



Empowering Leaders

We help leaders be great... then teach them how to do the same for their people. It's leadership development for forward-thinking organisations that truly care about their people.

THE BIG IDEA

Live BIG®... is a way of thinking and being that stops us playing small.

It's our obsessive belief that we all have a tonne of capability just waiting to be let out. That you can be happier. Do more. Give more. Go further. Love work. And be the 'you' you were born to be. Not just that – but you can empower others to do the same.

So... We teach leaders to Live BIG. Because, when you teach leaders, they teach others. Great leaders change lives.

When leaders choose to serve their people, to dedicate their skills and time to helping them become happier, more successful and better versions of themselves, then work becomes a place that empowers. People turn up every day feeling engaged and excited because they know they are somewhere they are cared about, grown and can make a difference.

Only 1 in 5 people are fully engaged at work – but when they are, they are over 40% more productive. Organisations that choose to put their people first achieve more, stand out and change their little bit of the world ...[more](#)

POWERS

6 Powers make The Big Idea real. A blend of mindset and strategy skills that together develop the way people think, feel and act. They are the how-to for Live BIG®. Empowering leaders to bring out the best in themselves, coach their people and develop their teams ...[more](#)

OPTIMISM

It's not the events that happen to us that define our happiness and success, but how we interpret them. Optimism teaches us to accept 'it is what it is', and stop worrying about the things we can't control. It teaches us to **SHIFT** our thinking, to focus on what we want.

FOCUS

We live in a complicated world. Focus teaches us to create simplicity from this confusion. To focus on our **BIG 3** – clear priorities based on our own personal sweet spot (the areas where our efforts deliver the highest return).

CREATIVITY

We exist in fixed thinking, but to solve problems and invent something new we have to go beyond what we know. Creativity teaches us to remove the fear and suspend the judgement, so we can **EXPLORE** and build new ideas.

ACTION

Life is not always easy, but it can be simple. We tend to get stuck and make things harder than they need to be. Action teaches us to get unstuck. **4 QUESTIONS** to take us from problem to plan in any situation, empowering us to go beyond what we thought was possible.

PURPOSE

Deep and lasting motivation comes from within when we are able to take action every day in line with something we deeply care about. Purpose teaches us to build this intrinsic motivation. To find the 'why' behind what we do and create our clear **NORTH STAR**.

ENERGY

The way we behave is driven by how we feel. How we feel is driven by how we think. Energy teaches us to recognise that our thoughts are just **STORIES** we have the power to change. When we do, we can shine – showing up as the best version of ourselves, every single day.

TOOLS

Tools make the Powers stick by creating a leadership practice - something we do every day. For each of the 6 Powers we teach one or more tools. These tools become part of a leader's style and an organisation's DNA – 'the way we do things around here'. They are practical, everyday approaches that leaders can make their own to develop themselves and build happier, more effective people and teams.

We put each tool in to practice at 3 levels:

SELF	OTHERS	TEAM
Empowering leaders to bring out the best in themselves.	Empowering leaders to coach and develop their people.	Empowering leaders to energise and grow a group.

Making Live BIG® stick is about building new habits and taking gritty step after gritty step towards leading better and living bigger. Life, as we always say, is a game of Inches ...[more](#)

DELIVERY

1. **Training** - From a half day 'on-ramp' workshop to a two-year leadership development programme. Live BIG® training is contemporary, compelling, energetic, fun and utterly human. It has been designed to feel as far away from stuffy, traditional approaches as possible. Supported by coaching and online tools, our obsession is ensuring leaders are skilled and energised to create new leadership habits that stick...[more](#)
2. **Speaking** - An inspirational and entertaining hit for an audience and a great way to start your Live BIG journey. Speeches run from 30-75 mins and explore The Big Idea, give an overview of the 6 Powers, and dive deeper into one Power (usually Optimism). Leaving audiences energised and inspired to lead better and live bigger ...[more](#)
3. **Coaching** - Often a life-changing and transformational journey, Live BIG coaching empowers leaders to realise the greatness they are capable of in the way they think, act, lead and live. Available as part of a training programme or as stand-alone development.
4. **Retreat** - When a team is ready to go deeper and really see what they are capable of... we go into nature. Blending the learning and planning with activity stretches us, and enables us to see our leadership and lives in new ways ...[more](#)

HOW IT HELPS

Organisations that care for their people and put them first achieve more, stand out and change their little bit of the world.

Studies show that....



With only 1 in 5 people fully engaged at work, lack of engagement is costing our companies money, time and impact. Imagine if 80% of people in your team were over 40% more productive.

An engaged employee is:



... better at meeting customer needs



...better at solving problems



...happier in life

The single biggest thing that drives how people feel at work... is how they are led by their direct line manager.

Live BIG® empowers Leaders to:

SELF	OTHERS	TEAM
Stop playing small. To be great, love work, and go beyond what they thought they were capable of.	Coach their people to do the same - developing the mindset and skills that drive engagement.	Build teams that work and laugh together. Challenging each other with energy, passion and commitment.

What the world is telling us, is that when people love work... they add more value everywhere.

(Source Gallup, Towers Watson & CIPD)

"I absolutely love Stuart's passion and enthusiasm. He turns complex subjects, into straight forward things people can take away and use."



AMANDA BLANC

CEO, AXA INSURANCE

"Live Big has been the cornerstone of us achieving Sunday Times Best 100 Companies to work for status, being recognised by the Institute of Customer service as 'world class', and achieving Investors in People Gold - all in the same year."



ALEC TARRANT

COMMERCIAL DIRECTOR, CLAIMS CONSORTIUM GROUP

"I've had incredible feedback again from my Virgin colleagues! It's a brilliantly different slant on one of our perennial challenges. Thanks too for the gratitude pebble, a great tool for my mindset in life and work :)"



DAVID HORNE

MANAGING DIRECTOR, VIRGIN TRAINS

"Inspirational, thought provoking and extremely engaging. I cannot emphasis enough the positive effect the work we have done with Stuart is having within our team, it is really powerful stuff and bringing about real change."



MARK HEATHER

REGIONAL DIRECTOR, PLUMBASE

USEFUL LINKS

Live BIG

[Live BIG Website](#)

[Training page and film](#)

[Speaking page and showreel](#)

[Testimonials](#)

[Linkedin](#) - [Facebook](#) - [Twitter](#) - [Youtube](#)

[Email Stuart Baldwin](#)

FOUNDATIONS - Live BIG's training partner

[Foundations website](#)

[Email Rob Chilcott](#)

EXPLORE HOW LIVE BIG WORKS ONLINE

These video and content-rich webpages are a great way to learn about Live BIG. Explore what it is, how it works and how it helps. Built to share our biggest ideas and give a hit of inspiration, you can use the pages as a step-by-step walkthrough, or dive in to what you like.

[Why](#)

[The Big Idea](#)

[Powers - make it real](#)

- [Optimism](#)
- [Focus](#)
- [Creativity](#)
- [Action](#)
- [Purpose](#)
- [Energy](#)

[Tools - make it stick](#)

- [Shift \(Optimism\)](#)
- [Big 3 \(Focus\)](#)
- [4 Questions \(Action\)](#)
- [Explore \(Creativity\)](#)
- [North Star \(Purpose\)](#)
- [Stories \(Energy\)](#)

[How it Helps](#)