

THE
CHANGEMAKER
ACADEMY
FOR THE CHANGEMAKERS

WITH CHANGEMAKER AND COACH

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Swinger
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**BANISHING BURNOUT, CHANGING
THE WORLD OF WORK**



THE WAY WE'RE WORKING ISN'T WORKING

Overwhelmed and exhausted leaders aren't leading effectively. They've been in crisis mode since 2020 and it's taking its toll.

People are missing leadership, clarity, direction, and support.

Workplaces are becoming damaging to health and Burnout is on the rise.

It's time for the Changemakers to change the world of work, Banishing Burnout along the way!

It's time for something new.

Are you ready to change the world of work?



COACHING, EMPOWERMENT, AND STRATEGIC DEVELOPMENT, FOR CHANGEMAKERS WHO ARE READY TO TRANSFORM THE WORLD OF WORK

This is the **Changemakers Academy**, a unique programme, designed to help you change the world of work.

If you answer YES to any of the below, then here's the good news, you're in the right place!

- **Your leaders are still in crisis mode from 2020, unable to provide the direction and clarity needed**
- **Burnout is on the rise and workplace wellbeing feels like a tick-box exercise**
- **You never have the time to work 'ON' your role because you're always doing the doing**
- **You're not strategic enough in your growth plan personally or professionally, you don't have the time to be**
- **You could benefit from one-to-one impartial guidance for growth and support**
- **Everything is a priority but no real progress is being made**
- **You want to make an impact**

If you think you have what it takes to be a Changemaker, [apply now](#).

What's Included?

**Your very own Changemaker plan
designed with me one-to-one**

**A structured 12-month programme to help you, your
team, and your organisation to thrive**

**12 x Monthly 2-hour group mastery sessions | 12-2 on
Zoom**

Weekly Activeight and Friday Finale Coaching Calls

**An energising, power-full in-person two day strategic
empowerment event to kick start the programme**
usually charged at £5000 plus VAT

**PLUS two additional in-person days (also live
streamed)**

usually charged at £5000 plus VAT

12 monthly one-to-one coaching sessions with me

usually charged at £12,000 plus VAT

**PLUS book by June 15th and receive an additional
two-hour one-to-one session with me**

usually charged at £1250 plus VAT

PEOPLE AS BEINGS, NOT RESOURCES

BURNOUT IS HARMING YOUR PEOPLE AND DAMAGING YOUR BUSINESS, LET'S CHANGE THAT!

THE **CHANGEMAKER ACADEMY** WILL HELP YOU CREATE YOUR **ANTI-BURNOUT WORKPLACE** AKA A HAPPY, HEALTHY, HIGH-PERFORMING WORKPLACE.

By the end of this 12-month programme, you will have a clear, actionable, and measurable Anti-Burnout Workplace blueprint and strategy to change the world of work for you, your people and your organisation.

This isn't another HR thing that becomes an extra thing to do. This is how to create happy, healthy, and high-performing workplaces in a way that sits at the heart of your People Strategy.



Save The Dates

SEPTEMBER 4TH AND 5TH 2024
IN-PERSON - TWO DAY KICK OFF EVENT

MONTHLY MASTERCLASSES

ZOOM

OR CATCH UP ON REPLAY

MIDDAY TO 2PM

**SEPTEMBER 26TH, OCTOBER 31ST, NOVEMBER
28TH, DECEMBER 12TH, JANUARY 23RD,
FEBRUARY 27TH, MARCH 27TH, APRIL 24TH, MAY
22ND, JUNE 5TH, JULY 10TH, SEPTEMBER 11TH**

FEBRUARY 6TH 2025

**IN-PERSON OR LIVE STREAMED
STRATEGY DAY**

SEPTEMBER 26TH 2025

**IN-PERSON OR LIVE STREAMED
GRADUATION DAY**

**12 months of one-to-one and
group coaching and learning
valued at over £25,000 for just
£7500 plus VAT or £750 plus VAT
for 10 months**

WHY SHOULD YOU JOIN THE CHANGEMAKER ACADEMY?

"Kelly is inspirational, determined, and delivers. Don't work with Kelly unless you really want to achieve your outcomes and dreams as she will not let you give up. No nonsense, strategic, and a pleasure to work with"

Jo T

"I'm more confident, I've bought a house, I've been promoted, it's changed my life and my work"

Sarah J

"Life-changing. I was operating as a manager and now I'm a true leader who is making an impact not only in my organisation and sector, but in all areas of my life too."

Rachel M

"I'm coming away as a completely different person"

Jo A

"I made managing partner in 6 months and I'm the happiest I've ever been"

Laura K

"I'm working less, earning more, and I'm fitter and healthier than ever, PLUS, I'm making a BIG difference in my role and for my team"

Racheal T

"The best thing to come out of HR since the Netflix Culturedeck. Mindblowingly fantastic, thank you so much!"

Emma C

"I can't find the word but thank you doesn't seem to be enough. Life-changing.

Totally and utterly and life-changing"

Mandy W

"Working with Kelly was the best decision of my career to date. I was considering leaving HR altogether as it was becoming too exhausting, impacting my family, and my MOJO had long gone. I'm now energised, in a new role, making a huge impact, doing work I love with people I love and creating an incredible place to work with the full support of my Exec colleagues.

Don't even think about signing up, just do it."

Emma B



ARE YOU READY FOR CHANGE?

OUR VALUES

Courage - Being courageous enough to challenge how things are

Curiosity - Being curious enough to see how things could be

Impact - Being aware of the impact we create on those around us and on the world of work

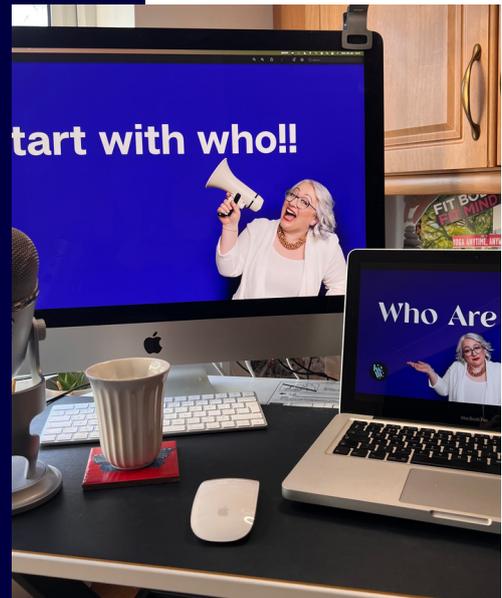
Change - The only constant is change and we embrace it fully

OUR VISION

People as BEINGS, NOT Resources

OUR MISSION

Banishing Burnout in a changing world of work





BANISHING BURNOUT, CHANGING THE WORLD OF WORK

Kelly Swingler



Kelly Swingler was listed among the HR most influential HR thinkers in 2023 and is an award winning Coach, author, and speaker who has been in the HR and People space for 25 years.

- In 2002 she began to focus on individualisation in the workplace.
- In 2008 she scrapped annual performance appraisals.
- In 2010 she began to burn the handbook.
- In 2019 she implemented four day working in her own consultancy.

Her mission is to coach and develop leaders as people first - for them to be happy, healthy and high-performing humans that create happy, healthy and high-performing workplaces.

Her inspiring longer-term vision is for everyone to be happy, healthy, and high-performing in their work, banishing Burnout in a changing world of work and for everyone to be respected as a human BEING, not as a resource when it comes to work.

She is an active campaigner for Banishing Burnout, eliminating toxicity, and increasing wellbeing in the workplace, particularly relating to mental health. Her podcast episode Mental Health and Me has been featured on a number of occasions by the BBC and she speaks to audiences around the world about her experience of Burnout.

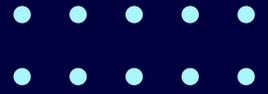
She's known for shaking things up in HR as well as being the coach for some of the leading Leaders and changemakers from around the world

And as a lifelong learner she's trained and qualified in Executive Coaching, Empowerment Coaching, Transformational Coaching, Neuroscience, Hypnotherapy, Psychotherapy, Holotropic Breathwork, Yoga, Meditation, Pranayama, Somatics, Ayurveda, and Anatomy and Physiology as well as her BSc in Psychology and MSc in Organisational Change and Development so that she can help her clients to be happy, healthy and high-performing.

BUT, more than any of this, her passion and drive to support Leaders, as people first, so that they can be happy, healthy, and high-performing is why she's one of the leading voices, coaches, and changemakers in the HR and People space.



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**SECURE
YOUR
PLACE IN
THE
CHANGEMAKER
ACADEMY**
FOR THE CHANGEMAKERS



APPLY HERE



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