



Tailored Approaches to Self-Leadership



YOUR EMPOWERING SOLUTIONS

Developing Leaders & Company Culture for the Global Arena



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YES (Your Empowering Solutions) partners with clients to co-create organizational solutions that solve business challenges and transform performance to optimize and execute the people strategy. Centering on building trust, a collaborative culture and high performance, we develop effective leadership behaviours, collaborative high performing teams and a people-driven organization.

- **Design and co-create people strategies based on deeply understanding your organizational needs and business priorities.**
- **Develop people-focused solutions to drive collaboration, effective relationships and achieve business results.**
- **Applying the latest psychology and neuroscience to help people and leaders enhance performance and behaviour.**
- **Have implemented solutions across Asia Pacific and the Middle East, as well as virtual solutions across 40 countries on 6 continents.**

Testimonials

“The insights from this journey stay deeply in myself and create “A-HA” moments. What I learned suddenly pops up and gives me hints and ideas to be a better manager.”

Senior Vice President Marketing, Pharmaceutical Industry

“I liked that we walked away with a commitment to ourselves on how we can improve our engagement, which I think is crucial for leaders to always keep in mind.”

Director Human Resources, Luxury Brand

“The coach did a fabulous facilitation on leadership behaviours. I learnt a lot during the session and was impressed with his energy and delivery style.”

Head of People Development, Financial Services

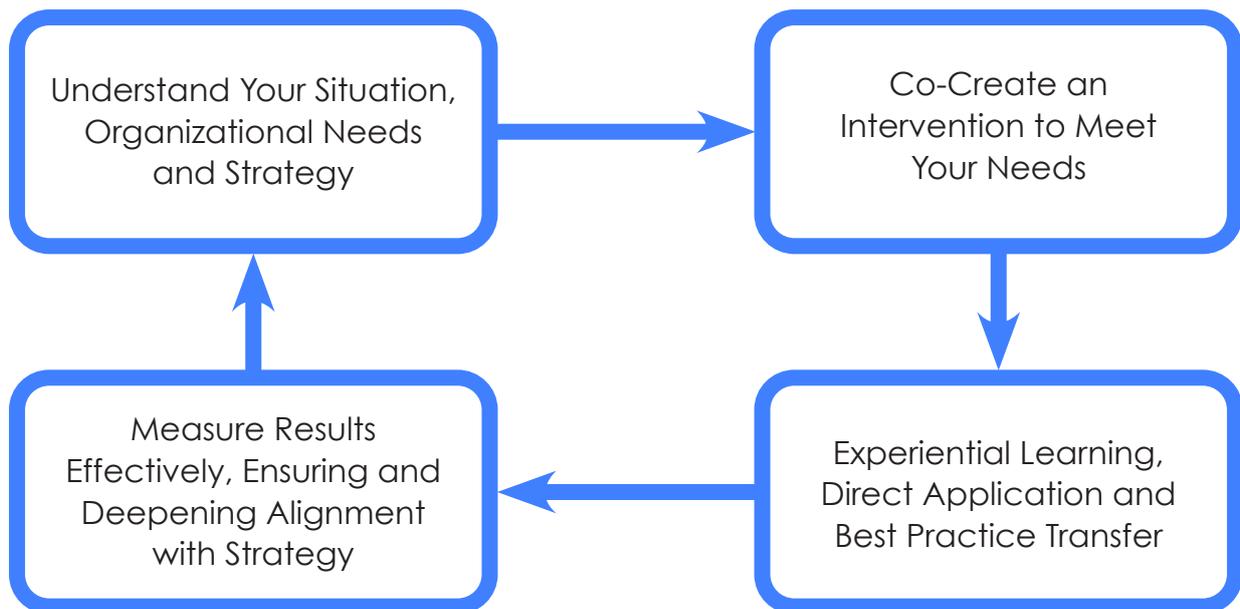
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Our Approach

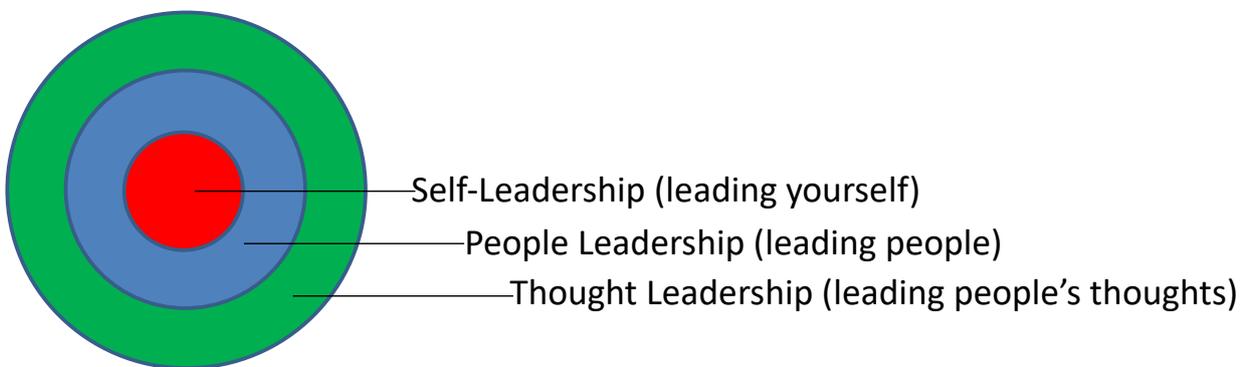
Bespoke solution design is tailored to the client's organizational needs and strategic initiatives, weaving and integrating the client's own competency models and organizational processes into the intervention.

Results are measured effectively to ensure objectives have been met, to ensure execution and transfer of learning, and to deepen the alignment with strategic initiatives and organizational needs.

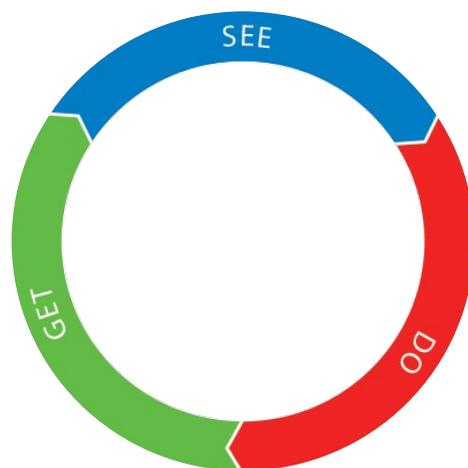


Our Philosophy

There are 3 kinds of leadership: Self-Leadership (leading yourself); People Leadership (leading people); and Thought Leadership (leading people's thoughts). And we can think of these as concentric circles, starting with Self-Leadership, then People Leadership, then Thought Leadership. At the centre is "Self-Leadership." This is the starting point and necessary for both "People Leadership" and "Thought Leadership." Being able to lead yourself and have executive control of yourself is the key starting point of successful and effective leadership.



We also believe that the way we see the world (our *mindsets*) leads to the behaviour that we do, which leads to the results that we get. If you want make small changes, focus on the behaviours (what you do). If you want to make quantum leaps, focus on the *mindsets* (how you see the world). We aim to help people focus on their *mindsets* so they can increase their self-awareness and form lasting new habits to achieve greater results.





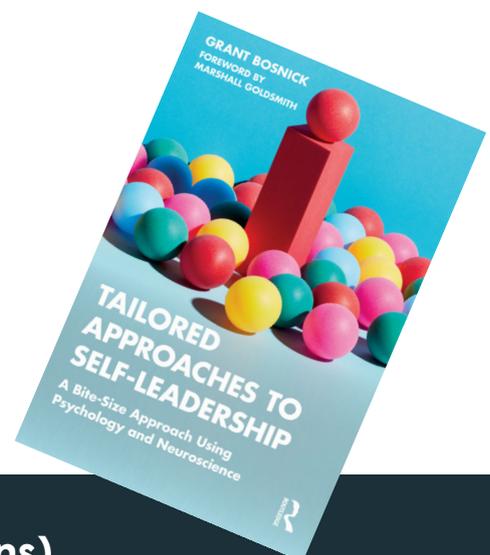
The number one thing that stands in people's way to grow, change and develop is their ability to change their habits. The will is there but we have been brainwashed into thinking that changing our habits is difficult. But what if we knew that change is easy if you have the right knowledge and the right tools?

Based on Grant Bosnick's book, **Tailored Approaches to Self-Leadership**, published by Routledge, this journey encourages you to understand behaviour from the "inside-out" of neuroscience and how the brain works, while also keeping an eye on the "outside-in:" how we understand others and how others see us. And based on where you need to focus, it provides the bite-size knowledge and tools that will enable you to make a boost in areas that are most important for YOU.

The visual above represents the 18 chapters in the book. Each of these topics is a half-day workshop or keynote talk and can be delivered stand alone, as a series or in any order you like.

Based on the book:

Tailored Approaches to Self-Leadership
 by Grant Bosnick
 foreword by Marshall Goldsmith
 Published by Routledge



Presence

If you don't brand yourself, others will brand you. Having presence is like "self-branding;" it is the perception that others have of us. Sometimes our presence is uncontrolled, detracting from the situation and causing an unintentional negative impression; this is when people brand us. However, we can control our presence to become the most interesting person in the room (direct presence), or the most interested person in the room (subtle presence) – both of which add value in different situations, and enhance our leadership abilities.



In this session you will learn:

- **The Presence Framework (direct, subtle, controlled, uncontrolled)**
- **The Components of Presence**
- **How to Increase Our Presence**
- **Psychological Presence (Developing from the Inside-Out)**
- **Branding Presence (Developing from the Outside-In)**

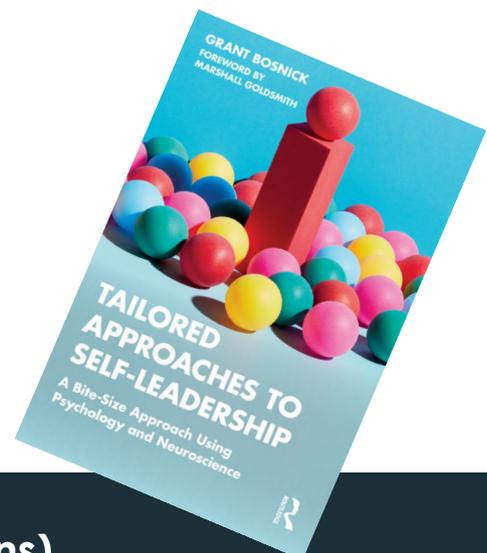
About the speaker:

Grant 'The Beat' Bosnick is a Leadership & Team Effectiveness Expert and Musician, and the Managing Director of YES (Your Empowering Solutions), a boutique HR consultancy. With a background in psychology and neuroscience, he has partnered with over a hundred Fortune 500 and FTSE 100 clients for 24 years to transform people's behaviour to achieve results and perform at a higher level. He loves switching on light bulbs with people - triggering those 'aha moments' - insights - that change mindsets and open up new possibilities. His passion is all about helping people, teams and organizations re-imagine the future, not for a new normal, but for a 'better' normal... His new book, *Tailored Approaches to Self-Leadership: A Bite-Size Approach Using Psychology and Neuroscience*, was published by Routledge in September 2022.



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Change

Everything and everyone we meet, we interpret as a reward or a threat, and then based on that, our body reacts, our brain and mind think and feel what they do, and this leads to the decisions, behaviour and actions we make. When faced with a change, our brains appraise it as a threat or a reward to our psychological needs. Mapping how the change affects our psychological needs can help us gain more executive control of our brain, and develop more positive mindsets and behaviour that will influence us, and the people and teams we lead.



In this session you will learn:

- **A Brief History of Our Psychological Needs**
- **Why We Resist or Block Change**
- **Change Responses**
- **Triggers**
- **Building a Positive Change Network**

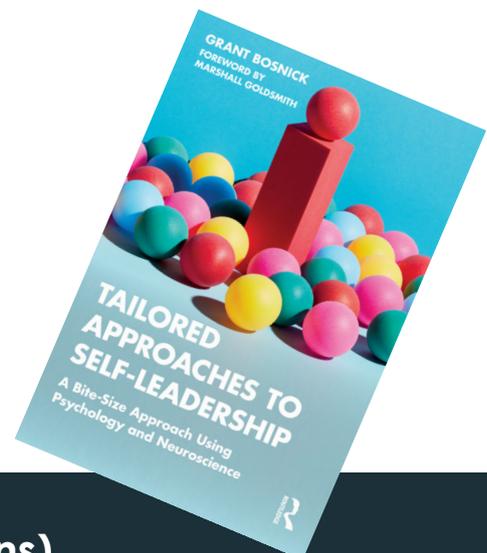
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Agility

Every day, in every part of our lives, we are faced with multiple changes, big and small, quick or long-lasting. We all respond differently to each change, however some individuals are able to cope better with the uncertainty of it, and so adapt and thrive through these changes more effectively than others. We can describe these people as being agile. Agility is not necessarily about the speed of response to a change, but more the proactive ability to adapt and thrive in the face of continuous change. This can be learned and developed, and help us lead at a higher level.



In this session you will learn:

- **Stressors and Triggers; and The Antifragile**
- **Adapting and Managing Ourselves Through Change**
- **Mental and Physical Strength**
- **Mental Self Talk**
- **Anticipating the Future**

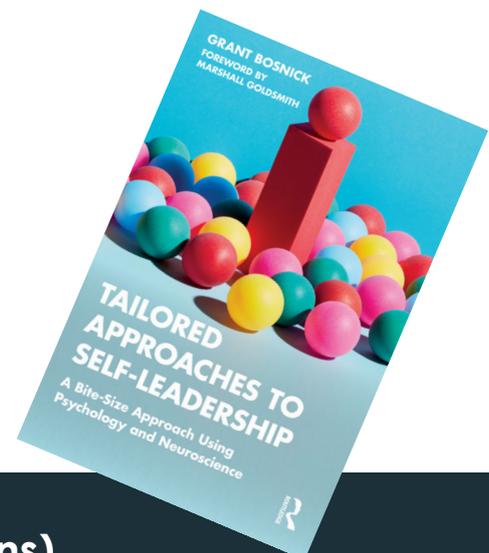
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Resilience

The world in which we live and operate is more volatile, uncertain, complex, and ambiguous than ever before, all of which can lead to stress, anxiety, and disengagement. To be successful in this environment, we must be highly resilient, able to perform at high levels in the midst of this constant change and uncertainty. Developing our resilience will help us succeed and lead in a constantly changing and uncertain world.



In this session you will learn:

- **What is Resilience?**
- **What Derails People During Adverse Times?**
- **Building Resilience in Ourselves**
- **Adopting a Pro-Social Mindset**
- **Building Resilience for Ourselves and Our Teams**

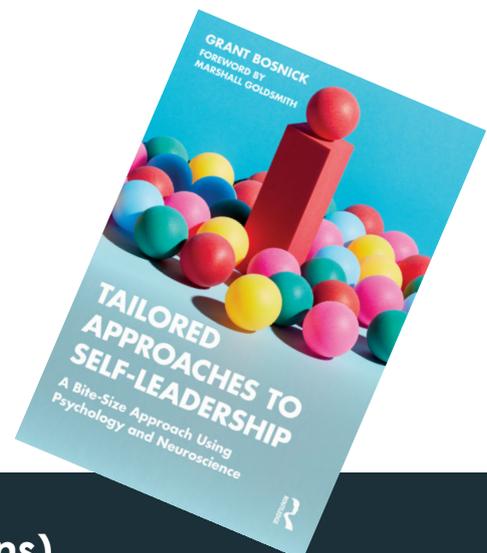
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Persuade and Influence

What is the difference between persuade and influence? Persuade we can think of as quick, more direct, more for short-term or immediate gain. Influence, on the other hand, is softer, more subtle, more for longer-term and lasting gain. Persuasion is perhaps more tactical; whereas influence is more strategic. By adopting certain mindsets and behaviours, we will be able to persuade and influence others better, and develop our leadership style.



In this session you will learn:

- **Persuasion: Logos, Pathos, Ethos**
- **Persuasion Tactics**
- **Strategic Influence**
- **Benefits for Others and “Social Currency”**
- **Reciprocity**

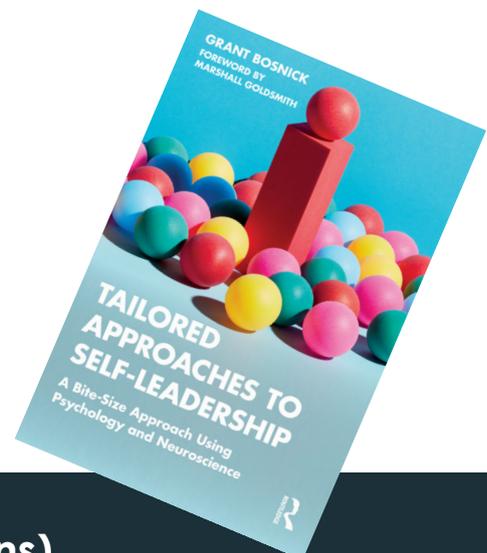
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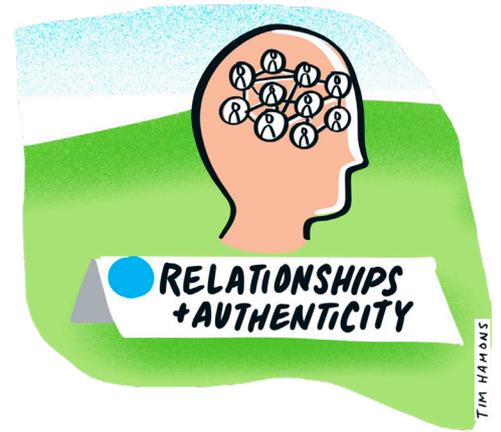
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Relationships and Authenticity

In 1923, Austrian philosopher Martin Buber wrote the book *I and Thou*, and it is still very relevant today. In it, he makes a distinction between two kinds of relationships: *I-It*, in which we turn inward, focusing only on ourselves, and treat others as things for us to get what we want; and *I-Thou*, in which we turn outward, seeing others as people and building authentic relationships with them. Implementing practical tips, and accessing what neuroscience calls our “social brain,” we can build mindsets and behaviours to develop better relationships with others.



In this session you will learn:

- **What does it mean to be authentic and what holds us back?**
- **How We Regard Others**
- **Self-Focused vs Other-Focused**
- **Building More Authentic Relationships with Others**
- **Go Slow to Go Fast**

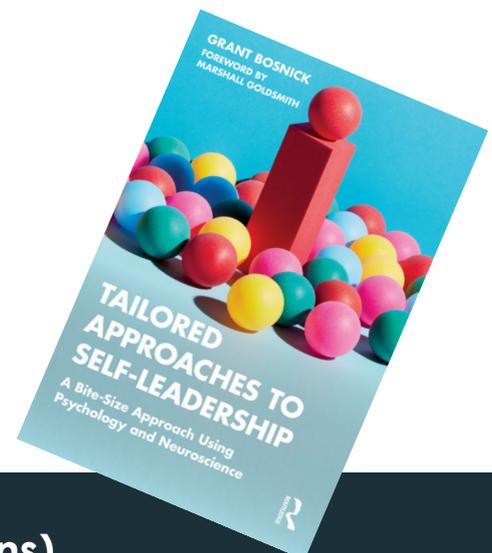
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Grant ‘The Beat’ Bosnick Managing Director and Executive Coach

Focused on driving organizational change and performance improvement, for 24 years Grant ‘The Beat’ Bosnick has partnered with clients to design and deliver solutions, aligned with corporate strategy and organisational processes, that transform leaders’ and team’s behaviour, to become more global minded, have purpose and alignment, engage others, manage change, innovate and perform at a higher level. He started his career as a Senior Manager in the entertainment, professional fund-raising, and natural gas industries, leading diverse multicultural teams. With a background in psychology and neuroleadership, moreover, he engages leaders and teams to explore multiple perspectives, understand themselves deeply, drive change and transform behaviour – to foster & develop global leaders and teams for a rapidly changing and complex environment. Clients include Accenture, Adidas, Allianz, American Express, AXA, Bayer, BlackRock, Boston Consulting Group, Coach, Citigroup, Cisco, Coca Cola, Dairy Farm, Dentsu, Deutsche Bank, Deliveroo, Ericsson, Ernst and Young, Fuji Xerox, Goldman Sachs, Hewlett Packard Enterprise, Japan Ministry of Manpower, Jardine Matheson, Lexus, Louis Vuitton, Maersk, Manderin Oriental, Merck, MetLife, Microsoft, Mitsubishi Corporation, Mitsui, Nike, Pfizer, Procter & Gamble, Schneider Electric, Sephora, Shell, Siemens, Thomson Reuters, Unilever, Viacom, Vodafone, Wunderman, WWL, YKK, among others.



Using assessments and research-based content, Grant works with middle and senior managers in the areas of communication, executive presence, authentic leadership, team alignment, people leadership, trust building, interpersonal relationships, collaboration, influencing, change management, coaching, mindfulness, diversity & inclusion, creativity, storytelling and personal effectiveness. He is a well sought after keynote speaker for offsites, annual conventions and executive conferences, for hundreds of people, on such topics as Inspire, Motivate and Change. He has lived in Asia Pacific for 24 years; and has worked all across Asia Pacific and the Middle East. And has delivered virtual leadership sessions with over 40 countries on 6 continents.

Grant sees L&D and Coaching as a helping process focused specifically on improving work performance, and is a link between an individual’s development needs and the organization’s strategic goals. And by providing behavioural know-how & tips to enhance improved performance, participants’ and Coachees’ change in behaviour will not only achieve their own objectives, it will also help motivate their colleagues & subordinates to cooperate in harmony for positive team building towards common goals.

Grant graduated from Queen’s University of Kingston, Canada with a degree in Philosophy and Behavioural Psychology, focusing on human behaviour and personal development, graduating top of his class. He is certified in several behavioural and 360 assessments, including the GDQ (Group Development Questionnaire) and Marshall Goldsmith’s Global Leadership 360; certified in the Foundations of NeuroLeadership from the NeuroLeadership Institute and the Foundations in Design Thinking from IDEO U; is a Marshall Goldsmith Stakeholder Centered Coaching Certified Executive Coach, NLI “Brain-Based” Coaching Certified Executive Coach; and a PQ (Positive Intelligence Quotient) Certified Executive Coach. He has also written a book on strategic thinking and problem solving, and published a video series on *Leadership Communication* with Kenichi Ohmae’s BBT Network. His new book, *Tailored Approaches to Self-Leadership: A Bite-size Approach Using Psychology and Neuroscience*, was published by Routledge Press in September 2022.

Grant thrives on developing leaders around the world and helping organizations transfer best practices. He is based in Singapore, and travels extensively.

testimonials

"I would like to say "thank you" Grant for these outstanding Executive Coaching sessions. It has been an honor to participate in your sessions. Also I really enjoyed this valuable experience. At the beginning of this journey, I did not realize how much this coaching will impact me. As time passed, I started having "A-HA" moments in daily business. Hints, advice and suggestions that Grant gave me during the coaching sessions stay deeply in myself and create "A-HA" moments. What I have learned from these coaching sessions suddenly pops up and gives me hints and ideas to be a better leader. Even though the sessions are ended, the learning from this Executive Coaching will last and keep creating "A-HA" moments in me in the future as well."

Senior Vice President of Marketing, Pharmaceutical Industry

"First, let me say that the sessions with Grant have not only been enjoyable, but also have changed my life in a way that has already shown tangible returns to our organization. Thank you. Your energy, respect and humility makes your sessions easy to understand and easy to learn from, even when listening to critique of current practices. I have come to understand more clearly that there is no "perfect" management method; that the best one can do is to try to avoid major mistakes. And that the best way to do that is to: 1. always maintain one's composure; 2. ask questions, and more questions and yet more questions; and 3. truly listen to the answers. Employment of these practices has provided 3 of the most fulfilling meetings I have ever experienced in my adult career, in just this past week, each of which I believe will have a significant and tangible positive impact on our organization this year."

Executive Director of Sales, Financial Services Industry

"The sessions with Grant became an opportunity to learn leadership tricks, hear advice, get feedback and reflect on what my leadership style was and, more importantly, how it should evolve and develop. We discussed, for example, the concept of intervention and when is the right timing for a leader to step in. How to perceive the potential of subordinates and how to get them to achieve that potential. What are the absolute qualifications to being a true leader and What are my beliefs on leadership? How can I add and improve those beliefs? How to deal with complex situations, including careful analysis, determining resources and developing an action plan to come to solutions. All of these discussion topics forced me to first think about what my current opinions are – what did I think about those topics? Did I think about those topics? And then, through discussion and insights, I was able to enhance my appreciation and better hone and refine my own views. And best of all, because I am actively leading a team of leaders, I was able to immediately take the learnings from these sessions and apply them in my daily leadership life. I am now a better leader as a result of this initiative and am very thankful for the opportunity that was provided."

Director of Quality Assurance, Tech Industry

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