



# THE MODERN LEADER

## Don't Just Be An Effective Leader, Be A Modern Day Leader

Ask yourself:

- Is understanding your "why" a cliché or can it truly drive your performance and leadership capability?
- Has anyone actually given you the tools to lead?
- Business is challenging for everyone right now. Do you feel equipped to navigate the complexities of change and the associated stresses?
- Do you get tired with the constant demands of leadership?

As the generational shift in leadership occurs, you must be engaged, onboard and armed with the:

- Tools to perform at your best
- Mindset to address the challenges
- Energy to motivate and inspire others

This workshop is designed to give you the tools and mindset you need to be more than an effective leader. To be a 'modern day leader'. A leader that is invested in their knowledge, skills as well as their health and wellbeing. An area often neglected by previous generations of leaders, but identified as 'essential' skills to have by the greatest business leaders in 2024.



7th May  
9am - 3pm

ADELAIDE CITY  
FRINGE LOCATION:  
TBC

# EVENT DETAILS

- LOCATION: ADELAIDE CITY FRINGE (TBC)



FOLLOWED BY  
NETWORKING DRINKS

James and John are both industry experts in their respective fields, however they also come from very different backgrounds. James as an elite AFL athlete, and John from large corporate finance.

Both understand the challenges of leadership, but also the opportunities being in a leadership role can bring. However, there is a big difference between a good leader and great leader, that difference is the investment the person makes in their skills, knowledge and personal growth.

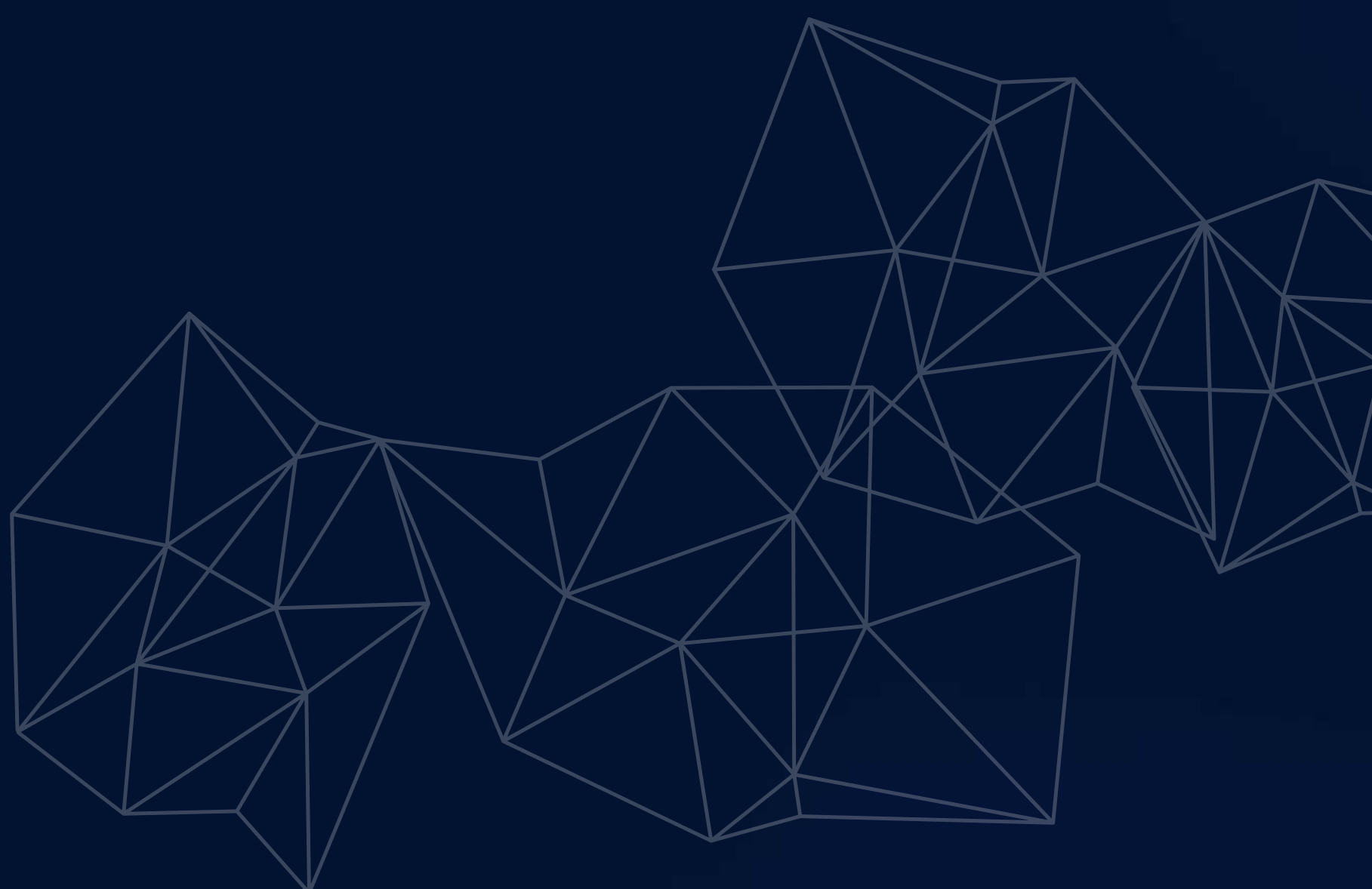
This is the perfect opportunity to bring together the key leaders from within your business, or clients that you know need to invest in this area to accelerate their growth.

Post the event, you will have the opportunity to network with the other attendees. A likeminded group of aspirational leaders in their own fields. Remember, 'you are the by-product of the people you surround yourself with'.

**Investment: \$4,500 + GST (for a table of 6 - 8 people) - Limited to 5 tables**

**Please RSVP to: [john@johnpurl.com](mailto:john@johnpurl.com)**

- Please advise of any dietary requirements



# MEET THE PRESENTERS



James is an entrepreneur and former AFL player who is the co-founder and CEO of PickStar, a business he established with AFL champion Matthew Pavlich, post his career in AFL. Pickstar is now Australia's largest marketplace to book sports stars for events, marketing campaigns and fan experiences.

James' foundations as a CEO have been enhanced through his work as General Manager (by the age of 27) of Leadership and Development with Fremantle Football Club as well as being the founding director of Tract Group, a corporate leadership and development company. James spent over a decade helping organisations such as Mirvac, Landcorp, Fremantle Football Club, Bendigo Bank and CGU develop and implement strategies to get the most out of their teams and emerging leaders, prior to putting his focus into Pickstar.

James describes himself as being entrepreneurial in spirit and loves nothing more than being able to challenge himself with new possibilities.



John spent 18 years working in wealth and investment advisory, with his career journey spanning small boutique, CBA Private Bank, Morgan Stanley, and eight years running his own firm, Affinitas Capital. Affinitas Capital was a business started with a focus on business owners, senior professionals and HNW individuals and families. More than this, it was about the true depth of the relationship between client, John, and his team.

In 2019 John launched John Purl Coaching. With a passion for health, wellbeing and optimising his own performance, he was asked to coach and mentor other business leaders to help them get clear on their true definition of success, improve their health and wellbeing, and construct a lifestyle that would support their professional and personal journey.

Success had always been 'money' focused, but now it is crystal clear.....'success' is bigger than that! Health, family, business, wellbeing and having experiences are at the forefront of business leaders minds today. Understanding that when you invest in 'self', the financial rewards will follow.

John strongly believes that if you invest in your health and mind first, stay true to your values and spend time on your passions, the successes will come.

