3R

RELATIONSHIPS • REPUTATION • RESILIENCE

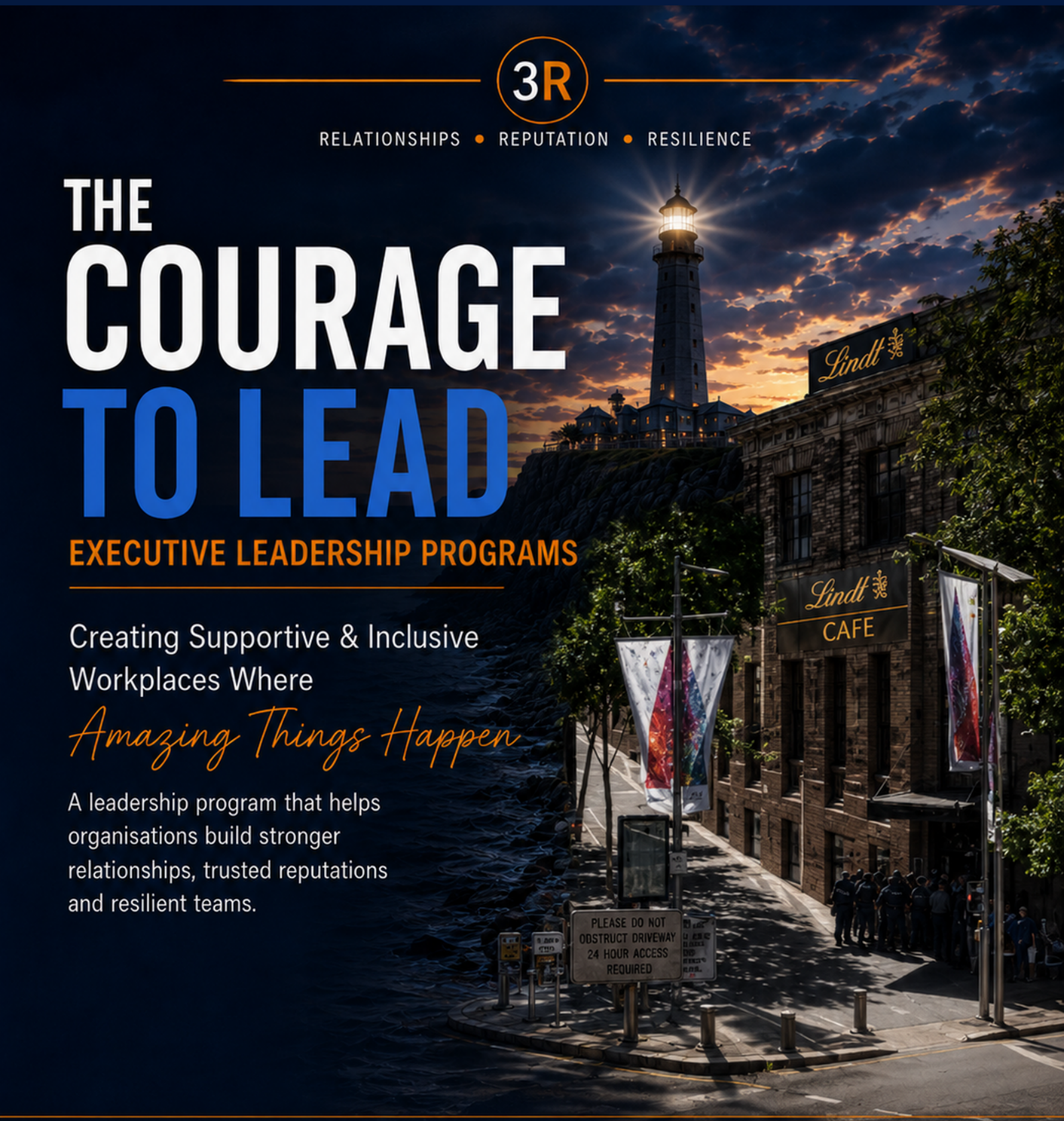
THE COURAGE TO LEAD

EXECUTIVE LEADERSHIP PROGRAMS

Creating Supportive & Inclusive Workplaces Where

Amazing Things Happen

A leadership program that helps organisations build stronger relationships, trusted reputations and resilient teams.



Trusted by leaders across government, emergency services, local government, education, health and the private sector.

GOVERNMENT | EMERGENCY SERVICES | LOCAL GOVERNMENT | EDUCATION | HEALTH | PRIVATE SECTOR

Helping leaders empower others to create supportive and inclusive workplaces so amazing things can happen.

LEADERSHIP HAS NEVER BEEN MORE CHALLENGING.

Today's leaders are expected to deliver exceptional results while navigating unprecedented complexity.

They are asked to:

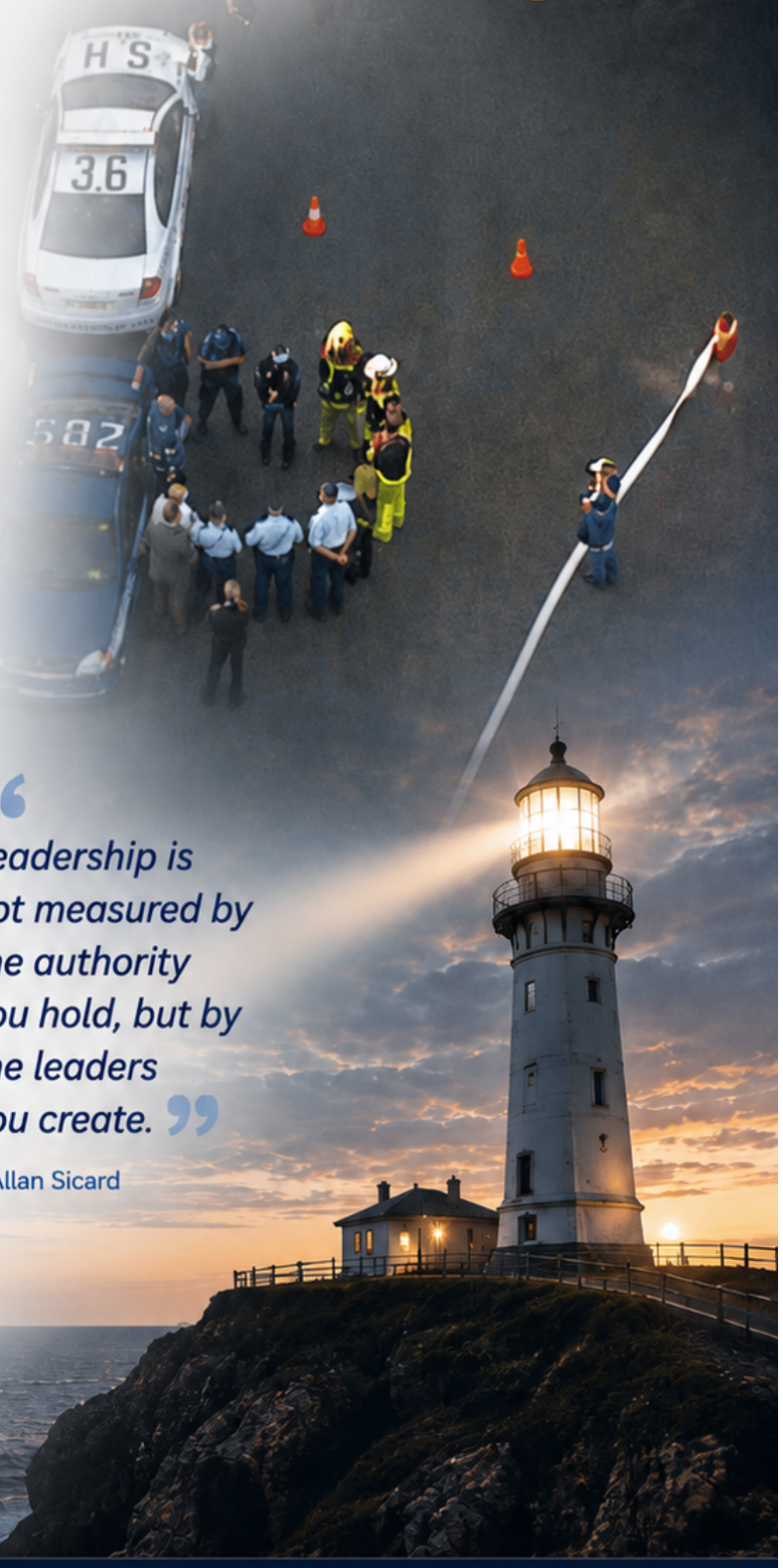
- Build trust in uncertain times.
- Create supportive and inclusive workplace cultures.
- Retain talented people in an increasingly competitive environment.
- Lead teams through constant change.
- Improve wellbeing without compromising performance.
- Develop the next generation of courageous leaders.

Most organisations invest heavily in strategy. Far fewer invest in the leadership behaviours that determine whether strategy succeeds.

That is where *The Courage to Lead* makes the difference.

Drawing on more than four decades of frontline leadership, executive coaching and conversations with almost 100 exceptional leaders through *The Courage to Lead Interview Series*, Allan Sicard equips leaders with practical tools to strengthen relationships, build trusted reputations and develop resilient teams.

This is not simply an inspiring keynote.
It is a practical leadership experience that audiences continue talking about long after the conference has ended.



> *"Leadership is not measured by the authority you hold, but by the leaders you create."*
>
> – Allan Sicard

RELATIONSHIPS

Because leadership begins with people.

REPUTATION

Because trust is earned every day.

RESILIENCE

Because the future belongs to those prepared for change.

Helping leaders empower others to create supportive and inclusive workplaces so amazing things can happen.

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3R RELATIONSHIPS REPUTATION RESILIENCE

WHY ORGANISATIONS ENGAGE ALLAN

Why should we choose Allan instead of another speaker?

Organisations engage Allan because he combines something rarely found in one person.



REAL OPERATIONAL LEADERSHIP.
Forty years leading people through uncertainty, tragedy and organisational change.

EVIDENCE-BASED LEADERSHIP.
Host of *The Courage to Lead Interview Series*, learning from almost 100 remarkable leaders across business, government, emergency services, education and community organisations.

PRACTICAL LEADERSHIP COACHING.
Helping leaders strengthen culture one conversation at a time.

AUTHENTIC STORYTELLING.
Stories that audiences remember because they are real.

ACTIONABLE FRAMEWORKS.
Simple leadership tools that continue influencing behaviour long after the conference ends.

Allan's keynotes combine real-world experience, proven frameworks and powerful storytelling to inspire leaders and equip them with practical tools they can apply immediately.

RELATIONSHIPS
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REPUTATION
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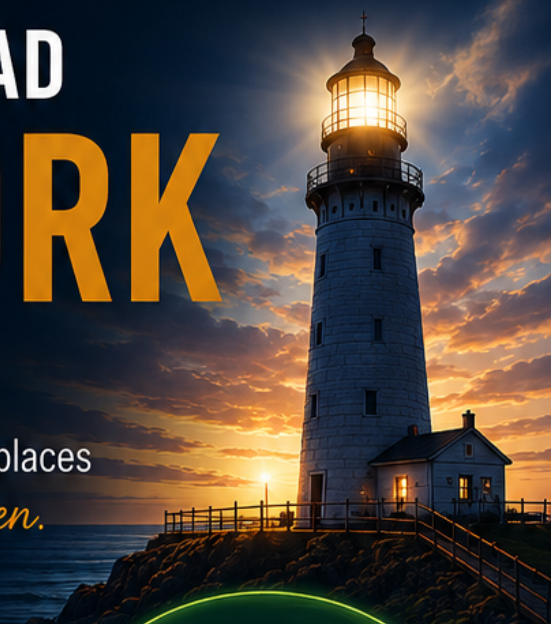
RESILIENCE
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3R
RELATIONSHIPS
REPUTATION
RESILIENCE

THE COURAGE TO LEAD FRAMEWORK



Three pillars. One purpose.
Creating supportive and inclusive workplaces
where *amazing things happen.*

RELATIONSHIPS

Because leadership begins with people.

- TRUST
- BELONGING
- CONNECTION
- CONVERSATIONS

REPUTATION

Because trust is earned every day.

- SUPPORTIVE
- INCLUSIVE
- ACCOUNTABILITY
- COURAGE

RESILIENCE

Because the future belongs to those prepared for change.

- ADAPTABILITY
- CURIOSITY
- CREATIVITY
- INNOVATION

> Leading isn't easy.
> But if we never stop learning,
> build a formidable team that
> empowers others,
> to create supportive and inclusive workplaces,
> *amazing things happen.*

People are our priority. We support and care for our people.

We use data to identify who needs our support.

Strong teams. *Amazing things.*

REAL STORIES. • REAL LEADERS. • REAL LESSONS. • REAL IMPACT.

THE COURAGE TO LEAD
EXECUTIVE LEADERSHIP PROGRAMS

3R RELATIONSHIPS REPUTATION RESILIENCE

TRUSTED TO DEVELOP LEADERS IN SOME OF AUSTRALIA'S MOST DEMANDING ORGANISATIONS

For more than forty years Allan has worked alongside leaders across government, emergency services, education, justice, local government and the private sector.

NSW GOVERNMENT Premier & Cabinet

NSW GOVERNMENT Communities & Justice

NEW SOUTH WALES POLICE FORCE

UNSW SYDNEY

Link Wentworth
Providing homes, building futures.

Cardinia

SYDNEY CRICKET & SPORTS GROUND TRUST

SHERIDAN CONSULTING

CORRECTIVE SERVICES ACT

SES NSW STATE EMERGENCY SERVICE

QUEENSLAND POLICE
HONOUR WE SERVE

TASMANIA POLICE

STATE EMERGENCY SERVICE
BE AWARE
QUEENSLAND

UNIVERSITY OF CANBERRA

From frontline emergency response to executive leadership teams, the principles remain the same—support people, build trust and create environments where *amazing things happen.*

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THE COURAGE TO LEAD

One philosophy.
Multiple ways to support your organisation.

1. EXECUTIVE KEYNOTES

- Leadership conferences
- Executive retreats
- Strategy days



2. LEADERSHIP COACHING

- Executive coaching
- Emerging leaders
- Leadership development



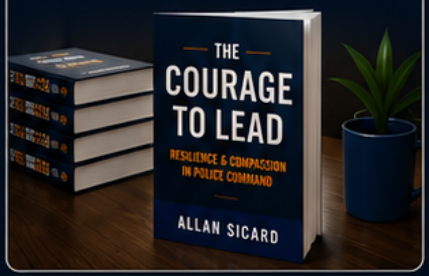
3. THE COURAGE TO LEAD INTERVIEW SERIES

- 100+ conversations
- Global audience across 77 countries
- Real leadership lessons



4. THE COURAGE TO LEAD

- Author
- Case studies
- Leadership resources



5. THE COURAGE TO LEAD CASE STUDY SERIES

- Real organisations
- Real leaders
- Real lessons



6. LEADERSHIP WORKSHOPS

- Relationships
- Reputation
- Resilience
- Culture
- Communication
- Psychological safety



Every keynote can be supported with workshops, coaching, case studies and practical leadership resources to create *lasting organisational impact.*

3R We focus on the three pillars that drive leadership and lasting impact.

RELATIONSHIPS Because leadership begins with people.

REPUTATION Because trust is earned every day.

RESILIENCE Because the future belongs to those prepared for change.

REAL STORIES • REAL LEADERS • REAL LESSONS • REAL IMPACT

THE COURAGE TO LEAD
EXECUTIVE LEADERSHIP PROGRAMS

3R RELATIONSHIPS REPUTATION RESILIENCE

WHAT CLIENTS SAY

Trusted by leaders across government, emergency services, health, justice, community and the private sector.

SES NSW STATE EMERGENCY SERVICE
QUEENSLAND VOLUNTEER

"Allan Sicard came for a conference for my organisation, he is an extraordinary leader and speaker! His conference was nothing short of inspiring, packed with insights, practical strategies, and genuine encouragement. Allan has a unique ability to connect with his audience, motivate action, and spark new ideas. I left feeling energized, empowered, and ready to implement what I learned. Truly a must-attend experience for anyone seeking personal growth and leadership inspiration.

AW
SES QLD

NSW GOVERNMENT Courts Department of Communities and Justice

"It was a great session and provided some really great insights and takeaways we can use in our day to day. Can't wait to read your book."

TRACY G
NSW COURTS DCJ

NEW SOUTH WALES POLICE FORCE

"Having spent multiple days with Allan in one of his Leadership workshops in 2023 is something I will not forget. Allan has an ability to connect with individuals in a way that is difficult to put into words.
Empowering and impactful, Allan's words and experiences he shared have been pivotal in my professional journey.
If you are looking to build a team of strong leaders now or in the future, reach out and engage with Allan.

JH
NSW SHERIFFS

Northern Health NSW

"I highly recommend having Allan Sicard come and present to your organization on "The Courage to Lead". Allan's passion for true community engagement with our most vulnerable populations shone through. His presentation was very authentic with very raw moments that showed courage to share. It is a great team bonding experience.

SM
NORTHERN HEALTH DISTRICT

Link Wentworth
Providing homes, building futures.

"Allan recently completed a fabulous leadership and team cohesion training program to one of my business streams that absolutely hit the mark.
Allan took care from start to finish in making sure that the program design and execution met my brief, and the level of engagement and commitment by the team was great – even the homework tasks! I can highly recommend Allan, he is skilled in his areas of expertise, personable and has the ability to make sure all participants have a voice without getting off-point – thanks Allan."

AM
LINK WENTWORTH

Real feedback. Real impact.
Helping leaders and teams grow, connect and lead with courage.

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LET'S CREATE AMAZING THINGS TOGETHER



If you're ready to inspire your leaders, strengthen your culture and build a workplace where *amazing things can happen*, let's connect and start the conversation.

CONNECT WITH ALLAN

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allan@allansicard.com

www.allansicard.com

https://www.linkedin.com/in/allan-sicard-6a5740142/

SCAN TO CONNECT

Allan Sicard | Transforming Workplace Culture

allansicard.com

ALLAN'S ACTIVITIES

- Executive Keynotes
- Leadership Workshops
- Leadership Coaching
- The Courage to Lead Case Study Series
- Author, Speaker & MC

3R

Helping leaders empower others to create supportive and inclusive workplaces so amazing things can happen.

GOVERNMENT | EMERGENCY SERVICES | LOCAL GOVERNMENT | EDUCATION | PRIVATE SECTOR | JUSTICE

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