



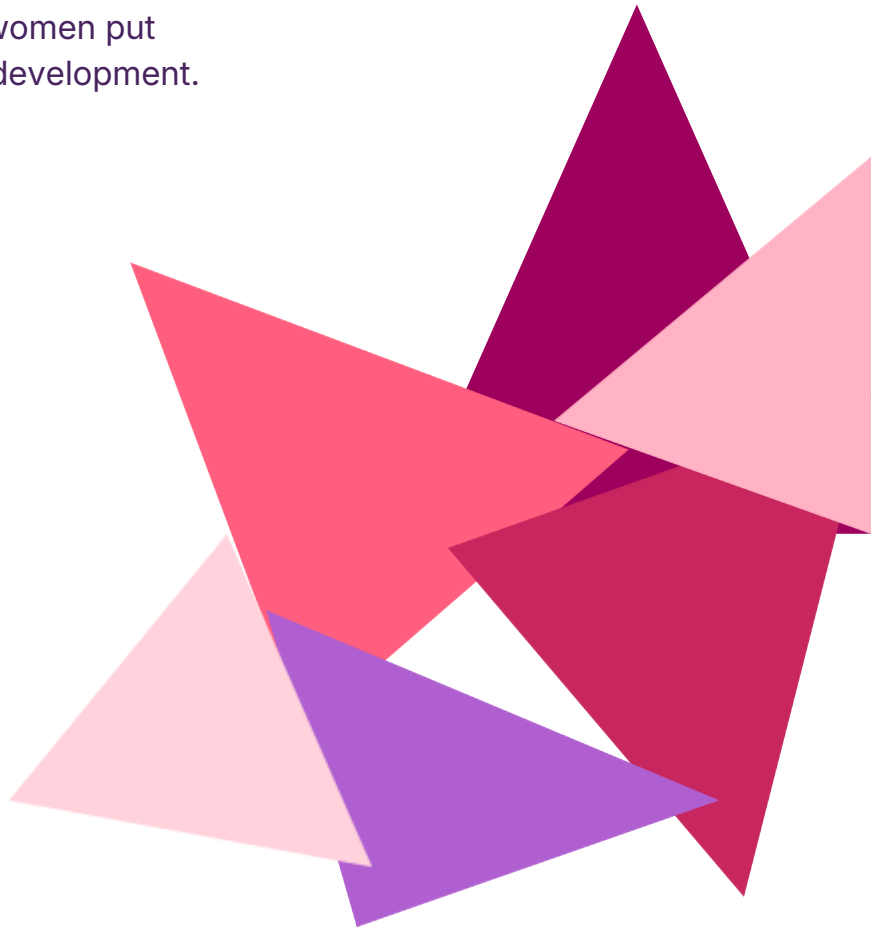
PERFORMASTERY
leadership facilitation

LEADERS UNLEASHED / EMPLOYER TOOLKIT

Help Your Women *Step Forward*

A practical tool kit to help capable women put themselves forward for leadership development.

PLANNED FEBRUARY 2027 INTAKE



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What if your next great leader is already working for you?

Think about the women in your business who consistently get things done. They're reliable, solve problems, support their colleagues and know their jobs inside out. Some are already leading others. Some are showing all the signs of leadership potential without ever putting their hands up for a leadership role and some may be far more capable than they give themselves credit for.

For employers, this presents a real opportunity. Rather than continually looking outside your business for future leaders, what if you could identify and develop more of the talent you already have? That's where Leaders Unleashed comes in.

Developed by Performastery, Leaders Unleashed helps women recognise their existing strengths, build confidence in their leadership capability and develop the practical skills needed to lead people effectively.

Through our partnership with Auto Women, we're creating opportunities for women working in automotive to develop alongside other leaders who understand the challenges and opportunities of progressing within traditionally male-dominated industries.

This toolkit will help you:

- ✓ Recognise female leadership potential already within your business.
- ✓ Identify the right women for leadership development.
- ✓ Choose a development pathway that matches their experience and future responsibilities.
- ✓ Invite and support women to put themselves forward.
- ✓ Turn your training investment into practical workplace development.



*There is no shortage of capable women in the workplace. There is a shortage of women who **believe** they are capable.*



You already invest in finding and retaining good people. Here's an opportunity to invest in helping them become great leaders.

1



**Identify
your talent**

2



**Invite and
invest**

3



**Support and
embed**

Develop the leadership capability your business needs next

Your business needs more than technically capable people. It needs people who know how to lead people. Promoting someone because they're great at their job doesn't automatically equip them to manage performance, delegate effectively, navigate difficult conversations or bring out the best in a team. These are learned skills and when they're missing, the impact is felt across the business.



Invest in the talent you already have

Leaders Unleashed helps you develop capable women into more confident and effective leaders. By strengthening self-awareness, communication, accountability and practical leadership skills, you're investing in your future leadership pipeline, supporting retention and preparing employees for greater responsibility.



Why choose Leaders Unleashed over generic leadership training?

Knowing about leadership and knowing how to lead are two very different things. Leaders Unleashed is built around practical application, not simply the transfer of information. Participants learn through live, facilitated sessions alongside a small cohort of other leaders. They explore real workplace challenges, practise new approaches, learn from one another and apply their insights directly in their roles. No self-paced modules where participants are left to figure everything out on their own. This is high-touch, high-impact leadership development designed to help learning become everyday leadership behaviour.



SPRINT HURDLES, Emerging and Developing Leaders

For capable women preparing to step into leadership or learning to lead others for the first time. Develop the confidence, self-awareness and practical skills needed to make the shift from doing the work to leading the people who do.



ASCENSION, Experienced and Senior Leaders

For women already leading teams or functions who are ready to broaden their influence, think more strategically and prepare for greater organisational responsibility.



Experienced facilitation. Industry connection. Real-world application.

Led by Fiona Cullen, who has trained and coached more than 2,500 individuals, Performastery brings extensive experience developing leadership confidence, self-awareness and practical skills across a wide range of industries and workplaces. Through its partnership with Auto Women, Leaders Unleashed also creates opportunities for women in automotive to connect, share experiences and develop alongside other leaders navigating similar career pathways.



You're not simply paying for leadership training. You're investing in the people who will help shape the future of your business.



Strong leaders don't just happen. They're developed on purpose.

Turn your leadership investment into a real opportunity

Identifying potential is one thing. Creating a clear pathway for people to develop is another. You don't need to design your own leadership program or pull employees away from the business for extended periods of traditional classroom training. Leaders Unleashed provides a structured development experience that participants can connect directly to their everyday responsibilities. Your role is to identify the opportunity, support the right people to participate and create space for them to apply what they're learning.



Great leaders are developed on purpose, with support and a clear path forward.

Start by agreeing on your investment. Before inviting nominations, confirm:

- **Who you want to develop:** Emerging leaders, existing managers or future senior leaders.
- **How many places you can support:** Your available budget and number of participants.
- **What the business will contribute:** Program fees, paid learning time and any other approved support.
- **How employees can participate:** Self-nomination, manager invitation or both.
- **Who will make the decisions:** A clear and consistent selection process.
- **When nominations close:** Allow sufficient time for registration and planning.

Make it simple to get started

Confirm the current program details with Performastery, brief your managers and invite women across the business to express interest. Use the ready-made messages and templates in this toolkit.

Campaign owner	[People and Culture contact or business sponsor]
Intake	[planned February 2027 intake, subject to confirmation]
Funding available	[number of places or total budget]
Funding scope	[full fee / contribution amount and GST treatment]
Work time and other support	[attendance, application time and travel if relevant]
Eligibility and pathways	[relevant roles and development needs]
Nomination route	[form, email or contact]
Internal closing date	[date allowing time for decisions and registration]
Decision owner and notification date	[name and date]
Information contact	[name and contact details]

Keep your campaign on track with a simple rhythm



Before launch:

Confirm program details with Performastery. Approve the investment, brief managers and prepare one nomination route.



At launch:

Send out a short invitation via email, intranet and noticeboards. Explain that expression of interest does not commit the employee or guarantee funding.



While nominations are open:

Ask managers to discuss the opportunity in team meetings and individual conversations. Send the reminder on page 9.



At close and after decisions:

Acknowledge every nomination. Review against the same published criteria and notify everyone by the date you promised.



Before you circulate the messages, confirm the current program outline, fees, delivery arrangements and registration requirements with Performastery.

Are you overlooking some of your best future leaders?

The most confident person in the room isn't necessarily the most capable leader. Yet confidence, visibility and willingness to put your hand up can influence who gets noticed for development and promotion.

What about the women who quietly **get things done**?

The ones who solve problems, earn the trust of colleagues, support others and consistently demonstrate good judgement? They may already be showing leadership capability without recognising it themselves. The opportunity is to recognise that potential before you lose it or overlook it.



Look for evidence, not just confidence

Who takes responsibility without being asked? Who helps others succeed? Who improves the way work gets done? Who earns trust across teams or handles difficult situations with sound judgement? These behaviours can tell you far more about someone's potential than how confidently they talk about themselves.



Don't confuse technical excellence with leadership readiness

Being great at the job is a strong starting point, but leading people requires additional skills. An employee who consistently delivers results may still need to learn how to delegate, set expectations, give feedback or manage performance. That's not a reason to overlook her. It's a reason to invest in her development.



Look beyond existing leadership titles

Your next supervisor, manager or senior leader may currently be a technician, coordinator, specialist or experienced team member. The question isn't simply, "Who is ready to lead today?" It's also, "Who could become a great leader if we invested in their development?"

Record evidence simply

Potential participant	[name and role]
Observed situation	[specific example]
Development opportunity	[behaviour or responsibility]
Employee's interest	[ask her before submitting a manager-supported nomination]
Possible pathway	[confirm with the employee and Performastery]



Manager reflection prompts

- Who comes to mind, and what have I actually observed?
- What situation shows her judgement, initiative or contribution to others?
- What does she want next? Have I asked, or am I assuming?
- Which skill would help her use her capability more effectively?
- What suitable responsibility could give her room to practise?
- Who might I be overlooking because she is less visible to me?

“Leadership potential is everywhere. Recognition is the first step to growth.”

Sometimes the opportunity starts with a conversation

One of the simplest ways to develop future leaders is to tell capable people what you see in them. For a woman who has spent years focusing on what she doesn't know, hearing her manager recognise the leadership capability she's already demonstrating can be powerful.

A personal invitation also sends an important message: We see your contribution. We believe you have potential. And we're prepared to invest in helping you develop it.

A conversation your managers can use



I wanted to talk with you about your development. I've noticed how you [specific example of initiative, judgement or leadership behaviour], and I think that's a real strength you bring to the team."



We're looking at opportunities to develop more of our future leaders from within the business, and I think you have some great potential."



There's a program called Leaders Unleashed that helps women build confidence and practical leadership skills. I'd like you to consider whether it might be a good next step for you."



What are your thoughts about developing your leadership and potentially taking on more responsibility in the future?"



We see your contribution. We believe you have potential and we're prepared to invest in helping you develop it.



If she says she's not ready

Rather than immediately reassuring her, get curious and ask: "Talk me through what makes you feel you're not ready. What do you think you'd need to develop?"

Help her separate the skills she already has from those she still needs to learn. After all, that's exactly what leadership development is for.

Give her room to choose

Not every capable woman wants to move into management, and that's okay. The purpose of the conversation is to recognise potential, explore ambition and offer development, not pressure someone into a role they don't want.

Sometimes people need someone else to recognise their potential before they're willing to recognise it themselves.

Launch the internal invitation

A ready-to-send email that feels like a genuine investment in your people.



EMAIL

SUBJECT: COULD YOU BE ONE OF OUR FUTURE LEADERS?

Hi everyone,

We know there are some incredibly capable women working across our business, and we want to create more opportunities for those interested in developing their leadership.

You might already be managing a team, preparing for your first leadership role or simply be someone others rely on to get things done. Whatever your current position, we'd love you to consider what your next step could look like.

We're inviting expressions of interest in Leaders Unleashed, a leadership development program delivered by Performastery in partnership with Auto Women.

Unlike traditional training courses, Leaders Unleashed focuses on developing confidence, self-awareness and practical leadership skills through live, interactive sessions with other women who are navigating similar leadership challenges.

There are two pathways available:

- **SPRINT HURDLES**, for women preparing to step into leadership or developing their skills as newer leaders.
- **ASCENSION**, for experienced leaders looking to broaden their influence, strengthen their strategic capability and prepare for greater responsibility.

We're offering [funding contribution and workplace support] for [number] participants.

You don't need to have all the answers or feel completely ready to express interest. That's what development is about. If you'd like to explore this opportunity, please [nomination instructions] by [date].

We encourage you to speak with your manager or [contact] if you'd like to understand more about the program and whether it's right for you.

We look forward to supporting more of our people to grow and succeed.

[Name]
[Position].



Invest in capability
across your
workforce.



Build confident
leaders at every
level.



Strengthen retention
and future readiness.



*Sometimes
people need
someone else
to recognise
their potential
before they're
willing to
recognise it
themselves.*



Make sure your future leaders hear about the opportunity

Great development opportunities only make a difference when the right people know they exist. Share the invitation across your workshops, offices, teams, branches and shifts. Encourage managers to personally invite women whose leadership potential they recognise, while making it equally easy for employees to put themselves forward.



Noticeboard or intranet message

Could you be one of our future leaders? We're investing in the development of capable women across our business through Performastery's Leaders Unleashed programs. Whether you're preparing to lead for the first time or ready for your next leadership challenge, this could be an opportunity to build your confidence, develop practical skills and connect with other women in leadership.

Expressions of interest are now open.

Company support: [\[details\]](#).

Nominate by: [\[date\]](#).

Find out more: [\[contact or link\]](#).



Manager team briefing

We're looking to develop more of our future leaders from within the business, and we've got an opportunity for women who are interested in building their leadership skills. You don't need to be in a management role already. If you're interested in learning more or think this could be a good next step, please have a conversation with me or [\[contact\]](#).



Reminder message

Still thinking about Leaders Unleashed? You don't have to feel completely ready to start developing your leadership. If you're interested in building your confidence, developing new skills and preparing for greater responsibility, we'd love to hear from you.

Expressions of interest close [\[date\]](#).

[\[Nomination link\]](#)

“

The best leaders often start by raising their hand before they feel completely ready.

”

Make it easy for capable women to put their hands up

If you want more women to explore leadership opportunities, don't make the first step harder than it needs to be. A simple expression of interest gives employees an opportunity to reflect on their strengths, consider their future and identify where they'd like to grow. It also gives your business valuable insight into the leadership ambition and potential already within your workforce.



Expression of interest

Your details

Name

[]

Current role and team

[]

Preferred contact

[]

Your leadership development

1. What interests you about developing your leadership skills at this stage of your career?
2. What strengths, experience or achievements do you think you could bring to a leadership role?
3. What aspects of leadership would you most like to develop?
4. Where could you see yourself applying these skills in your current role or future career?
5. Is there anything you'd like to know about Leaders Unleashed before deciding whether it's right for you?

Which pathway interests you?

- ☐ SPRINT HURDLES, Emerging and developing leaders.
- ☐ ASCENSION, Experienced and senior leaders.
- ☐ I'm not sure yet and would like some guidance.



When you make it easy to put your hand up, you open the door to talent that's been waiting for a chance.



Remember, expressing interest is simply the first step in exploring the opportunity. It doesn't commit you to participating or guarantee a funded place.



Acknowledgement message

Thanks for expressing interest in Leaders Unleashed. We've received your nomination.

[Contact] will [next step], and we'll let you know the funding decision by [date].

If you have questions about the program or our support, please contact [details].

Join the list to hear about upcoming SPRINT HURDLES and ASCENSION program intakes.

[Register your interest](#)

Invest where development can make a difference

When deciding who to support, consider both the employee's potential and the opportunities for her to apply what she learns. The strongest development investments connect three things: a capable person, a genuine development need and an opportunity to put new skills into practice.



Don't simply send someone on a course. Give them the opportunity to become a better leader.



What to look for



Leadership potential: Has the employee demonstrated initiative, judgment, accountability or the ability to positively influence others?



Development opportunity: Are there specific leadership skills that would help her contribute more effectively or prepare for greater responsibility?



Program fit: Does SPRINT HURDLES or ASCENSION suit her current role and next stage of development?



Workplace application: Can you provide opportunities for her to practise new behaviours, take on suitable challenges and receive feedback?



Personal commitment: Is she genuinely interested in developing her leadership and willing to participate in the learning process?

Make the investment meaningful

Once you've selected participants, have a conversation about what success could look like. Agree on one or two leadership behaviours they'd like to strengthen and how they'll apply those skills at work. This gives the employee a clear development focus and helps your business recognise the value of its investment over time.



Funding offer message

We'd like to support your participation in Leaders Unleashed [training], subject to [training confirmation]. The business will provide [funding and time support]. Before registration, let's agree the confirmed schedule, coverage, any costs you would need to meet and one or two learning goals. This is an investment in your development, it is not a promise of a particular role or promotion.



Not funded this intake message

Thank you for putting yourself forward. We're unable to fund your participation in this intake because [clear, respectful reason]. We'd like to discuss [feedback or suitable next development step]. If you would like to be contacted about future opportunities, please let [contact] know.

Your notes and next steps

Use this page to capture your plan before you launch.

Who in our business could be a future leader?

Who will have the first conversation with her, and when?

Which internal channels will we use to share the opportunity?

How will we support her before, during and after the program?

The real value comes from what happens back at work

Leadership development shouldn't end when a training session finishes. The real opportunity is what changes in the way someone communicates, makes decisions, delegates, handles challenges and supports the people around them. That's why Leaders Unleashed places such a strong emphasis on practical application. And as an employer, you have an important role to play in helping that learning stick.



Before the program

Agree on the leadership skills your employee wants to develop and where she could put them into practice.

Make time for her to participate fully in the live learning experience.



During the program

Stay curious about what she's learning and trying. Ask:

"What have you noticed about how you lead?", "What's something you've tried differently?", "What happened when you approached that situation in a new way?" "What support would help you keep developing?"

Give her opportunities to practise and learn from experience.



After the program

Look for changes in everyday leadership behaviour. Has she become more comfortable having difficult conversations? Is she delegating more effectively? Is she taking greater ownership or helping others become more capable? Celebrate the progress you can see and identify what she needs to develop next.



Leadership isn't a title. It's a daily choice to influence, support and create impact.



Your next great leader may already be working for you.

You don't have to wait for a leadership vacancy to start developing your future leaders. By investing in capable women today, you're giving your business a stronger foundation for tomorrow.

High-touch learning. Practical leadership skills. Real workplace application.

Ready to develop your next generation of female leaders? Let's talk about the women in your business, the leadership capability you need and which Leaders Unleashed pathway would best support their development.

Click Here to Book a Leadership Strategy Session - <https://performastery.com.au/book-a-strategy-call>



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