

## DR. ANTOINETTE J BRAKS

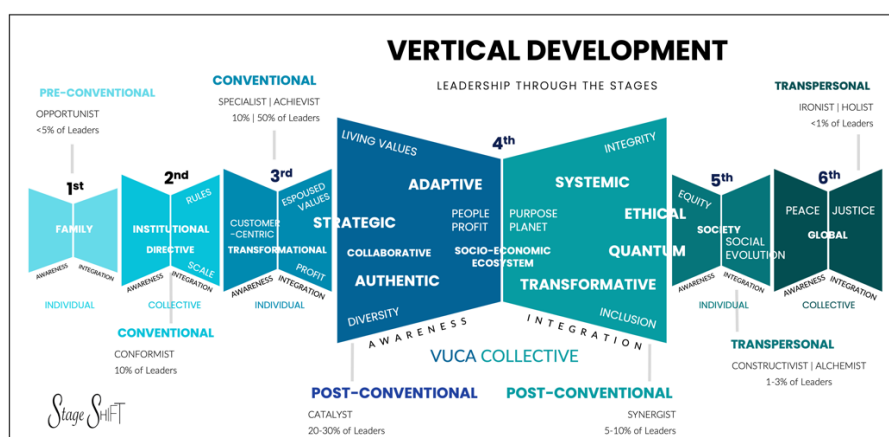
FOUNDER & CEO of StageSHIFT Coaching & Consulting Ltd

Master Coach, Learning Architect, Business Alchemist, Author & Presenter

Dr Antoinette Braks is a Master Certified Coach with the European Mentoring and Coaching Council and has completed more than 8,000 hours coaching Senior Executives and groups, leading strategic offsites and team dynamics workshops, and certifying Executive Coaches in the StageSHIFT Transformative Vertical Coaching approach. She was awarded the CEO Award 2020 for Leadership Coaching and is the author of Executive Coaching in Strategic Holistic Leadership: The Drivers and Dynamics in Vertical Development (McGraw Hill, 2020).



Dr Braks is a thought leader and master practitioner in Vertical Leadership & Organisational Transformation to later stages of adult maturity (Synergist) and business evolution (Teal). She integrates the independent, competitive, customer-focused, high achieving 3<sup>rd</sup> Perspective for business units with the interdependent, collaborative, community-centric, systemic 4<sup>th</sup> Perspective at Executive levels.



### CAREER, COACHING & CONSULTING HISTORY

Antoinette built an international career leading HR Policy with SHELL Latin America & Africa, as Head of Leadership Solutions with KORN FERRY Asia Pacific, CPO with VECTOR Energy, Co-founder of Hudson's Talent Management Coaching Practice, and the Founder | CEO of StageSHIFT Coaching & Consulting Ltd.

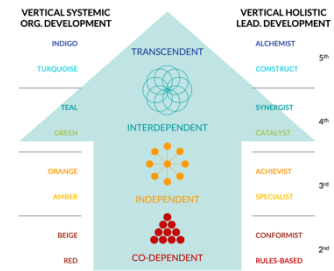
She was based in Europe from 2020-2023. After presenting her PhD research findings at eight global Leadership, Psychology, and Coaching Conferences, she designed, developed, and delivered digital StageSHIFT Coaching Certifications, Coaching Supervision, and Systemic Team Dynamics Programs. This involved hosting >350 live Group Webinars with global coaches while building a broader awareness of geopolitical influences and intercultural dynamics. She has since returned to Australia.

Her career focuses on coaching Senior Executives, designing and leading Strategic Offsites, Team Dynamics Workshops, and whole-of-org Business Transformations. She has built Leadership Models, Team Charters, and integrated multiple OD strategies such as Visionary Purpose, Evolutionary Values, Value Creation Streams, EQUIP Team Scorecards, Dynamic Operating Rhythms, Liberating Meeting Agendas, and Orchestrated Stakeholder Collaboration to evolve the business and facilitate the transformation of the organisation by embracing contemporary principles in holarchy and humanocracy.

Her unique StageSHIFT Coaching technology enables Senior Executives to develop their Systemic Adaptive leadership capacity three times faster than usual i.e., in 1-2 instead of 5-6 years, and confidently evolve the organisation's Inner Operating System to integrate agile, accountable, distributed leadership. Leaders learn to apply holistic principles through aspirational intent, mindful expression, and shadow resolution to reframe and renew identity, while discovering how to hold effective courageous caring conversations, empowering meetings, and develop personal and team disciplines in mutual wellbeing.

## StageSHIFT TRANSFORMATIVE COACHING

The transformative 3<sup>rd</sup> generation StageSHIFT coaching approach blends customized, applied, and socialized learning with a focus on meaning-making, self-discovery, systemic thinking, and experimentation. This approach offers a paradigm shift beyond developmental coaching to integrate the strategic value of speed to outpace the ever-increasing rate of change, a proven set of operating frameworks to evolve the organization, and a profound depth of personal inquiry and coaching insight to infuse higher consciousness into leaders' thoughts, words, intentions, attitudes, and decisions to move into the flow of emergence.



StageSHIFT's advanced RADAR<sup>®</sup> Learning Architecture incorporates a menu of customized Online Executive Resources across a series of Development Themes with personal reflection, live group online Discovery Dialogues held by StageSHIFT Certified Coaches at Synergist or Alchemist, and Peer Collaborations to enable iterative, cumulative, applied learning while tracking impact in organizations.

StageSHIFT Programs result in breakthrough outcomes. The Leadership Effectiveness of the top 75 leaders at Agriculture NSW doubled from the 60<sup>th</sup> to the 80<sup>th</sup> percentile in 2 years. People Engagement at Businesslink following a merger integration, doubled from the 30<sup>th</sup> to the 60<sup>th</sup> percentile in just 6-months. A commodity-trading company of 50 doubled its revenues after 6-months.

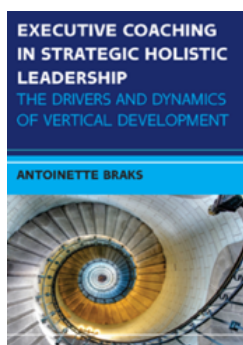
Dr Braks was also involved in two Futurist Assignments. One was with the Assistant Commissioner of the NSW Police Transport Command to inspire the shift from "warriors" to "guardians" of the peace and increase community trust and confidence in a more intelligent, responsive, respectful police force. The other was with the Director of Public Schools Education NSW to invite a joy of learning at the new student-centric "Schools within Schools" agile space in the refurbished Lindfield Learning Village armed with a liberating curriculum, student-led active learning projects, and deep teacher collaboration.

Clients include organisations across business, energy, engineering, financial, legal, telecom, and trading services e.g., Brookfields, Businesslink, HSBC, KL Telecoms, Mathias International, Risk2Solution, RPS, Shell, Toyota, Trustee Services, TUANZ, United KG, and Westpac, and across the spectrum of the NSW public sector e.g., Aboriginal Affairs, Agriculture, Education, Environment, Family & Community Services, Finance & Innovation, Fire & Rescue, Health, Justice, Police, Premier & Cabinet, and Transport.

## QUALIFICATIONS & PUBLICATIONS

Dr Braks holds a PhD in Leadership Psychology and Transformative Coaching from Macquarie Business School NSW and the postgrad Professional Certificate of Advanced Study in Coaching Supervision from Oxford Brookes University in 2020. She holds an MA in Management Research from Macquarie University winning 2 University Prizes for Excellence, an MBA from London Business School, a Dip Intl Mktg (Hons), an LLB (Hons) in International Law, and a BA in Political Science from Auckland University.

She is certified in Executive and Organizational Coaching with the IECL Australia, and has completed programs in Stakeholder-Centred Coaching, Ontological Coaching, and Authentic Leadership Coaching. Dr Braks is certified in a range of Vertical Assessments including the GLP and VHLP; The Leadership Circle 360 and Culture Survey; and Barrett's Values. Others are Hogan, Human Synergistics LSI and OCI.



In addition to her book, she has authored articles for two academic journals. The first, "[Leadership Coaching Leads to Later Stage Development](#)" was published in the Integral Review April 2020. It focuses on the drivers of Vertical Leadership Development. The second, "[From Developmental to Transformation Coaching to Reach Later Stages in Vertical Holistic Leadership Development](#)" Vol 21(2) in 2023. It expands on the active coaching ingredients in the dynamics of Vertical Leadership Development.

She loves traveling to new places and enjoys extensive reading, while continuously exploring leadership development, organisational evolution, and global politics.

## TESTIMONIALS – COACHES & EXECUTIVES

The StageSHIFT Program is unique in that it takes a holistic approach to transformation. Antoinette is a collaborative intuitive whose depth of knowledge in leadership development is unsurpassed. In a short period of time, she has galvanized the organization in a way that is remarkable. Did I say there was a whiff of culture change in the air? There is a gale force wind blowing and the organization and its people are the ultimate winners! ~ Anne Cosgrove Executive Director People & Culture

I enjoy my coaching meetings with Antoinette principally because she continually challenges my normalized way of thinking. The coaching is not a linear process. It's emergent, disruptive, and even disconcerting - that's where the magic is. Antoinette considers things from a deeper dynamic perspective. Her focus on embracing our uniqueness is inspiring and amazingly effective. ~ Greg Ellis Executive Director Transport

I found Antoinette's perspectives to be thoughtful and insightful, and her connection with mind, body, spirit revolutionized my thinking and actions. She has a unique ability to recognize, understand, and explain complex leadership issues. Attuning my inner self and harnessing my authenticity to be a more innovative and strategic leader awoke my inner warrior. ~ Gary Groves Executive Director Human Services

Antoinette was an engaging, skilful, intelligent, challenging, and enthusiastic person to work with. She integrated many new initiatives to transform our culture creating momentum from which results soon flowed. The terrific speed of success was due to her great ability to engage with our leaders. She was a vital source of energy and inspiration in setting our course and getting us going! ~ Pat Richards CEO Businesslink

Antoinette instigated a terrific collaboration with us by leading a Strategic Offsite for our new Executive Team. It was an invigorating and extremely productive 2-day session to set our strategic direction and the leadership culture we wanted. Antoinette designed and led a CONFIDENT Leaders Program that enabled the top 75 leaders become more self-aware and develop the courageous authenticity and team accountability we needed to uplift our performance.

Antoinette's broad strategic perspective and deep insights into mindfulness, emotional intelligence, and personal power generated a significant shift in our capacity to collaborate with our business partners to build a thriving sustainable agricultural sector in NSW. ~ Michael Bullen Dir. Gen. Agriculture NSW

Occasionally we meet folks who bring a unique perspective to strategic conversations. Antoinette is one such person, drawing on a wonderful understanding in so many aspects of life and business. ~ Richard Boggon, Regional Director Transport

Antoinette is a sensitive and highly gifted coach. Her ability to coach senior leaders through the strategic maze of government while they balance their personal development is her strength. She is an Executive Coach of the highest calibre. ~ Jane Simmons, ED Education

Antoinette's profound and rare capacity to inspire developmental movement in individuals, teams, and the wider community is remarkable. She is part of a class of brilliant, humble human beings who invite you to fully meet yourself, your shadows and unfolding potential, simply by their presence and capacity to hold that space. Her unique, well-researched body of work enables leaders to integrate business and human development. ~ Jacqueline van Paassen, Leadership & OD Coach

Antoinette is one of only three Thought Leaders I know who credibly integrates business and spirituality. It's rare, profound, and much needed today. Her brilliant intellect, fearless consulting and coaching has created a great suite of offerings. ~ Emma Pearson, Executive Coach & OD Consultant

Antoinette is one of the most brilliant coaches I have ever experienced. Being both gentle and direct, intuitive and clear she generously and courageously shares her wisdom and insights. ~ Karin Hamrin, Executive Coach

Without her firm, generous, friendly, thought-provoking, heart-opening and soul-freeing guidance, I wouldn't be where I am today: totally on purpose with a big mind and open heart. Antoinette is the most aspirational, knowledgeable, and loving leader I have come across. She is the go-to thought leader, guide in vertical development. ~ Sharifah Raudhah AlQudsy, Executive Coach & Consultant

The Program was indeed transformative. Through her collaborative, uplifting and deeply thought-provoking approach, Antoinette challenged me to enquire deeply and articulate concepts and ideas that were just beyond my reach. It lifted my consciousness to another level. Her work is brilliant! ~ Heather Monro, Executive Coach

She is one of the most extraordinary human beings I have met. An inspiring person with a remarkably sharp intellect, lots of love, tons of professional experience, combined with an even more remarkable wisdom and spiritual consciousness. ~ Thomas Bjerkhede, Executive Coach & Consultant

I feel and believe strongly that this is "the real deal" in executive leadership development. As a humble attempt, I would say that it is unrivalled in its blend of science and applied wisdom, and in the inner conscious self that evolves in embodied leadership presence. ~ Paul Smith, Executive Coach & Consultant

The StageSHIFT Program is the most comprehensive program I've ever seen, making the links between most relevant frameworks within organization, human development, psychology, and life as a whole. ~ Niklas Lindhardt, Exec Coach

Antoinette has a unique style and approach. I'd emphasize her discernment and the ability to beautifully conceptualize complex ideas and get to the very core of things. I am fascinated with her methodology and her constantly inquiring mind and lightness. ~ Ekaterina Surkova, Executive Coach & Consultant

The StageSHIFT Program has been one of the most rewarding programs I have ever undertaken. It expanded my capacity at an accelerated pace developing a level of conscious awareness which is hugely complementary to my previous areas of study. ~ Valerie Gleeson, Executive Coach & Consultant

Antoinette's brilliant work creates an effective, practical, and grounded approach focused on a pivotal arc in the developmental spectrum. ~ Terri O'Fallon, Founder STAGES

It is more vital than ever before that leaders develop the ability to think systemically and consider the long-term effects of decisions. StageSHIFT offers a pathway to help leaders acquire these later stage characteristics. ~ Dr Susanne Cook-Greuter, Vertical Development Pioneer

Antoinette shows us how coaching can become a transformative dialogue: a holistic path to humanize our world. ~ Reinhard Stelter, Coaching Professor University of Copenhagen Denmark