



TRANSFORMATIVE VERTICAL
EXECUTIVE COACHING IN
LEADERSHIP DEVELOPMENT

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TRANSFORMATIVE VERTICAL COACHING

With Dr Antoinette Braks, Master Coach in Leadership Development

The PURPOSE of the Coaching Program

The purpose of this coaching program is explicit yet lightly held. The intention is emergence of Vertical Leadership Development to the later stages of Synergist or Alchemist held by < 10% of executives today. We need many more strategic leaders at Synergist to lead regional and global enterprises, and Alchemists to enable breakthrough ecocentric collaboration amongst multiple industry sectors.

The PROVEN Evolutionary Outcomes

It was thought to take years to realise a more conscious leadership presence at later stages of adult or ego development, or intensive 20-day Integral Leadership Programs to shift stages more quickly.

Our research demonstrates that the unique StageSHIFT transformative coaching approach expedites vertical development. 80% of executives shift one stage in one year and the other 20% realise a double StageSHIFT. We see and guide you to realise the amazing and inspiring latent potential lying just beneath the surface of habitual patterns and conventional ways of being.

Our proven transformative vertical coaching approach enables you to

1. Accelerate your vertical development at a safe speed while igniting a quantum shift
2. Facilitate shadow resolution and holistic healing at deep levels of identity formation
3. Liberate your potential as a visionary, inspiring and purposeful strategic leader, and
4. Orchestrate your organisation and ecosystem to realise a quantum shift in outcomes.

The StageSHIFT Executive Coaching Program responds directly to your journey. Our proven techniques and frameworks are introduced as relevant. Each 90–110-minute coaching session is rich and intimate with illuminating personal insights and transformative business practices that evolve your leadership.

The Executive Coaching Program PACKAGE

- A set of 8 pre-scheduled 100-min Coaching Meetings at 4-week intervals throughout the year
- Two Vertical Holistic Leadership Profiles and two Vertical Sentence Completion Tests at the beginning and end of the Program, each with 50-min Discovery Debriefa to ignite and benchmark your evolution, capacity and effectiveness as a leader
- Occasional email and mobile contact as needed for any time-sensitive issues that may arise
- Blended Program includes Learning Materials to house recordings and transcripts, and dive deeper into topics covered during coaching with articles and models, as well as make implementation of proven StageSHIFT templates and techniques much easier.

What makes StageSHIFT Coaching UNIQUE

- Explicitly Vertical, held lightly but not loosely, incorporating horizontal development
- Vertical Development through to mature Transforming Synergist and onto Alchemist
- Holistic Ego Development integrating heart, mind, body, spirit, to facilitate soul evolution
- Enterprise Evolution coupled with personal evolution to uplift the strategic business context
- Transformative Coaching leaning into the expansive space of 3rd generation Dialogical Inquiry
- Bold aspirational intent to foster future career horizons and manifest a transformative legacy
- Broad expansive inquiry into leading beyond the organisation to renew the whole ecosystem



Dr Antoinette J Braks

MCC PhD PCASCS.OxB MA MBA.LBS Dip Intl Mktg (Hons) LLB(Hons) BA

Antoinette Braks is a Master Certified Leadership Coach (EMCC) and Founder of StageSHIFT Coaching. She has a PhD in Executive Coaching in Vertical Leadership Development and is the author of Executive Coaching in Strategic Holistic Leadership: The Drivers and Dynamics of Vertical Development (McGraw Hill 2020). Her research was published in the Integral Review: “Coaching Leads to Later Stage Development” (April 2020). Antoinette received the CEO Today 2020 Management Consulting Award in Leadership Coaching. She operates from the perspective of a mature Alchemist.

Antoinette has coached >3,500 hours with C-suite and divisional leaders, led >50 strategic offsites for executive teams and designed and led vertical leadership development programs for large groups of strategic leaders. She has led enterprise-wide transformations in the energy, business services and government sectors, and created strategic papers on the Future of Education and Future of Policing.

The StageSHIFT approach has generated extraordinarily swift transformative outcomes such as a single or double StageSHIFT in a single year; 20% increase in Leadership Effectiveness in 12-months; a 30% increase in People Engagement in a 1,000-p organisation in 6 months; and a 100% increase in business revenues with a 50-p trading company just 3-weeks after customising the StageSHIFT approach.

Previously she built a global career leading OD, Leadership Development, and People & Culture with SHELL in Latin America and Africa, KORN FERRY in Asia Pacific and Vector New Zealand respectively. She also founded the Executive Coaching Division for HUDSON Australia.

Antoinette is now based in Europe and Australia at different times of the year. In addition to executive coaching, she partners with global organisations to customise and lead vertical leadership development and enterprise evolution programs in collaboration with the global StageSHIFT community of later stage, highly qualified and experienced transformative executive coaches.

Professional Fees

FIRST 100 DAYS OR SPECIAL TRANSFORMATION

Customise your coaching experience to focus on strategic or holistic challenges in your career and life. Discover how to embrace life, heal shadow and harness your inner genius from a transpersonal perspective in relation to psycho-dynamics and soul evolution within a systemic cultural context to eliminate emotional triggers. Discover how to dramatically expand your leadership presence to inspire others and lead business transformation, culture evolution and eco-systemic renewal.

3 inspiring Leadership Coaching Sessions €5,000

TRANSFORMATIVE ANNUAL COACHING PROGRAM

Discover how to embrace life, heal shadow and harness your inner genius from a transpersonal perspective in relation to psycho-dynamics and soul evolution within a systemic cultural context to eliminate emotional triggers, get in synch with the universe and dramatically expand your leadership presence to inspire others and lead business transformation, culture evolution and eco-systemic renewal.

Annual Blended Program including 8 Insightful and Inspiring Transformative 100-min StageSHIFT Coaching Sessions with Dr Antoinette Braks and 4 before and after Assessments with Discovery Debriefs over a period of 12-months to take you into the top 10% of leaders @ Synergist & 1% @ Alchemist, along with recordings, articles, and templates. €15,850 or 4 monthly payments of €1,385

3-month Focused Transformation or 100-Day Program including a VHLP Assessment and 50-min Discovery Debrief, followed by 3 Transformative 100-min StageSHIFT Coaching Sessions with Dr Antoinette Braks, with recordings emailed to you. €5,000 or 4 monthly payments of €1,285



TESTIMONIALS

Richard Boggon, Regional Director Transport Infrastructure Services, Parsons Brinckerhoff

Occasionally we meet folks who bring a unique perspective to strategic conversations, creating new thoughts, ideas and innovative thinking. Antoinette is one such person, drawing on a wonderful knowledge and understanding in so many aspects of life and business.

Jenny Hoffman, Exec Coach

There are absolutely loads of frameworks and models that Antoinette elegantly weaves together providing a thorough theoretical backdrop for your learning and delivered in manageable and well structured modules. The small group format provides a safe space to challenge yourself supported by a very generous amount of individual and group coaching to accelerate learning, growth and development.

Thanks Antoinette! Your years of commitment to the growing field of vertical leadership development is benefitting all who share your passion.

Jane Simmons, ED Education

I would like to give you a big thank you. Your creative and spiritual thinking has impacted so positively on my life this year. I reflect back and think about how far I have come with your assistance along the way. Antoinette is a sensitive, creative 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.

Greg Ellis, EGM Opal Ticketing

I enjoy my coaching meetings with Antoinette principally because I find myself uncomfortable. 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.

Niklas Lindhardt, Exec Coach

Antoinette, what a blessing that the fabric of life weaved your thread into my weave. As always when delivered by the universe, your wonderful StageShift program came to us when we needed it. Refining our transforming leader programs in large industry, for even better results. Thank you for openheartedly sharing both your personal experience as well as the nuances of your soul with me. Two souls on a journey with the same purpose. For the benefit of ALL. Thank you!

Sharifah Raudhah AlQudsy

Antoinette presents her authenticity, and her highly generous and caring spirit. She weaves her expertise in Vertical Development and Enterprise Evolution with ease and grace. I notice that I bring more rigour, courage and crystal-clear intent to my coaching practice in recent months and I can only credit Dr Antoinette's brilliant guidance for this subtle integrated shift. I highly recommend partnering with her if you are a coach who aspires to expand your capacity to contribute to the evolution of your client leaders and their enterprises.

Karin Hamrin

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. -Antoinette, it's a truly amazing experience, being guided and coached by you, in the spiritually connected space where you and I meet. The StageSHIFT Coaching Certification Program is an incredibly rich program, bringing together frameworks and research that enables us to see vertical evolution in a new and holistic way.

The Discovery Dialogues with Antoinette is a wonderful opportunity to deepen the understanding and making this program not just another certification program, but an essential part of your soul evolution. Thank you, Antoinette, for sharing this with us and the world! It's such a beautiful journey!

Jessica Löwenhielm

I am blown away and mesmerised by the devotion and amount of knowledge, research, techniques and tools that Antoinette has put together! Not only has she helped me to take my own coaching practice and our leadership development programs to a totally new level of impact, she has also elevated my own consciousness stimulating, uplifting and freeing the mind, heart and soul.

I will be forever grateful for Antoinette helping me to fully understand and grasp the vastness, importance and grandness of vertical development, yet making it easy to start implementing, infusing and transforming my own work and its impact on my clients.

Without her firm, generous, friendly, thought-provoking, heart-opening and soul-freeing guidance, I wouldn't be where I am today. Antoinette is the most aspirational, knowledgeable and loving leader I have come across. She is the go-to thought leader, mentor and guide in the field of vertical development.



Heather Monro, Exec Coach

Antoinette's coaching approach is highly thought provoking, collaborative and uplifting. She has challenged and supported me to articulate concepts and ideas that have been just beyond my reach. I am already benefiting from more congruence with my evolutionary aspirations and clarity regarding my strategic direction.

The coaching is helping me to shape my coaching business so I can more effectively generate transformative change and liberate the energy of potential bound up in human hearts and souls. I feel very excited and inspired to continue our coaching relationship. I would highly recommend Antoinette's coaching services for aspirational leaders wanting to take their organisations to the next level.

Corinna Kingston, Exec Coach

Antoinette's teachings and methodology offers both an introspective approach to our own coaching practices whilst simultaneously developing our intervention skills, through a mixture of transformative coaching, organisational development techniques and so much more, to enable leaders the opportunity to learn how to pivot in their leadership and show up on a manner that is far more impactful creating a ripple effect that cascades the organisation!

Antoinette's deep knowledge, practical expertise and utter passion for her subject is awe-inspiring. She has clearly dedicated herself to sharing her aspirational vision with the world through her life changing work and I feel privileged to be a small part of that journey. From the perspective of a business leader and/or an Executive I would have no hesitation in recommending Antoinette's exemplary work.

Elisa Recchi, Risk Mgmt HSBC

I was very fortunate to have been given the opportunity to work with Antoinette Braks over the last year and I feel privileged to have her as a coach. Antoinette's style and approach allowed us both flexibility and to be able to focus on what was top of mind. She asks the right questions that lead to very thought provoking and at times, confronting decisions, however this is what really helped me both personally and professionally.

Antoinette also provided me with tips and ideas on how to manage and lead more effectively and strategically, which has been so important to ensure I remained focused on my leadership capability and impact. A big thank you to Antoinette for your unwavering support, advice and mentorship; you are a real treasure and I can't thank you enough!

Gary Groves, Community Services

My time with Antoinette will forever have a positive impact on my approach to leadership. I found her perspectives to be thoughtful and insightful, and her connection with mind, body, spirit revolutionised my thinking and, most importantly, my actions. Antoinette helped me strengthen my ability to deliver a consistent vision personally and professionally; drive growth and development through people; encourage risk taking and accountability, and nurture self-awareness and reflective practice.

Antoinette has a unique ability to recognise, understand and explain complex leadership issues and, along the way, there have been some surprising personal realisations. Her mentoring makes me a better person every day, both at work and at home. Attuning my inner self and harnessing my authenticity to be more innovative and strategic brought me unique opportunities as an Executive Director working in government and awoke the inner warrior in me to lead my organisation to success.

Paul Smith

I feel and believe strongly that this is "the real deal" in executive leadership development. Not only is its peer-reviewed research platform impeccable, but in the degree of integrity and integration that pervades the whole approach. This is hard to convey without shared direct experience, as so many aspects are brought together here.

At a humble attempt, I would say that it is unrivalled in its blend of science and applied wisdom, inner work and outer application and in the extent of the inner more conscious self that evolves, expressed both in embodied leadership presence and its effects on others, and leading, directly, into organisational culture and behavioural change.

