

Meet Kevin Liebenberg

CEO of Actuate

Join Kevin on his *'Hello CEO'* journey to **30% better performance** and **30% more joy**



"It's all about the journey and I'm ready to take the leap."

Some facts:



Most inspiring book:
'Surfing the Edge of Chaos'
by Richard Pascale, Mark Milleman and Linda Gioja



Most Inspiring Leader:
Seth Godin



Most inspiring element of being a leader: *seeing people thrive, blossom and surprise themselves with what they can achieve*

What does Actuate do?

- * Combine **'change management'** and **'employee marketing'** to drive what we call **'change marketing'**
- * Drive positive change in large organisations and getting people aligned behind their organisational objectives

What does **30% more joy** look like?



More flow, less friction



More focus, less wandering



Time to reflect, learn, plan and untie myself from diving into the operational 'weeds'



Feeling lighter and more energised



Less resentment, exasperation, anxiety



More inspiration



Embracing the magic, wonder and utter privilege of leading a team and business that make a positive impact



Joy is being authentic and tapping into my inner wizard

What does **30% more performance** look like in your business?

- * It's always tempting to reach for the metrics when performance improvements are targeted, *and we have those* - which is making significant (and metric linked) progress on our growth strategy to double our business on several dimensions.



- * More relevant for me however is an enhancement in our culture, in the way we work with great clients who want to partner with us, to attract the right people and partners and dramatically improve our sales and new business capability.



What are you looking forward to?

- * I'm excited, but also positively anxious.
- * The opportunity of reflection, of answering difficult questions.
- * Improving my self awareness and the way I show up in the world.
- * Facing some hard decisions.
- * Developing a 'to don't' list.
- * Deciding what layers need to be peeled off and left by the wayside.
- * To bringing more of the real me to my system and to embrace the possibilities that might bring.

The 'Hello CEO' journey



- * A 2-month learning experience focusing on your unique brand of CEOship which you can apply directly to your business.