



# Lead well

making a difference to those who make a difference

**Humanity Inc**

Inspiring Meaningful Futures



## In today's world, what does it mean to be a leader?

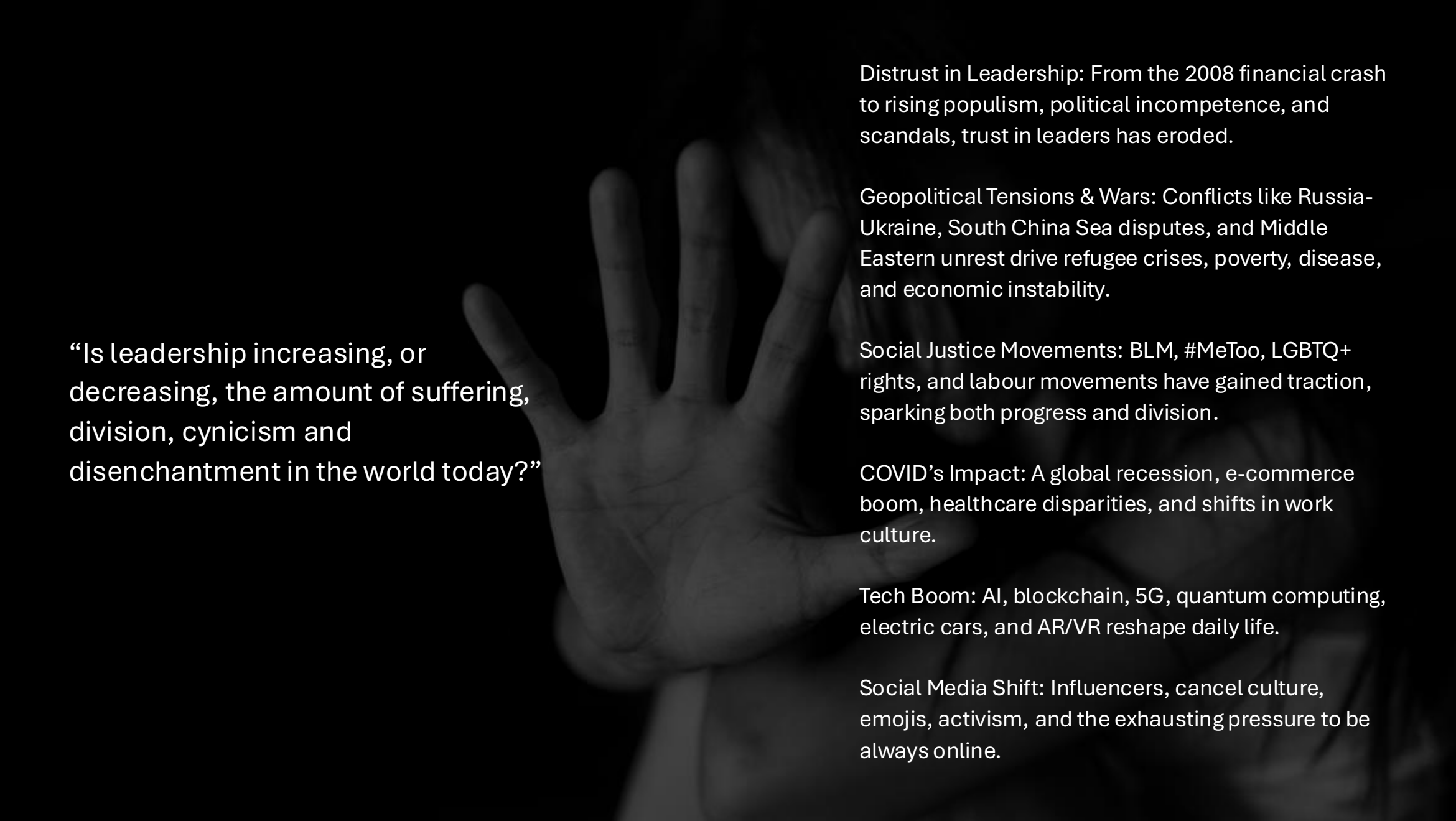
Lead Well is a different conversation and experience for leadership development in today's world.

We believe the measure of leadership is more than simply power, profit, results and success. We believe leadership is central to humanity's survival. Leadership, and the quality of it, determines the way we experience the world. Humanity is not only dependent on leadership for commercial success, wealth and a standard of living, we are also reliant on leaders to create conditions where humans we can survive and thrive.

Whether in work, education, local communities or society, for too many of us, leadership is falling short.

In the first quarter of the 21st Century humanity has faced and experienced many challenges that have tested the leadership we have in the world.





“Is leadership increasing, or decreasing, the amount of suffering, division, cynicism and disenchantment in the world today?”

**Distrust in Leadership:** From the 2008 financial crash to rising populism, political incompetence, and scandals, trust in leaders has eroded.

**Geopolitical Tensions & Wars:** Conflicts like Russia-Ukraine, South China Sea disputes, and Middle Eastern unrest drive refugee crises, poverty, disease, and economic instability.

**Social Justice Movements:** BLM, #MeToo, LGBTQ+ rights, and labour movements have gained traction, sparking both progress and division.

**COVID's Impact:** A global recession, e-commerce boom, healthcare disparities, and shifts in work culture.

**Tech Boom:** AI, blockchain, 5G, quantum computing, electric cars, and AR/VR reshape daily life.

**Social Media Shift:** Influencers, cancel culture, emojis, activism, and the exhausting pressure to be always online.




## The price humanity is paying for leadership and our current experience of work

- Global prevalence of Anxiety disorders affect an estimated 284 million people worldwide (WHO)
- Global prevalence of Depression increased by 25% in 2020.(WHO)
- Approximately 726,000 people now die by suicide each year, making it a leading cause of death globally (WHO)
- Quiet Quitting – is on the rise where employees are only doing what is required
- 1 in 5 US employees are not satisfied with their work
- Only 13% of UK workers enjoy their job (CIPD)
- Turnover is a high cost for organizations - replacing a single employee can take up to 28 weeks and cost over £25K in lost productivity
- McKinsey Health Institute puts the potential costs to UK employers from a wider poor health perspective due to absenteeism, attrition and presenteeism is at ~£150bn per year, a cost per employee at ~£5,000.
- UK alone mental health issues cost employers up to £56bn a year, which is a 20+% increase post pandemic

The world is experiencing heightened levels of cynicism, uncertainty, anxiety, stress, fatigue, inequality, and polarization.



An underwater photograph showing a vibrant coral reef. Sunlight rays stream down from the surface, illuminating the scene. The water is a deep blue-green, and the coral is a mix of bright green and yellowish-green. The text is overlaid in the upper right quadrant.

*For leaders to lead well in the 21<sup>st</sup> Century they must have a vision of the future, where humanity is better off tomorrow than it was today, and the courage, understanding and wellness to make it so.*



## What is Lead Well?

Lead Well offers you the space and time to become an observer to your life. It is often when we are too close and too absorbed, that we lose a sense of self, i.e. who we are, what are we doing, where we are going and what we desire in life.

This experience is designed to provide time and insight to shift a leader's perspective into a different space, a space intended to bring greater clarity, engagement and wellness into their lives and into the lives of others. We offer an immersive experience where we:

- Understand what it means to be truly human and become aware of our innate human needs in today's world
- Understand how to spot and prevent exhaustion and burnt out in self and others
- Explore art, literature, poetry, and music and how it moves and inspires us
- Use breath and meditation to connect with oneself
- Review a life well lived to-date, what's working and what could be enhanced
- Utilise art to dream and create an enchanted life
- Pull on philosophy to explore agency in the world in which we live
- Use manifesto to tactically define a compelling life into the future
- Reconnect with what inspires you and so bring more energy and wellness into your life
- Bring more hopeful and positive leadership to humanity



*In a world where our human needs are not being met, or are almost non-existent, we often become; unsettled, disengaged, frustrated and tired, left alone this can lead to anxiety, burn out and depression.*



# Experiencing Lead Well?

Lead Well is an intimate and immersive experience designed for leaders to open channels of consciousness towards an *even more* fulfilling life. Using the foundational framework of our five human needs; Belonging, Meaning, Autonomy, Growth and Connection, we explore through various mediums (i.e. theory, art, poetry, writing, philosophy, meditation etc.) what these mean to you and your future life. Utilizing the beautiful surrounding nature to re-connect with what is important to you, this experience provides you with an opportunity to observe your life, noticing who you are, what you have become, and what this means for the future, culminating in a manifesto specific to you. Lead Well provides an opportunity to do the essential 'inner work' leaders go through to create a lasting and valuable legacy.

Note: Lead Well can be experienced as a team of leaders from the same company, or individual leaders joining from separate companies.

Monday	Tuesday	Wednesday	Thursday	Friday
TRAVEL	<p><b>Belonging &amp; Meaning:</b> The theory of meaning and why it is important.</p> <p>Explore a meaningful life.</p> <p>Where does meaning exist for you?</p> <p>A good life so far.</p> <p>What does this mean for the future?</p> <p>What's important to you ?</p>	<p><b>Autonomy:</b> The theory of autonomy and why it is important.</p> <p>What does autonomy mean to you?</p> <p>How much agency exists in your life?</p> <p>Where do you need to expand your autonomy?</p> <p>How can you expand your agency and what will happen when you do?</p>	<p><b>Growth &amp; Connection :</b> The theory of Growth and why it is important.</p> <p>What capabilities are working for you?</p> <p>What still challenges you?</p> <p>Who is already exceptional at what they do?</p> <p>Where are you gaps and what can be done to bridge them to create your desired leadership impact?</p>	TRAVEL



Our next Lead Well experience starts on the  
3<sup>rd</sup> 4<sup>th</sup> 5<sup>th</sup> June

The location is Le Touquet, France.

Price excl VAT, T&E is £2,000 per participant

For more information:

Email: [steve@humanityinc.co.uk](mailto:steve@humanityinc.co.uk)

Visit: <https://humanityinc.co.uk/leadwell/#>





## The Lead Well Faculty



**Steve Hurst:** Leadership, Culture & Performance Consultant, Speaker, Trainer, Facilitator, Advisor, Coach and Author [Humanity Inc] with a proven track record in creating highly engaged and successful teams and businesses.



**Sandy Abrams:** Breathwork Experiences to Create Optimal Mindset & Energy; Wellbeing, MentalHealth, Success & Joy! Author, "Breathe to Succeed," TEDx Speaker, Chair Global Wellness Institute Breathe Initiative, Breath Barista Podcast.



**Bjoern Lasse Herrmann:** Widely successful leader and Tech Entrepreneur; Founder of Compass, VP Sage AI and Founding Team member for Cynch AI



**Giles Ford:** Manifesto: Helping people & companies realise their boldest visions. Artist and author. 'You are a spark plug of creativity!' Professor Dan Cable London Business School (Author of Exceptional).



**Jules Goddard** has spent most of his career at London Business School, first as a Professor of Marketing and latterly as an architect of its action learning programmes for corporate clients. He served as the inaugural Gresham Professor of Commerce, and is currently on the faculty of CEDEP, Fontainebleau, France. He is a member of the Council of the Royal Institute of Philosophy.



**Peter Moolan-Feroza:** An expert in the use of visual tools, pictorial techniques and creative enquiry, I bring nearly 25 years of consulting and workshop facilitation experience in business and education. As well as a close and long-running association with the Royal Academy of Arts - which has included the creation of the highly acclaimed Outreach Programme for schools.