

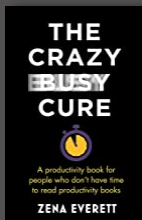
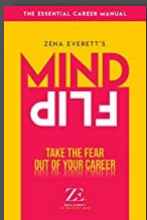


ZENA EVERETT
THE SMARTEST
MOVE



LIVE & VIRTUAL MASTERCLASSES

These are my most popular sessions. The content can be flexed for punchy 20-minute hits, 45/60/90 minute interactive masterclasses, or deeper-dive half day sessions.



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CRAZY BUSY. ♦

DO BETTER WORK IN LESS TIME

When do you have time to yourself? To pause, think strategically, take a step back, focus on what's important or do some deep work?

That's easier said than done when it feels like everyone needs a bit of your attention. How many times are you interrupted every day? We switch from one task to another, like a never-ending game of Whack A Mole. We have far too many meetings, and work is eating into our personal time.

24/7 digital connectedness doesn't help and nor do the 300 billion emails sent every single day. This highly practical and very interactive session will give you some evidence based models to help you feel more in control of your time. It's all about ruthless prioritisation, learning to say no well, disconnecting, and knowing when good enough is better than perfect.

How badly do you need this session? Test yourself on the [Crazy Busy Quiz](#).

Popular for conferences, keynotes and away-days.



CHASE ANTELOPES NOT FIELD MICE

OBJECTIVES

- ♦ Ensure your schedule matches your values and priorities (antelopes, not fieldmice)
- ♦ Eliminate roadblocks to personal and team productivity
- ♦ Prioritising tasks with the greatest payoff for success and happiness

INCLUDES

- ♦ More effective meetings, emails, IM and social media use
- ♦ Stop 'switch-tasking' (what you thought was multi-tasking) and get into flow
- ♦ Focus your time on tasks that move the needle, without procrastinating

CREATE AN ENQUIRY DRIVEN CULTURE. ♦

THE SECRET SAUCE OF SUCCESS

What difference would it make if your people: a) thought for themselves; b) asked for what they wanted rather than telling you after they resign; c) spoke up when they saw a better way of doing things?

To get people to tell you what they really think, we must ask them the right questions to get them to open up. Old-style hierarchical leaders don't have time to listen, so they rush to give solutions. In enquiry-driven cultures people adopt a question-based approach to challenges. This means a shift to becoming 'coach-like' in every meeting and one-to-one. This session will transform your business so that everyone is as entrepreneurial and motivated as you.

Suitable for all levels of management and leadership.

MAGIC QUESTIONS



OBJECTIVES

- ♦ Understand how to build (and lose) trust in your team
- ♦ Adjust from boss to coach
- ♦ Understand a simple coaching model
- ♦ Build a culture of continuous feedback

INCLUDES

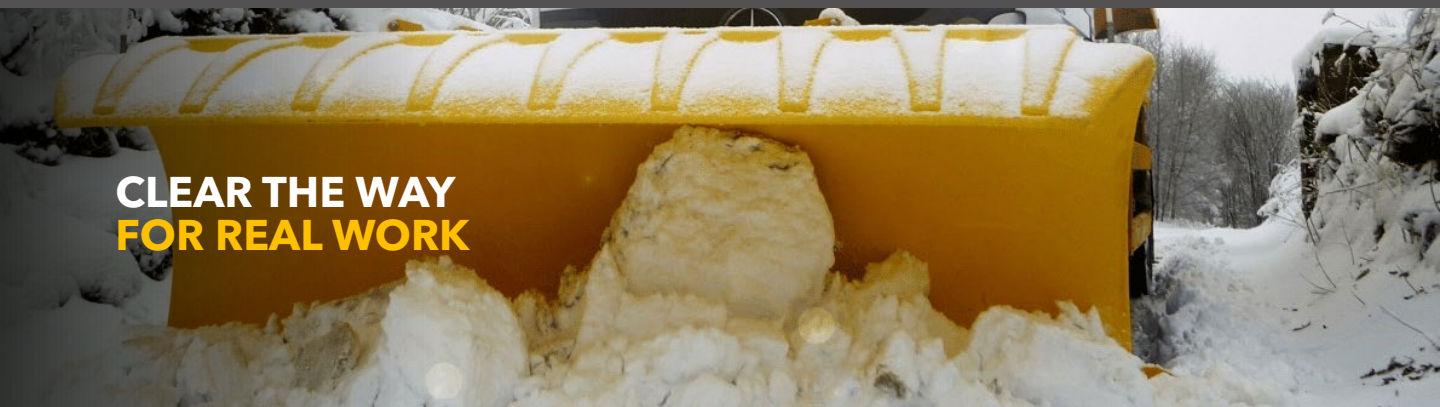
- ♦ Psychological safety
- ♦ Situational coaching - when should you coach?
- ♦ Learning to listen and listening to learn exercise
- ♦ Speed coaching in the moment

PRODUCTIVITY DRAG & HOW TO CLEAR IT. ♦

HOW TO INCREASE PRODUCTIVITY, PROFITABILITY & WELLBEING

Why are some companies more productive than others and have higher profit margins per head? It's how these businesses manage time, energy and talent that makes the difference. Top performers deal better with what researchers call 'productivity drag'. This is the chronic friction that compounds to slow down operations, such as inefficient meetings, low-value tasks that bulk up workloads, lengthy decision-making, and endless digital interruptions. No wonder we feel wired and tired. Research shows we waste as much as 25% of our time this way: at least a lost day per week. We'd never waste any other resource like this. We hire the best talent, then get in their way. Removing productivity drag is the vital bridge between strategy and execution. This lively masterclass is full of practical tools and research to help you clear productivity drag and increase productivity, wellbeing and engagement.

Suitable for all levels of management and leadership.



CLEAR THE WAY FOR REAL WORK

OBJECTIVES

- ♦ Speed up workflow by removing the causes of drag
- ♦ Enhance project management and prioritisation skills
- ♦ Clear complexity and add energy
- ♦ Improve communication and collaboration whilst removing complexity
- ♦ Increase motivation and retention

INCLUDES

- ♦ Better email and meeting management
- ♦ Sequencing of tasks and improved planning
- ♦ Cut back on switch tasking and synchronous working
- ♦ Headspace model for time audit
- ♦ Managing the workflow, not the workers
- ♦ Building in time to think strategically

BRAINS, RESILIENCE & HIGH PERFORMANCE. ♦

MANAGE YOUR MINDSET TO BE HAPPIER AND MORE SUCCESSFUL.

Our brains are our greatest asset. How well do you take care of yours?

We rely on high functioning brains to make decisions, grasp complex problems and come up with creative solutions quickly. At the same time, we have to regulate our emotional response to maintain a resilient, flexible mindset. 24/7 demands mean many of us neglect our powerful brain/body/gut connection. You wouldn't drive your car without adequate fuel, water, oil and an annual service; do you treat yourself with the same care? This fascinating and fun masterclass will combine concepts from neuroscience, organisational psychology, and cognitive-behavioural coaching to help you train your brain and promote your neuroplasticity, resilience, and wellbeing.

Suitable for all, particularly well-being events.

YOUR BEST ASSET



OBJECTIVES

- ♦ Understand the brain/body connection
- ♦ Learn how to solve problems, focus and make better decisions by taking care of your brain and body
- ♦ Manage the boundaries between work and home
- ♦ Focus on priorities and remove distractions

INCLUDES

- ♦ Neuroscience on peak performance and the brain/body connection
- ♦ Resilience and wellbeing suggestions
- ♦ Work/life blend
- ♦ Cognitive behavioural theories
- ♦ Spotting the signs of burnout

TAKE CHARGE OF YOUR CAREER. ♦

WHAT'S NEXT FOR YOU?

Where do you want to get to in your career and what's holding you back? Career success comes when you flip your focus away from yourself and instead focus on the problems that you, uniquely, solve for others. In this session we'll have time to consider some big career questions. How do you contribute? What are you aiming for and what's important to you? How will you bridge the gap between you and a high performer in the role you aspire to? What are your blind spots? How do you sell yourself, without sounding obnoxious? This session will help you figure all this out and give you the latest research on career strategy.

Essential for all, particularly rising star and gender network programmes and anyone preparing for interview panels and appraisals.

**WHAT
GOT YOU
HERE**



**WON'T
GET YOU
THERE**

OBJECTIVES

- ♦ Increased self-awareness and knowledge of blind spots and limiting beliefs
- ♦ Know how to differentiate yourself, your unique contribution
- ♦ Interview skills
- ♦ Think about skills, knowledge and networks you need to acquire
- ♦ Understand latest research on career management

INCLUDES

- ♦ Managing career conversations and
- ♦ Building diverse networks with new or different perspectives
- ♦ Staying resilient and self-care
- ♦ Learning to be tolerant with ambiguity

ZENA EVERETT. ♦

Leadership Coach and Speaker Zena Everett is the author of [Mind Flip: Take the Fear out of your Career](#) and the award winning, best-selling [The Crazy Busy Cure](#).

Originally a recruitment entrepreneur, Zena sold her business in 2007 then studied an MSc in Career Management and Coaching. She then took further post-graduate qualifications in psychological coaching and leadership with neuroscience (MIT Sloan Business School). She has coached on the Executive MBA Programme at Oxford University's Saïd Business School and is a member of the Associate Faculty at Henley Business School. Zena is a regular speaker on Crazy Busyness and Leadership for the London Business Forum: 'the world's best speakers in London's most iconic venues.' You can enjoy her short animations her [YouTube](#) channel.



You were fabulous today. I rate you so highly. I love your style and you're always so incisive. Big thanks for your energy and for inspiring all our guests.

Brendan Barns, London Business Forum

I had great feedback on the session come through - 3 people even messaged me during the session itself to say that they found you credible, personable, and that it was a good use of their time.

Learning and Development Head, GIC, New York

Thank you for a wonderful presentation today. The team was very engaged and contributed a lot of great information in the chat and the breakout sessions. The content was very relevant, and your presentation and facilitation skills are excellent. I'm certain there will be some "a-ha!" moments that come out of our debrief. If the team have any questions for you regarding the content or otherwise, I'll be sure to reach out.

Head of Legal Operations, Takeda

Thank you so much for today, what a great session. I really enjoyed it and we got to exactly where I wanted to be.

Senior Leader, University of Liverpool

First just to say many thanks - was a great session and now I really want to try to drive an integrated response to this from the top.

Head of Research EMEA, Investment Management


Thank you very much for your session today. It was, probably, the best decision I made to ditch the other workshop and listen to you instead!

HMC Deputy Head Teachers Conference

I just wanted to drop you a note to say thank you for delivering a great session. For me personally, it's changed the way I am doing certain things - each meeting now has a clear defined purpose, a process and a payoff.

Henley Business School delegate



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