



Lead Strategically. Transform Boldly. Deliver Enduring Value.

THE VALUE MAKER TOOLKIT

Maximus International, 2025

AUSTRALIA IS FACING A PRODUCTIVITY DILEMMA, FALLING FROM A ONCE-RESILIENT ECONOMY TO NOW LAGGING BEHIND MANY DEVELOPED NATIONS

GLOBAL CONTEXT

GLOBAL GROWTH
FORECAST TO
REMAIN **BELOW**
HISTORICAL
AVERAGE¹



COST-OF-LIVING
CRISIS REMAINS
A TOP CONCERN¹

COMPANIES HAVE COME
TO **RELY ON SHORTCUTS** TO
DRIVE **OPERATIONAL**
EFFICIENCIES

AI ADOPTION BY COMPANIES
COULD GENERATE UP TO
\$4.4 TRILLION²

ONLY **15%**
OF EMPLOYEES ARE
MOTIVATED IN TODAY'S
CLIMATE

ONLY **23% OF**
EMPLOYEES ARE
ENGAGED AT WORK³

ENGAGED EMPLOYEES
PRODUCE **125%**
HIGHER
QUALITY WORK³

ONLY
34 %

OF EMPLOYEES
SEE THEMSELVES
AS THRIVING IN
THEIR OVERALL
WELLBEING³

'TRADING VALUE'
generates more wealth than
'CREATING VALUE'
with the top 10 hedge fund
managers often earning more
than all Fortune 500 CEOs
combined.

LOCAL CONTEXT



In the past 20 years,
Australia has **FALLEN**
FROM THE MOST
RESILIENT ECONOMY
in the world to 20th.⁴

In 2024 Australia's population grew by
2.3% while the economy
only grew by **0.8%**⁵

IN 2022-2023, LABOUR
PRODUCTIVITY
FELL BY **3.7%**⁶

A declining economy and rising government debt strain businesses with higher interest rates, cautious spending, stagnant wages, lower employee satisfaction, and a more competitive market.

**WIDENING
SOCIO-ECONOMIC
DISPARITIES IN
EDUCATION**

are affecting Australia's
ability to stay competitive
with top-performing
countries.⁷

Australia has dropped in
the Business Efficiency
rankings from
22nd to 37th in 2025⁸

70% OF YOUNG AUSTRALIANS ARE
SEEKING ALTERNATIVE
CAREER PATHS.

COUPLED WITH AN AGING POPULATION IS
LEADING TO AN EVER-GROWING SKILLS GAP
IN THE WORKFORCE.⁹

Australian government's 'Skills Needs
Forecast' predicts there will be almost **1
million unfilled jobs in Australia in the
next 1-3 years**, impacting industries that
are already suffering skills shortages.¹⁰

¹World Economic Forum 2025 Outlook; ²McKinsey, 2023; ³State of the Global Workforce Report, Gallup, 2024; ⁴IMD World Competitiveness Centre; ⁵Australian Bureau of Statistics, 2024; ⁶Annual Productivity Bulletin, 2024; ⁷Organisation for Economic Co-operation and Development, 2024; ⁸IMD World Competitiveness Yearbook, 2025; ⁹RMIT, 2023; ¹⁰Jobs and Skills Australia, 2024.

THE FUTURE BELONGS TO VALUE MAKERS

Now is the time for a new breed of visionary leaders with a bold purpose.



"Value Makers create more than results. Galvanised by their personal story, they create meaning."

Watch the [full video](#) and be inspired.

Global economic projections reveal that growth will remain subdued for the next two years amid perpetual economic uncertainty. Stagnant wage growth, tightened spending, and an increasingly competitive market are placing significant pressure on leaders, many of whom are navigating operational constraints while facing a collective need to transform. What's clear is the urgent need for visionary leaders who lead with **bold purpose, clarity, and conviction**. We need corporate innovators who don't just run companies but who **build value, drive change** and **spark progress**.

Modern leadership is defined not just by competence but by mindset – the ability to think differently, embrace uncertainty, and pursue bold, meaningful outcomes. The difference between merely doing what's required and creating something truly valuable lies in the mindset of curiosity, innovation, and resilience.

While most aspire to leave things better than we found them many are held back by fear or a lack of clarity. Leadership is a journey shaped by our experiences, beliefs, and the choices we make – whether to step forward with conviction or retreat into comfort.

We are calling on Australian companies to build a bold new vision towards a better future for leaders, businesses and our economy by unlocking an abundance mindset, shifting from a narrow focus on success to a more expansive vision of impact and growth.

These are value makers who inspire continuous improvement, who ignite personal growth, accelerate organisational success, and create lasting impact across industries and communities.



YOUR TOOLKIT TO TRANSFORM YOUR LEADERS INTO TRUE VALUE MAKERS

This toolkit reveals how Maximus can partner with you to transform your leaders into true **Value Makers**, equipped to inspire, innovate, and shape a better future full of possibility.

Each offering is designed to guide you through the full value-making journey, from understanding what it means to be a value maker, to transforming leaders at both the individual and organisational level. Along the way, we also explore the essential traits of value-making leadership, help you identify where you sit on the value-making spectrum, and equip you to master the mindset and presence needed to lead as a value maker.

WHAT IS VALUE-MAKING LEADERSHIP?

Gain a foundational understanding of what it truly means to be a value-making leader. This **90-minute keynote**, which can be delivered to small or large groups, unpacks the mindset, behaviours, and purpose-driven focus that set value makers apart. Leaders who don't just deliver results, but spark progress, build meaning, and elevate those around them.

HOW TO TRANSFORM YOUR LEADERS INTO VALUE MAKERS

Develop an organisation-wide movement of value makers by embedding value-making leadership across your organisation. This experience is **designed for teams** ready to lift performance by cultivating leaders who think expansively, act boldly, and drive impact at every level of the business.

DISCOVER YOUR VALUE-MAKING POTENTIAL

Explore where you sit on the value-making spectrum and uncover the unique strengths you bring as a leader. Our **value-maker assessment tool** identifies growth areas and strategies to step confidently into a more expansive, purpose-led way of leading.

MASTER YOUR EXECUTIVE PRESENCE TO LEAD LIKE A VALUE MAKER

Executive presence is more than polish, it's the embodiment of clarity, conviction, and purpose. This **2-day program** helps you refine how you show up, communicate, and influence with intention, so you can lead with authenticity, authority, and deep impact.



90-MINUTE KEYNOTE WITH MAXIMUS VALUE MAKING EXPERTS

WHAT IS VALUE MAKING LEADERSHIP?

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SPARK BOLD THINKING AND INSPIRE CHANGE FOR THE FUTURE OF LEADERSHIP

FUEL BOLD THINKING AND SPARK REAL CHANGE. DESIGNED FOR NEW, EMERGING AND ESTABLISHED LEADERS READY TO MAKE AN IMPACT.

Backed by over two decades of data insights and experience working with over 100,000 leaders across diverse industries, this powerful keynote unpacks the foundations of value making leadership and how to turn the principles into practical strategies for high performance.

LEARN FROM MAXIMUS LEADERSHIP PERFORMANCE AND VALUE CREATION EXPERTS

Our leadership experts will inspire and enlighten your team through the critical role of value makers in the future of leadership and how to take action for change.

Their extensive experience working with executives and senior leaders, will blend big picture thinking with practical application for everyday challenges. Whether you're navigating the complexities of today's workplace or seeking direction to catalyse meaningful change, this keynote will expand your thinking and inspire you to step into your full potential as a true value maker.

FOR EXECUTIVE AND SENIOR LEADERS, PEOPLE & CULTURE PROFESSIONALS, AND TEAMS

- Undergoing performance challenges, change and or transformation within their organisation.
- Seeking impactful strategies to thrive as a leader in today's times.
- Leaders needing a mindset reset for with fresh perspectives and inspiration.

THE 90-MIN SESSION WILL COVER

- What is a value maker, and how can value creation drive transformation at the individual, team, organisation, industry and societal level?
- What it means to be a value maker, balancing performance with positive societal impact.
- The core principles of value making, including strategy, psychology, resilience, and the pivotal roles leaders and organisations play in amplifying value.
- How to embed value making in your organisation
- How to shape your individual or organisational leadership identity to drive performance and create a ripple effect of impact using
- How to take action and champion change as a value maker within your team and across your organisation.

WHAT YOU WILL WALK AWAY WITH

- Powerful insights into why a new era of leadership is essential for unlocking greater value to drive long-term performance.
- A clear view of how your organisation aligns with the cultural levers of value creation, and how to lead through complexity and uncertainty.
- An understanding of specific value maker attributes that amplify individual leadership effectiveness and empower you to lead change within your team and organisation.
- A plan of action to become a value maker and lead change.

INCLUDES

- 30-min briefing prior, to align business context and intent
- 90-min keynote, including application of theory and interactive discussions.



DEVELOP THE MINDSET AND SKILLSET TO TURN EVERY LEADER INTO A VALUE MAKER

HOW TO TRANSFORM YOUR LEADERS INTO VALUE MAKERS

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MOBILISE A MOVEMENT OF VALUE MAKERS THROUGH A TRANSFORMATIONAL LEADERSHIP EXPERIENCE

ELEVATING LEADERSHIP TO DRIVE ENTERPRISE-WIDE CHANGE

This breakthrough solution is designed to expand leaders' mindsets, foster enterprise thinking, and drive meaningful transformation within their organisations. Inspired by real-world leadership lessons, we blend strategy and psychology to unlock ambition, enhance clarity, and cultivate an enterprise-wide perspective. This approach empowers leaders to shape their organisation's future with confidence, conviction, and a clear strategic vision.

UNIFYING STRATEGY AND PEOPLE TO UNLOCK IMPACT

We work with both Head of Strategy and Head of People to create a solution that mobilises a network of transformational leaders to enhance both individual and collective performance, creating lasting impact across the organisation. Our approach is structured into four key experiences, each designed to deliver specific outcomes that transform leaders into inspiring value creators.

FOR EXECUTIVE, SENIOR, AND HIGH POTENTIAL LEADERS

- Leaders navigating transformation within their organisations, whether due to underperformance or significant disruption.
- Those seeking to build a high-performance ecosystem of senior leaders motivated to drive change.
- Organisations pursuing accelerated short-term growth while sustaining long-term profitability.

THE FOUR KEY EXPERIENCES

01. Align Key Stakeholders on Strategic Priorities

Unite executive leaders around a clear set of five priority outcomes and a compelling growth narrative to accelerate performance momentum.

02. Connect and Inspire Leaders to Deliver

Activate the right mix of senior leaders through focused forums, building emotional commitment and capability to deliver on strategic goals.

03. Set Accountability Rhythms and Performance Practices

Establish high-performance habits, supported by strategic coaching and structured cadence, to drive collective ownership and delivery.

04. Mobilise Teams to Unlock Results

Fuel belief and progress through external insights, internal storytelling, and stakeholder engagement that reinforces alignment and impact.

WHAT LEADERS WALK AWAY WITH

- Clarity of purpose and identity as a value-creating leader.
- An expanded leadership mindset to navigate complexity and lead with enterprise-wide impact.
- Practical skills to influence, align, and mobilise others around strategic priorities.
- Tools and frameworks to accelerate performance and lead with future focus.
- A connected network of transformational leaders committed to lifting organisational performance.
- Confidence and conviction to lead with direction, energy, and momentum.



ASSESS THE TRAITS THAT MAKE YOU A VALUE-MAKING LEADER

DISCOVER YOUR VALUE MAKING POTENTIAL

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ACTIVATE THE
ATTRIBUTES YOU
NEED TO BECOME A
TRUE **VALUE MAKER**

INFUSED INTO AN
EXISTING MAXIMUS
PROGRAM OR
STANDALONE, WE
WILL WORK WITH
YOU TO **UNLOCK**
THE **VALUE MAKER**
WITHIN

CONTEXT

Leadership today demands the ability to balance short-term performance with long-term value like never before. At Maximus, our journey began over two decades ago providing assessments and developing leadership effectiveness for some of Australia's most prominent industries and companies.

We have worked with over 100,000 leaders and analysed extensive data to uncover the core attributes that define a true value maker. This expertise has led to the creation of a groundbreaking assessment tool that evaluates where leaders stand against the identity and attributes of a value-maker together with insights and targeted strategies to amplify strengths and enhance those areas that need further development, empowering leaders to reach their full value making potential.

FOR NEW, EMERGING AND ESTABLISHED LEADERS

Each level of leadership comes with its own unique expectations and needs. As you progress in both role and responsibility, leadership skills must evolve to meet these challenges.

Our **Value Maker Readiness Assessment** serves as the blueprint to help new, emerging, and established leaders transform and perform at their highest potential. It also plays a crucial role in making key decisions around hiring, succession planning, and organisational change.

BUILT FROM THE WISDOM AND INSIGHTS OF VALUE MAKERS

Our comprehensive assessment report examines how an individual performs across the value maker attributes and identifies opportunities for growth and capability uplift.

ATTRIBUTES OF VALUE MAKING LEADERS

We assess your leadership traits by examining who you are today, how you think, and how you operate. The 12 underlying attributes across these three dimensions work together to elevate your leadership impact, create value, and accelerate growth. This assessment can be used individually or as part of a Maximus program to lift leadership performance and effectiveness across your organisation.

WHO YOU ARE

- Boldly purposeful
- Absolutely ambitious
- Emotionally committed
- Deeply insightful

HOW CLEARLY YOU THINK

- Productive curiosity
- Customer obsession
- Considered choices
- Socially impactful

HOW YOU OPERATE

- Adventurous and adaptive
- Personally accountable
- Talent builder
- Ecosystem shaper

LAUNCHING IN LATE 2025

This pioneering assessment tool will be available in the coming months. To learn more about how it works, and how it can be applied to individual or team leadership development strategies, contact us at leadership@maximus.com.au.



COMMAND THE ROOM AND LEAD WITH CLARITY AND CONVICTION

MASTER YOUR EXECUTIVE PRESENCE TO LEAD LIKE A VALUE MAKER

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GAIN THE TOOLS, STRUCTURE, AND COACHING TO SHARPEN YOUR ABILITY TO INFLUENCE OUTCOMES AND LEAD WITH CONVICTION.

UNLOCK THE POWER OF YOUR PRESENCE

In a world of relentless complexity, change, and competing demands, the pressure on leaders to bring simplicity, direction and inspiration is greater than ever. Having worked with over 100,000 leaders across Australia's most influential organisations, we know what it takes to cultivate the mindset, skillset, and toolset that empower executives to amplify their presence, expand their influence, and lead with transformative impact at the highest levels.

Executive Presence is the differentiator of today's value-making leaders: those who go beyond functional excellence to create movements of progress and possibility.

Grounded in our value-making leadership philosophy, we take you to the core of executive presence, exploring the foundations of self-belief, confidence and authentic influence.

Designed for executives and senior leaders, this two-day immersive learning program will transform how you engage, inspire and influence your stakeholders in any setting.

THE 2-DAY PROGRAM WILL COVER

Day One: Structures and strategies for powerful communication

- Planning and preparation to present with impact
- Understanding your audience
- Structuring your communication for clarity and influence
- Crafting persuasive messaging to drive alignment and action

Day Two: Practical application of tools and techniques

- Building self-belief and confidence as a presenter
- Mastering advanced delivery skills
- Adapting for online and hybrid delivery environments
- Feedback and real-time coaching

WHAT YOU WILL WALK AWAY WITH

Through a unique blend of communication style analysis, and structured planning with real-time coaching and feedback, you will gain practical tools and techniques to use immediately.

You will walk away able to:

- Structure and tailor your message for any audience and outcome
- Land key messages with clarity, precision and executive relevance
- Engage audiences with advanced delivery techniques: voice, eye contact, movement, pacing, humour, and presence
- Translate complexity into simplicity for diverse audiences
- Apply techniques to overcome nerves and present with confidence
- Receive expert real-time coaching, video feedback and clear development milestones
- Build a personalised plan to continue your growth beyond the program

MEET OUR VALUE MAKING EXPERTS



VANESSA GAVAN

Founder &
Joint Managing
Director

**Executive
Leadership**



BRENT DUFFY

Joint Managing
Director

**Executive
Leadership**



GERHARD VORSTER

Chief Advisor

**Executive
Leadership**



JAMES KEELER

Director

**Transformational
Leadership**



VANESSA POWELL

Director

**Leadership, Culture
& Performance**



MARK SOWDEN

Director

**Performance
Leadership**



TRACEY
SANDMAN

Director

**Organisational
Strategy**



ILANA VORSTER

Associate Director

**Transformation
& Culture
Integration**



DANIELLE MOORE

Associate Director

**Psychology,
Transformation &
Transitional
Leadership**



JAMES CHAPMAN

Associate Director

**Performance
Leadership &
Coaching**



CASPER
DE CARTERET

Associate Director

Sales Leadership



NICHOLAS
STAVRINIDIS

Associate Director

**Transitional
Leadership**

OUR VALUE MAKING IMPACT



We've been shaping
leaders for

23
YEARS

Across

25
COUNTRIES

Including Australia, China,
Malaysia, Japan, Russia,
UK, France, Germany,
New Zealand and USA.



We design experiences for
frontline leaders through to
C-Suite executives

We've transformed over

100,000
LEADERS
AND COUNTING

We have conducted psychometric
assessments for over

3,000
LEADERS
in the last **3 years** alone



Across diverse
industries, including



FINANCIAL SERVICES
INFRASTRUCTURE
GOVERNMENT
EDUCATION
HEALTH

We are for leaders with
ambitious agendas.

WE ARE MAXIMUS.

CONNECT WITH US

SYDNEY

Jones Bay Wharf
127/26-32 Pirrama Road
Pyrmont NSW 2009
+61 2 9216 2800

MELBOURNE

Level 4/11-19 Bank Place
Melbourne VIC 3000
+61 3 9908 9100

[LINKEDIN](#)

[MAXIMUS.COM.AU](#)

[YOUTUBE](#)

