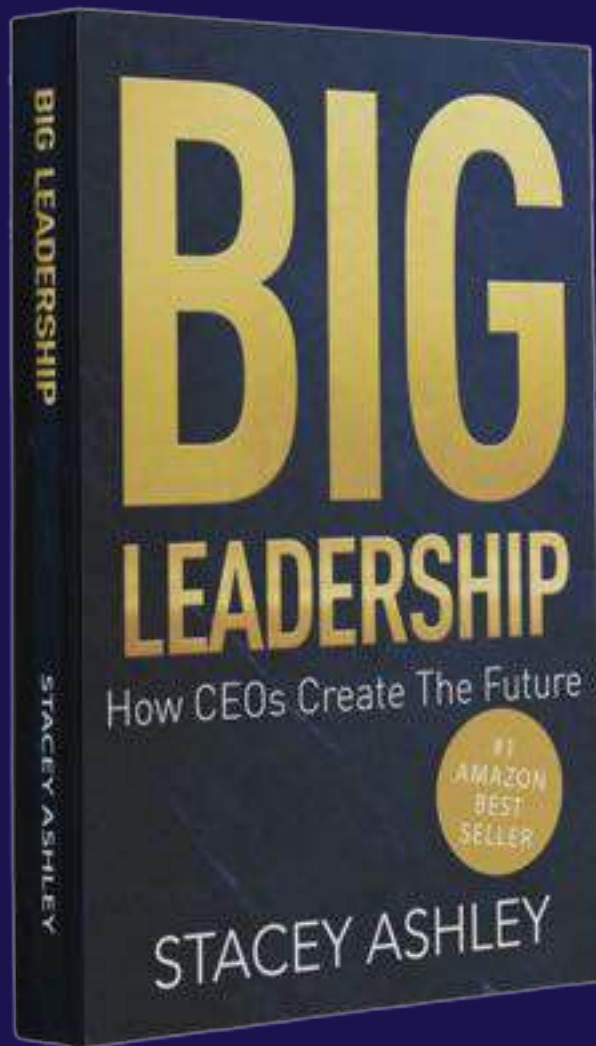
## **6 AMAZON #1 BESTSELLERS**

Stacey has written and published 6 Amazon #1 best selling books on Leadership. Her latest release in Big Leadership, How CEOs Create The Future.



# THE FUTURE PROOFED CEO

Based on Stacey's most recent book  
Big Leadership, How CEOs Create The Future



“

What stood out to me was Dr Ashley's dynamic speaking style, which effortlessly captured the attention of the audience throughout the entire session. Her delivery was both confident and engaging, making complex leadership concepts relatable to everyone in the room. We received lots of positive feedback from our guests and Dr Ashley's presentation left attendees equipped with practical strategies to enhance their leadership skills. I highly recommend Dr Ashley as a speaker for any event or organisation seeking an exceptional leadership expert.

Christina Cavallaro  
Special Counsel  
Macpherson Kelly

”

# THE FUTURE PROOFED CEO

cascades into multiple related areas of Leadership:



## **WHY AREN'T YOU COACHING YET?**

Transform Your Organisation With Coaching & Scale Your Leadership Impact

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## **POWER UP**

Strategies for Nurturing Your Leadership Energy, Outlook & Wellbeing

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## **COMPOSURE ON THE BALL**

Creating The Space To Lead

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## **3 KEYS TO GREAT LEADERSHIP DURING TURBULENCE & EMERGENCY**



## **ARE YOU A LEADER?**

I'm Not Asking If You Have A Big Title

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## **YOUR LEADERSHIP ZONE OF GENIUS**



# THE FUTURE PROOF CEO

cascades into multiple related areas of Leadership:



## **FIRST LEAD YOUR SELF**

The Being Of Leadership



## **LESSONS IN LEADERSHIP**

Leadership Essentials & Why You Should Be Sharing Them



## **YOU'RE ON MUTE**

Developing Visible Leadership



## **THE PRECIPICE OF POSSIBILITY**

Leading Possibility



## **THE HEART LEADS**

Using Your Multiple Brains To Do Cool Stuff



## **AN EYE ON THE HORIZON**

Critical Future Focus

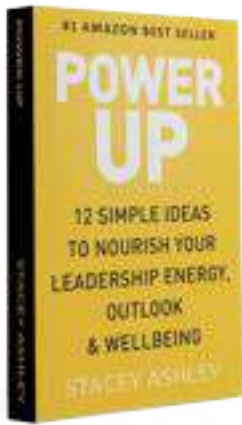
“

*Dr Ashley delivered a fabulous keynote for our International Women's Day lunch on Big Leadership. Her enthusiasm on the subject inspired loads of discussion amongst the attendees about the leadership actions required to achieve gender equality within the accounting profession. Dr Ashley was the perfect choice of speaker for our event, I cannot recommend her highly enough.*

**Sonia Gibson**  
**Founder and Director**  
**Accounting Heart**

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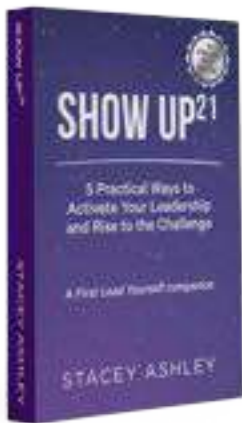
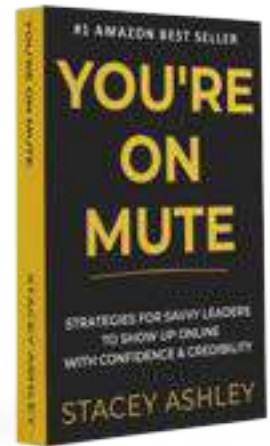
“ **If you are someone who is feeling battle weary, this is a MUST READ.**

Many Leaders are dealing with a depleted surge capacity from the pandemic.(Seriously this section of the book is a total game changer!) Leadership is a marathon, there are years of transformation ahead of you. Transformation takes time.



“ **With more than half of employees wanting to work remotely**

at least 50% of the time, and more than 75% of departments expected to have some or all of their team working remotely within the next few years, online is a significant feature of the world of work. Leveraging online is strategically significant, and likely mission critical, for creating sustainable and relevant organisations.



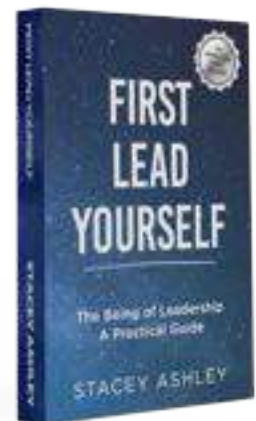
“ **I really like how you intertwine emotion with direction,**

it means a lot to me to hear a leader say that, I don't believe it is referenced enough in the workplace.



“ **The BEING of leadership is never spoken about!**

Thank you for writing on this! First Lead Yourself is a brilliant book that actually addresses the BEING and embodiment of leadership. This topic is so often missed in leadership books. I am so glad Stacey wrote this book because it has really uplevelled my leadership ability.



“ There's always a temptation to think that having been performing leadership roles for a reasonable period that a book for the 'New Leader' is perhaps not a natural choice.

**I would challenge that even a CEO with a career's worth of leadership under their belt wouldn't gain a few great reminders, tips and actions from this straight-forward, succinct and easy-to-read book.**



FULL EPISODE  
**\* JANUARY 15TH**

EXECUTIVE LEADERSHIP COACH  
**DR. STACEY ASHLEY**

AVAILABLE ON

**BUSINESS BUILDERS**

There's always something to learn in small business: Nine entrepreneurs share their lessons

Dr. Stacey Ashley  
 Executive Leadership Coach

**Leadership IS**  
 - Training in a Podcast -

First Lead Yourself  
 with Special Guest  
**High-Performance Leadership Expert  
 Stacey Ashley**

Hosted By  
**Jason A. Muhammad**

EPISODE 10  
**WHAT IF WHAT YOU BELIEVE IS NOT 100%?**

WITH DR. STACEY ASHLEY

FULL EPISODE  
 NOW AVAILABLE ON

www.leadershipis.com

AUTHORITY MAGAZINE

**Five Things You Need To Be A Highly Effective Leader**

**INTHEBLACK**

HOW TO APPROACH A PROSPECTIVE MENTOR

Leaders need to ask the right questions and really listen to elevate employee experience:

**THE MADE FOR MORE**  
 PODCAST

**IN THE MEDIA**

Leadership is about helping people to bring those gifts out and really help people to realize their potential.

**Stacey Ashley**  
 High-Performance Leadership & Coaching Expert

410 Why It Works: Stacey Ashley on Leaders Create Leaders

**BUSINESS BUILDERS**

Dr. Stacey Ashley, Ashley Coaching

You're On Mute Is Not Where a Leader Needs to Be  
 Ep. 1022 - 071

**LEADERSHIP POWERED**  
 Leadership Coach

**Top writer.**

**SHOW UP 21**

#050

**LEADERSHIP**

*New Episode*

Self Leadership Lessons For The High Performing Leader  
 WITH DR. STACEY ASHLEY

ENTER NOW

LinkedIn

**TOP VOICES**  
 2021

Meet The Arabain Allright Executive Coach Stacey Ashley On What It Takes To Lead

**WOMEN IN LEADERSHIP**

EPISODE 7 SIDNEY  
 CONFERENCE 29-30 NOVEMBER 2022  
 BREAKING BARRIERS. BUILDING LEGACIES

**BE**

Be a Powerful Women Today

WIEF

**WIEF 360**

**HR Virtual Summit PH**  
 The HR Hybrid Journey

New Podcast Episode

Hosted by Dr. Dana Aronson  
 With Stacey Ashley

**Leadership Re-Imagined**

Episode 22:

**LEADERS**

Be a Member To Transform Your Leadership

with Stacey Ashley

"Leading in possibility is about creating the opportunity for people to actually realize their potential and possibility."

- Stacey Ashley



“

*Stacey's style and experience was a really good fit for our organisation. A full day of workshops, conversations, and activity with Stacey inspired our female leaders to reach their full potential.*

*Working with Stacey has also helped identify some of the challenges our women are facing, providing the opportunity for us to be more informed and proactive so we can support women in our organisation in an even better way.*

**Clarissa Fraser**  
**HR Advisory Lead**  
**Northrop Consulting Engineers**

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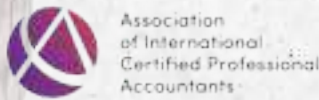
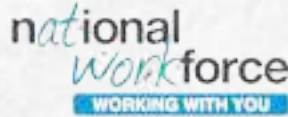
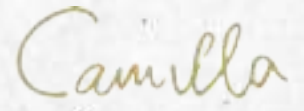
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*We all know how instrumental an MC is in a world-class conference, and it's a world-class international coaching conference. As chair for APAC2022 which was held virtually on December 9-10, I felt privileged and lucky in choosing Stacey as our MC, and she performed her role extraordinarily well - natural, calm, prepared, controlled, pointed, and exhibiting a profound self-confidence. With her indispensable contribution, the conference has been hailed as a sweeping success.*

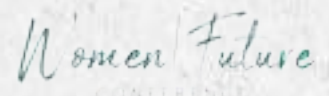
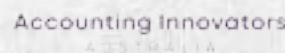
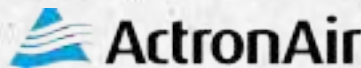
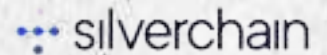
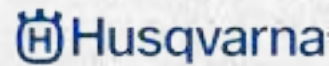
*Thank you Stacey for helping make the event tick and for our great partnership!*

**Gary Wang**  
**Conference Chairman**  
**APAC (Asia Pacific Alliance of Coaches) International Coaching Conference,**  
**Shanghai**

”



macpherson kelley.



# WORKSHOP & PROGRAMS

**Extend the impact of having Stacey speak at your event by adding a breakout session, workshop, or extended program.**

“

*Stacey supported our planning in the lead up to the workshop and was in regular communication to ensure we were all on the same page.*

*She tailored the program to support our specific needs and the topics she covered were relevant to the current climate many leaders are working in. Our group left armed with tangible actions we could implement in both our work life and personal life. It has changed the way we work and think.*

**Sim Dhillon,  
Regional Talent & Culture Manager  
Accor Hotels**

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*There's More...*

# LET'S CREATE AN EXPERIENCE.

Optional extras you may choose to add, to embed the learning and increase the return on investment for your event (additional fees may apply):

## BEFORE YOUR EVENT

- Customisation and specific industry research
- Research of your audience to identify specific challenges and issues
- Use Stacey's Social Media network (over 30,000 people) to promote your event
- Use of your hashtags before, during and after event
- Provide articles, blogs, videos, e-books, and whitepapers with your branding for marketing
- Copies of Stacey's books sent to participants
- Copies of Stacey's books for participants, customised with your branding
- Promotional video to market your event on your social media and website
- Teaser video to your registered audience

## DURING YOUR EVENT

- Delivering an engaging and interactive presentation
- Extension of content and time to 90 mins
- Add a breakout session to your event
- Moderate a panel discussion for your event
- Inclusion of your event app to amplify engagement
- Books and other resources can be used for prizes and giveaways
- Stay for the following break to engage with delegates and answer specific questions

## AFTER YOUR EVENT

- Sharing of reference notes and additional resources for participants
- Follow up consulting including reporting and recommendations for the CEO and/or leadership team
- Access to Stacey's online courses and support materials for delegates
- Follow up Webcasts for delegates on the same or additional topic
- Follow up Masterclass, for a deeper dive on the same or additional topic
- 30, 90 day or 12 month email or phone access to Stacey for delegates
- Individual or Group Coaching and Mentoring with Stacey

Let's chat about how we can collaborate to create an extraordinary experience for your delegates!

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LEADERSHIP VISIONARY

