



Callum McKindy



**CONNECTING**  
People, Purpose, and Place



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# About Callum

Callum McKirdy is a speaker, trainer, facilitator and mentor to leaders, teams & the HR industry across New Zealand, Australia & the wider Asia-Pacific region.

With 18 years in the organisational development sector, he helps leaders deepen their connection with staff for greater influence, and develops people at all levels of organisations grow their connection with the work they do.

Callum believes if organisations are to thrive in the new world of work where people are required to perform work at a higher-level, they must develop the ability to have better conversations about work, at work and amplify their impact.

Believing HR will play a critical leadership role in the future of work, Callum's particular focus is on assisting HR leaders to build their influence at the C-suite and Board level, while lifting the People and Culture function's impact through the way HR practitioners practice their profession and behave as the team others want to be like across their organisation.





# Why I Do What I Do

I work with people, teams and organisations **to help them develop deeper connections** – with each other, their organisation's purpose, and with the work they get out of bed to do. I believe we work too much of our lives (regardless of how many hours we put in) for it to not be fulfilling, rewarding, worthwhile and of value – to ourselves and to those we serve.

Often, what's missing is the right mix of three crucial pieces of the cultural puzzle – the **People** (the unique combination of individuals trying to do stuff together), the **Purpose** (why they are there to do what they do), and the **Place** (where they actually do the work and what that means for the way they interact).

We know that each of these facets is changing at an ever-increasing rate, placing a huge demand on leaders, teams and organisations to respond and up-their-game. The only way to do this is by being intentional with your culture – essentially developing cultures of conversations. Good thing I'm here, aye?!





# Companies I have the pleasure to work with





# Don't take my word for it



"A great, relevant model for our team. Callum was approachable, engaging and connected well with all members of the team. I'll be recommending you to our Executive team."

"A positively harrowing but very beneficial and well-delivered team building session. Just what we needed to get us out of complacency."

"I was very impressed with how well-prepared you were. You have a real ability in tying the best of each team member's contribution together."

"Your keynote address was an excellent way to close the Symposium as you were very professional and entertaining. You related aspects of the day together with humour that put everyone at ease, and which left us all with a sense of satisfaction and completion of a day well utilised. Many thanks."

"Just a quick note to say thank you Callum in particular for facilitating at the Symposium this week - it was a very successful event. The feedback that I have received, including today's Board meeting was very positive. The format encouraged open and frank discussion!!" - CEO

"Working with you was great! I found the whole process really interesting. Your guidance on how to initiate change after the workshop ensured that the whole exercise was a success and this was much appreciated. Your observations of our staff dynamics, and suggestions on how to best handle some potentially difficult situations offered valuable insights for us." - Global Corporate HR Office

"The CEO and I were just discussing how impressed we were with your facilitation at our Leadership Summit. The balance of open inquiry alongside keeping matters on track was very well achieved. I'd be happy to see you working with Delta again so please keep in touch." - GM Capability & Risk



# Why it would be great to work with you



I'm fortunate to have a great group of past and current clients who have all allowed me into many relatively sacred parts of their working lives – the Boardroom, the Executive and HR team meetings, the staff room and the end-of-year Christmas function. I've seen teams at their lowest, leaders behave like children, colleagues act terribly towards each other, and organisations struggle with change. I've also seen teams hit their straps and surpass what they believed was possible, leaders develop into champions with influence far beyond their industry, colleagues support each other as they push their physical and mental boundaries, and organisations eat disruption for breakfast.

In working with HR professionals I've seen immensely talented and technically gifted practitioners and teams get in their own way by focusing too much on the 'what' and not enough on 'how' they practice. It's a real privilege to help people in HR take their practice to a new level.

In all these instances, there has been a common theme – developing a deeper connection with one-another through better conversations about work; at work.

I'd love to chat with you about how we could do the same for your team.



# My Book

## The HR Catalyst

### The New Practice of Leading HR

The changing world of work is placing new and greater demands on people, teams and entire organisations. Corporate support functions have tried and unfortunately more-often-than-not, failed to become strategic business partners to assist their businesses, at the very least, to respond to such disruptions and technological advances.

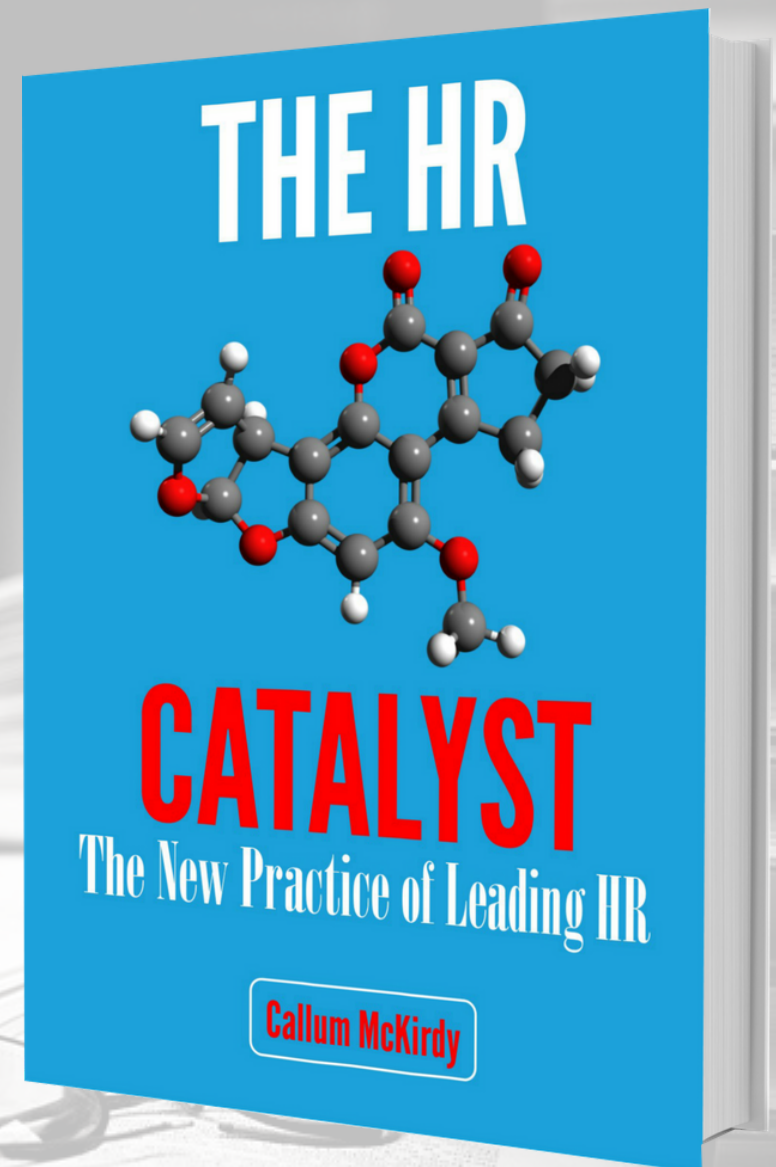
It's now time for at least one of those functions to make the step-change it's been on the cusp of for so long ..... Human Resources – a function so under-rated yet so full of potential.

For too long HR professionals the world-over have battled the tension of competing demands like no other function in organisations – CEOs want HR strategists; frontline leaders want HR generalists, all the while individuals working in HR often can't articulate specifically what it is they want and/or need to be. The time is ripe to unleash ***The HR Catalyst***.

In ***The HR Catalyst: The New Practice of Leading HR***, Callum McKirdy unpacks the keystone traits that successful HR practitioners of the future must exhibit to successfully navigate change as the world we live in alters at an ever-increasing rate – regardless of context or industry.

***The HR Catalyst*** offers the reader an opportunity to:

- Understand what the BIG picture of HR leadership is and why it matters (and how this has changed from traditional strategy);
- Let go of what no longer matters, what is no longer relevant or taking you forward as an influential HR leader;
- Gain traction with what you are trying to achieve with your own HR practice;
- Build deeper, better, more sustainable and rewarding working relationships; and,
- Develop an effective and authentic HR brand.





# My Development Programmes

## Programmes for HR

- Catalyst5 HR
- The Optimised HR Team
- Mentoring for HiPo HR Professionals

## Keynote Presentations

45 - 90 minutes

## Workshops

0.5 - 3 days

## Retreats

2 - 5 days





# Catalyst5 HR

5-month in-house or public programme

## The New Practice of Leading HR for the Future of Work

In the fast-changing world of work, new and greater demands are being placed on people, teams and entire organisations. Corporate support functions have tried and unfortunately more-often-than-not, failed to become strategic business partners to assist their businesses, at the very least, to respond to such disruptions and technological advances.

But now, NOW, is the time for at least one of those functions to make the step-change it's been on the cusp of for so long ..... Human Resources – a function so under-rated yet so full of potential.

***“CEOs and agency heads have high expectations of what HR could be doing for their business, and HR practitioners agree with those expectations. But HR, by its own admission, does not live up to the promise entailed in those expectations.”***

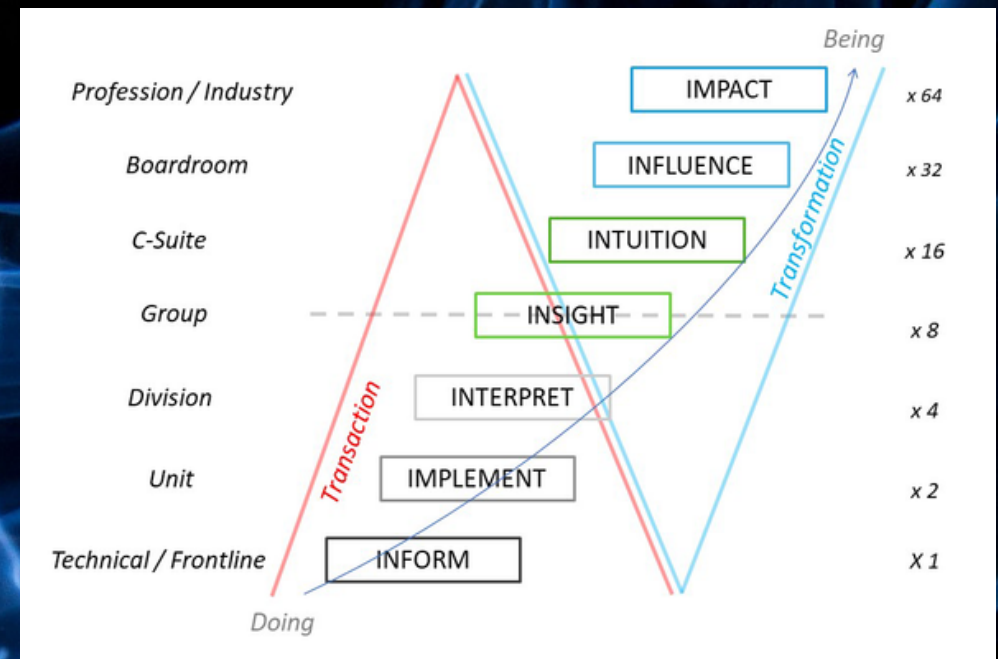
*- Lyn Goodear, Chief Executive of the Australian Human Resources Institute*

Yes, indeed the world has changed. HR's potential is bursting, but the way HR is done hasn't kept up with that change.

## IT'S TIME TO UNLEASH THE CATALYST

HR has to change - it's time for that change. For too long HR professionals the world-over have battled the tension of competing demands like no other function – CEOs want HR strategists; frontline leaders want HR generalists, all the while individuals working in HR often can't articulate specifically what it is they want and/or need to be.

Yet, with all this change around us it's not okay to just mill-about in the abyss that is the middle ground. The time is ripe for you, yes little ol' wonderful, talented you to make 2019 the year of the HR Catalyst and set yourself up to make your greatest impact to date.



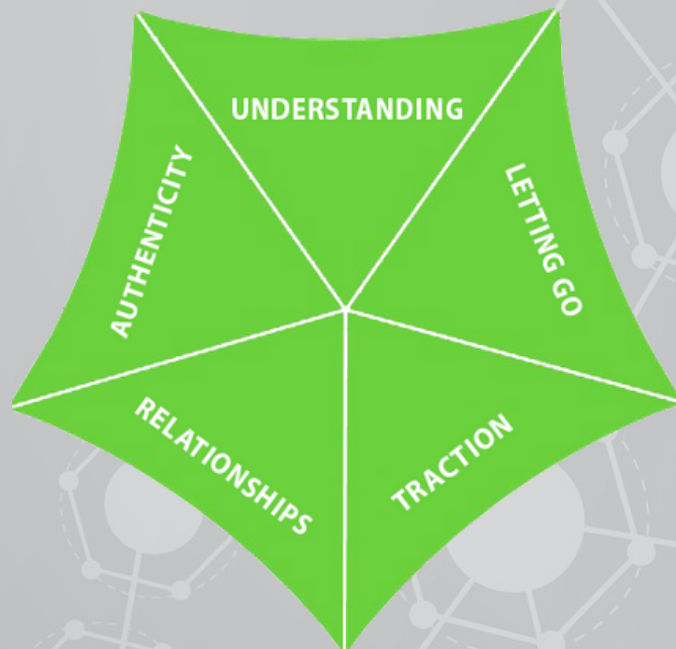


# Catalyst5 HR (cont'd)

## What is the Catalyst5 HR programme?

Catalyst5 HR is a five-month programme designed to bring together thought-leading practitioners in the field of HR who are looking for that something else to kick-start their progression to the next level as an HR influencer in their organisation. Limited to 16 participants in each Cluster, Catalyst5 HR is designed to build a community of like-minded yet independent practitioners to move beyond transactional and pseudo-strategic HR and position themselves as the catalyst amplifying HR's impact in the organisation - being the best version of their professional selves.

Fundamentally this programme is less about getting through content and more about having experiences that lift you out of the status quo and into a more effective future you. Sounds awesome, right?



## Who is Catalyst5 HR for?

- Mid-level HR practitioners working in generalist &/or strategic HR, OD, L&D, Recruitment, Change Management, Health & Safety, ER/IR - you name it, you'll benefit if you're wondering "what's next?"
- Those in HR tired of traditional training courses but have a burning desire to change how HR happens in their organisation.
- HR practitioners unsettled by their gut-instinct "perhaps we don't practice what we preach?!"
- Anyone who knows, feels or has been told they have untapped potential and want to do/be/achieve more in the field of HR
- HR practitioners who recognise we don't need more HR Strategists but HR Catalysts who, amplify and level-up their HR influence across the organisation.

## Who is Catalyst5 HR not for?

- People looking for a quick fix – this is an intensive programme that requires participants to DO THE WORK and work on their own behaviour and practice (yes, there's homework .... but nothing that adds to your workload. After all, this is about being savvier in your HR practice).
- Anybody with a chip on their shoulder and/or who blame others for their lack of progress
- Those who can't be bothered taking a good, hard look at themselves
- People who have given up on the promise and potential of the HR profession (it's THE FUTURE!!!)

**Includes the Catalyst5 HR Diagnostic tool and report**

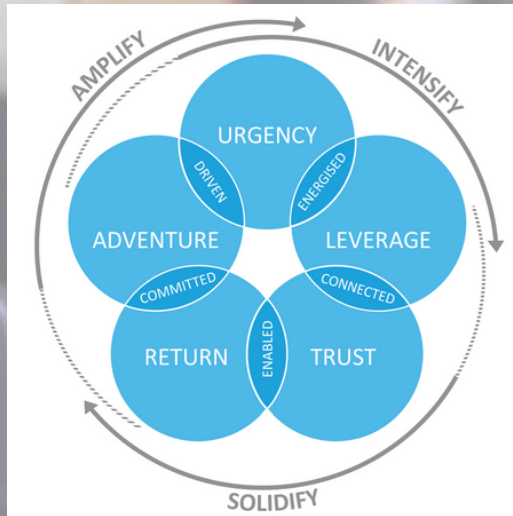


# The Optimised HR Team

## ULTRA: Developing the optimised People & Capability team

This programme sees your HR team getting its own house in order based on the ULTRA optimised model of high-performing work teams. A pre-event diagnostic provides insight into the areas of the model your team requires to lift its game from those it needs to double-down on. Each workshop focuses on proactively developing team behaviours towards an action plan developed together within each session. Six, monthly 1-day sessions ensure accountability and support is top-of-mind.

This event is especially useful for teams that have stalled or seen their performance (perceived or real) plateau, and helps to reignite their collective influence across your organisation.



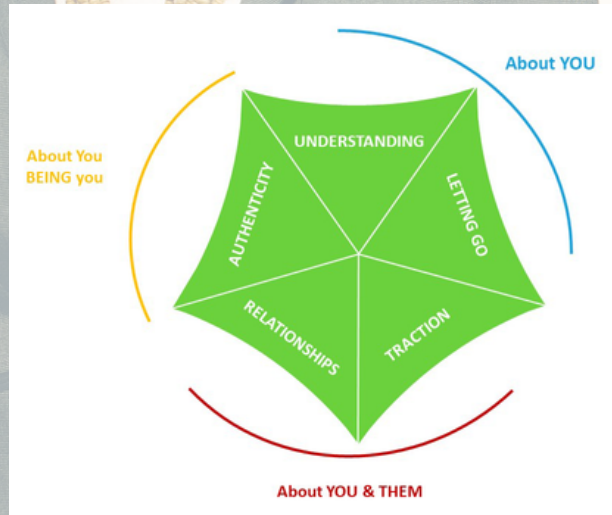


# Mentoring for HiPo HR Professionals

**Are you feeling stuck in your HR practice? Are you a high-potential (or do you manage one?) with more to give but wondering how to unlock that HR goodness?**

The HR Catalyst Mentoring programme offers HR professionals the opportunity to take a deep dive into their own practice of HR and target the areas in which you need to level-up.

We'll take a tour around the HR Catalyst model:



## **You'll get:**

- An in-depth assessment of your practice with the Catalyst5 HR diagnostic tool
- 6 monthly 1-on-1 mentoring sessions with Callum where you'll target the specific areas of your HR practice that will see you amplify your strengths and influence to greater effect in your organisation and longer-term career
- Exclusive access to online resources
- Regular support check-ins with Callum to ensure you stay on track and don't get dragged down into busyness
- Clarity on exactly what you need to do to unlock 'you' in your career.

We'll use Skype so the beauty is - you can do this from the office, a café, your lounge or the Koru lounge.

Eligibility criteria applies, and places are limited so if you're keen to explore this as an option, get in touch.





# KEYNOTE PRESENTATIONS

45 - 90 mins

Callum connects with many clients through speaking engagements that see a long-term relationship develop based on trust and delivered value.

While the keynotes below are his most often delivered presentations, each is tailored to your specific brief depending on your conference themes and intended audience expectations. Development is quite straight-forward, however, Callum is booked many months in advance so it pays to get in touch to ensure he's available for your event.

## **Works best for:**

Audiences of 30-3,000 people from organisations grappling with change, leading people into-, through- and post-change, and large industry-wide conferences and events looking to hone thinking on putting people at the forefront of their future success.

## **Includes:**

All pre-event planning and meetings/skype calls, any pre-event diagnostics (if appropriate).



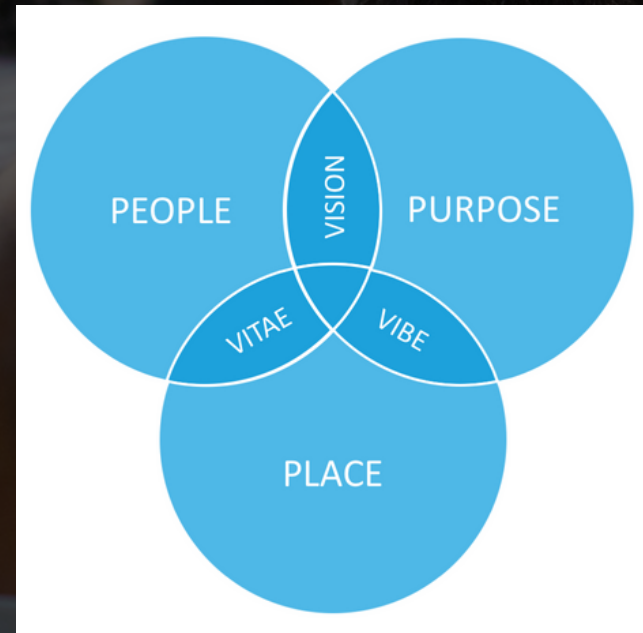


# Keynote 1

## *The 3Ps of Engagement: People, Purpose and Place*

Employee engagement as a concept has been around for decades, but it remains very much misunderstood. Definitions usually speak of the levels of commitment to something or someone within the organisation, and what this connection may result in if it is harnessed, such as greater performance or intention to remain an employee. Yet, these definitions tend to fail at providing practical answers as to what you as a leader can do to enhance engagement.

This keynote focuses on the three core facets of organisational culture, which subsequently drive engagement and performance – the People, their combined Purpose, and the impact the Place at which they work. Callum has found that when these three foundations combine through dedicated and committed intentional design, true magic happens within organisations.





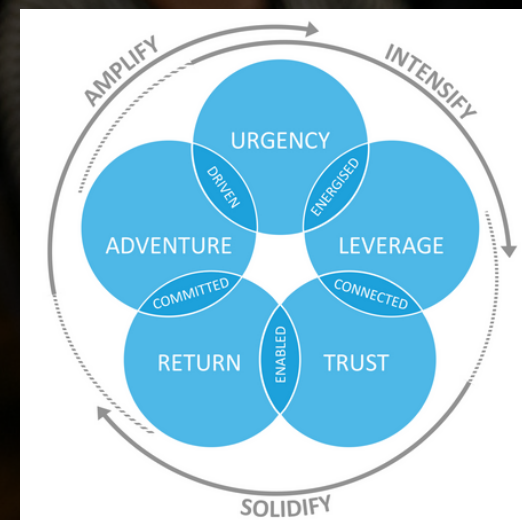
## Keynote 2

### *The ULTRA Optimised Team: Facing disruption with a sense of adventure!*

The time for mucking around and paying lip-service to CHANGE is over. According to the World Economic Forum in 2016 we entered the Fourth Industrial Revolution (or IR 4.0 for those down with the cool kids), and there's no going back.

Sure, you've gotten away with talking about VUCA and how your organisation is "embracing volatility, uncertainty, complexity and ambiguity" but what have you actually done that's different? What change have you adopted with a view to doing things differently in order to not only remain relevant, but take your organisation to the next level?

In this keynote, Callum introduces the model of the ULTRA Optimised Team as a response to the traditional team structures and processes that no longer fit a fast-paced workplace on the verge (if not deep within) a disruptive environment like none we've seen before. Callum goes on to outline tips for how, using the ULTRA approach, you too can unlock the unique potential residing within groups of people at work.





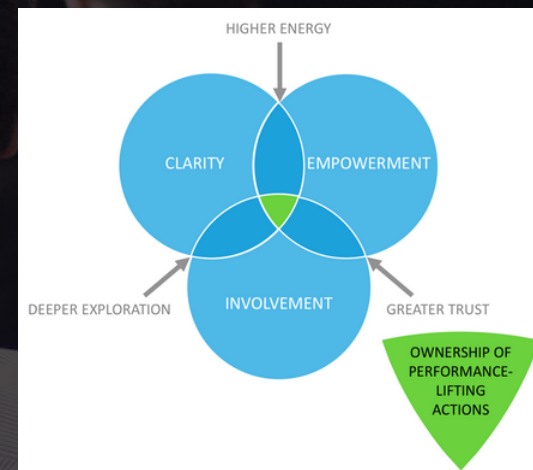
# Keynote 3

## *Developing a Culture of Conversations: Enhancing workplace culture in a digital world*

The age of digital disruption is well upon us – at work and in our everyday lives. Digital connectivity is all around us, yet strangely (and counterintuitively) we've never been more disconnected at work (and dare I say it – in our personal lives). However, there is an alternative future for leaders, their teams and their organisations that will see them not only survive, but thrive in the fourth industrial revolution – a future that embraces technology but enhances the human connections between individuals and teams, the connection that binds people as organisations. But getting there takes focus – on purposeful action, clarity of results, and primarily, having a workplace culture optimised for success through better conversations about work; at work.

In this keynote, Callum discusses how the response to the threats and opportunities posed by disruption and the way to sustained success is through culture. Not just any culture, and certainly not a culture of constant. A status quo culture won't cut it.

I'm talking about a culture of conversations – of a willingness to learn, take calculated risk and be adventurous, almost playful with work. Where people raise issues and problems without fear of repercussions, where leaders are respected as part of the team; not a position that sits outside it, where what needs talked about gets talked about without personalities sabotaging progress.





# WORKSHOPS



0.5 - 3 days

Callum is often called upon to facilitate seminars and training workshops designed to create a sustainable shift in participants' thinking and actions. These are designed to question the status quo and have participants develop new behaviours and ways of working better suited to the future of work; not the long-outdated practices in-place since the first industrial revolution.

Multiple half-day to three whole days sees Callum take your team on a quest to rediscover its mojo and re-energise each individual with clarity of purpose and fit, and with a renewed commitment to behaving in a productive, high-performance team culture.

## **Works best for:**

15-300 people in functional / service line teams, frontline and mid to senior management teams. Plus a real game changer!

## **Includes:**

All pre-event planning and meetings/skype calls, any pre-event diagnostics (if appropriate)



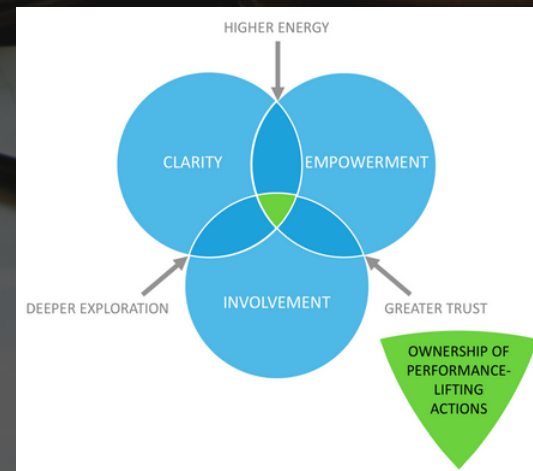
# Workshop 1

## ***Culture Conversations: Facilitating your staff to take greater accountability for their own engagement with work***

This can be the game changer for those organisations willing to empower and enable their staff to determine their own future. This IS the secret sauce for culture change – allowing employees to get out of their own way and develop solutions to removing the barriers they face. Yes, sometimes its you, but fear-not, Callum ensures you're part of the solution!

These sessions are a half-day in length and can be run enterprise-wide in multiple instances of the same session to ensure all staff have the opportunity to have their say, while causing least disruption to the business.

Culture Conversations are most often used in response to staff survey findings (that in Callum's experience tend to be vague, amorphous and of little use), or when organisational values have been developed and require assistance with embedding these into the organisational culture.







## Workshop 2

### *Personalities run the workplace*

Using the Jung Type Indicator (JTI) psychometric assessment tool as a base for having better conversations about work; at work, this workshop explores the impact of individual personalities on team dynamics, and the subsequent flow-on effect these have on team and individual performance. Essentially, if you need your team to sort itself out, begin with a personality questionnaire -not as the solution, but as the starter for 10 for better interactions at work. After all, it's not process but people that run the workplace (whether you like it or not).



# RETREATS

2 - 5 days

## The ULTRA Optimised Organisation

### Works best for:

5-15 person Executive Leadership Teams seeking a team development experience that combines a mix of a great outdoors, mild physical challenge outside individual comfort zones and reflective team chats aimed to open-up and develop deeper trust within the group. Oh, and we'll do some action planning too for those needing 'tangible outcomes'.

### Includes:

All pre-event planning and meetings/skype calls, any pre-event diagnostics (if appropriate), local accommodation and local transport within retreat event timeframe.

Flights and transfers to be arranged separate to the retreat logistics.





# RETREATS (cont'd)

2 - 5 days

## The Gist

They say leadership starts at the top, so let's get there!

As a leader you're on show, but do you know what people see? More to the point, do you know what they say about your leadership team? This is your company culture and employment brand all in one. People are watching, the clocks ticking and how you lead is under scrutiny.

During this multi-day experience, Callum unpacks his model of developing a Culture of Sustained Impact, known as the ULTRA optimised organisation model (Unified, Learning-oriented, Targeting, Responsive and Adaptive) with your team in beautiful Lake Wanaka New Zealand, a natural wonder scoured-out by advancing and retreating glaciers over many millennia. This geological process is the perfect metaphor for the experience your leadership team will have under the guidance of Callum as you advance the team's potential and retreat into reflection at the end of each hard day's work (at times physical, always mental and potentially spiritual (although not compulsory)).

With a moderate level of fitness required, pioneering teams that take on this multi-day experience of team optimisation undertake a day-long summit and ridgeline tramp up a local peak (season-specific), and a four-hour climb up a local waterfall on the final day (we go in all weather!). This is not for the faint-hearted but likewise isn't designed to be out of reach for teams seeking to get outside their collective comfort zone and develop deeper trust and conviction in each other. This is quite possibly the greatest team building experience you will ever undertake. It's not uncommon for this event to be referred to as the spark that took the participating leadership teams to the next level of their performance together - the thing they needed to unlock what was holding them back. So, what are you waiting for?







# Fee Guide

## **Catalyst5 HR**

In-house NZD\$52,000

Public NZD\$3,275 pp

## **The Optimised HR Team**

NZD\$60,000

## **Mentoring for HiPo HR Professionals**

NZD\$5,500

## **Keynotes (45 - 90 mins)**

NZD\$7,000

## **Workshops (0.5 - 3 days)**

NZD\$5,000 to \$22,000

## **Retreats (2 - 5 days)**

Customisable starting from NZD\$22,000

These prices exclude GST and do not allow for expenses directly related to the work (such as diagnostic reports, business-class airfares, transfers and accommodation). Special rates sometimes apply for educational and nonprofit organisations, and for bundled, multiple bookings. If this is you, let's see if we can find a way.



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