



Change That Matters

A guide to help leaders and teams
consider what matters most and why

SHIFT YOUR THINKING
TRANSFORM YOUR BUSINESS
CREATE POSITIVE CHANGE


MaverickMinds
shift your thinking



Hello and *Welcome.*

YOU'RE ABOUT TO EMBARK ON AN EXCITING JOURNEY OF CHANGE

Whether you're navigating change, seeking new possibilities, or wanting to strengthen how people work together, this guide is designed to help you pause and think well about what really matters.

Think of it as a space for reflection — one that invites curiosity, helps surface what's important, and supports more considered choices before action.

So, grab a coffee, take a moment to breathe, and dive in. Your path toward a successful facilitation and coaching engagement begins here.

This publication includes original artwork I created. I bring my artistic expertise to our collaboration, using creativity and personalised coaching to encourage innovation and leadership while also nurturing creative wellbeing and holistic engagement.

Let's Set the Scene.

Embarking on a journey of innovation in any aspect of your business is a significant undertaking. You're about to invest a considerable amount of time, energy and effort, and naturally, you want to see positive change.

Careful reflection and preparation help ensure this investment delivers real value. Taking time early to think things through — and to communicate well along the way — supports more considered decisions and stronger outcomes.

Experience shows that when space is created early to map and design development work thoughtfully, the outcomes are better for everyone involved.





STEP 1

What Matters

Taking time to understand the underlying reasons behind your focus helps create shared direction and intention. Why are you here? What are you really looking for?

It might be innovation, improvement, stronger collaboration, creativity, or more effective teamwork. These are all foundational to healthy organisations.

When these elements are given proper attention early, leaders and teams are better placed to make thoughtful choices and move forward with clarity.

STEP 2

Pause, Reflect and Consider

This step invites you to spend time with a set of thought-provoking questions designed to support careful reflection. Taking a mindful pause helps bring clarity to what's really going on, what matters most, and what may need attention before moving forward.

These reflections help shape more considered choices about leadership, teamwork and change in your context.

Firstly, some foundational questions:

- › What are you trying to achieve?
- › What's brought you to Maverick Minds and how can I help you?
- › What do you think are your current challenges and how do you know this?
- › What opportunities are available to you?
- › What's driving the need for coaching, facilitation or a combination?





STEP 2 - CONTINUED

Let's dive a little deeper and begin to align on what matters most.

Your organisation's aspirations can help guide this thinking, shaping what feels important to focus on now and what you may want to pay attention to next.

- › What is working well now?
- › Who is involved and who else must be involved/consulted in the process?
- › Where do you see the opportunities for development?
- › What sort of timeframe are we looking at?
- › How would we know if it was a success and why?

STEP 3

Leverage Proven Practices and Explore Future Possibilities

Looking back at what has worked in the past can offer valuable insight. At the same time, it's important to take a clear look at the current situation.

What has worked before may not be what's needed now — or into the future. This step invites you to reflect on past experience while staying open to new possibilities, shifts in context, and emerging needs.

- › What's worked in the past for your team or organisation?
- › What has changed to allow you to think about a new direction?
- › How do you see the future?
- › What feedback or input from your team could help refine your intention to align with organisational aspiration?
- › How does the current environment differ from past situations, and what implications does this have for you now and in the future?





STEP 4

Leadership Engagement

Leadership involvement and thoughtful consultation can significantly shape the impact and meaning of change.

Of all the steps in this guide, this one is particularly important. The way leaders show up sends powerful signals about what matters and what's possible — through their presence, participation and support.

- › Are the leaders of the business actively on board and supportive?
- › How can we encourage leaders to engage and be part of the process?
- › How do we invite those involved to have a say and be part of the process?
- › What barriers might leaders face in engaging with our initiatives, and how can we address them?
- › How can we align leadership goals with our initiatives to create a shared vision for success?

STEP 5

Communicate Purpose – Invite People into the Conversation

Innovation and change can be destabilising when people feel removed from decision making or unsure about what's driving the change

When people are supported to understand why change is needed — and are given a voice — outcomes are more likely to benefit everyone.

Resistance is a natural part of change and deserves thoughtful attention. While it may not be possible to involve everyone at every stage, there are many ways to include people meaningfully along the way.

This requires care, intention and clear communication.

- › What changes and improvements would make a positive difference?
- › How can the need for innovation be understood across the organisation?
- › What is the appetite and support across the organisation for this work?
- › How can we think about leadership, teams and broader systemic context?
- › What are you prepared to commit to?





STEP 5 - CONTINUED

Clearly articulating intention and expectations — and taking care to build understanding and support — can make a significant difference to how change is experienced. Having a shared sense of purpose helps people see where their contribution fits and why it matters. It also creates space for participation, dialogue and learning as things unfold.

While change cannot be fully designed in advance, thoughtful communication and inclusion help create the conditions for people to engage meaningfully and contribute their perspectives.

As you move forward, I invite you to re-consider the following:

- › What are the main intentions and purpose of this engagement?
- › How can we allow for the unexpected and adapt as needed?
- › How can we invite people to be part of the process?
- › Are you ready to engage and invest?

Reflecting on these questions helps clarify intention and supports more considered choices about leadership, teamwork and change.

This guide is an invitation to think well, together and over time — and to create the conditions for change that is meaningful in your context.

Next Steps

As you reflect on these questions, you may notice that what you've been doing is less about finding answers and more about building readiness. You might think of this as strengthening leadership and team fitness — developing the capacity to respond well when change and opportunity arise.

You're welcome to get in touch to arrange a short, complimentary conversation. This is simply a space to explore what has emerged, any questions that remain, and consider what support might be useful.

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"Innovation is a much-banded about word in corporations today – everyone wants to innovate their products or services for competitive advantage. But what is innovation and how do you purposely go about innovating at work including creating a supporting culture?

Dr Cathryn Lloyd from Maverick Minds took my team at Queensland Rail on a 3-month journey on an Innovation Program. We learned about our team's collective and individual work profiles and how that can be used to enhance creativity.

Cathryn guided us through different innovation models and gave us an innovation toolkit to apply to problems. We were able to practice our innovation and creativity skills on four practical issues facing the team where we saw opportunities for improvement.

Cathryn has a deep understanding and passion for creativity and was able to expertly transfer this knowledge and enthusiasm to us through two workshops and numerous coaching sessions. We feel that we are now well equipped to be more innovative in the future."

NEIL BUCKLEY, GENERAL MANAGER

COMMERCIAL AND RAIL ACCESS, QUEENSLAND RAIL





Maverick Minds helps people to shift their thinking, connect and create, adapt and innovate in their unique professional context, to enhance wellbeing and for business to flourish. We love partnering and working creatively with our clients in complex and changing environments.

ABOUT

Dr Cathryn Lloyd

Dr. Cathryn Lloyd is a pioneering facilitator and creativity coach, expertly blending her artistic background with team coaching and systems thinking. As Australia's first certified creativity coach, Cathryn brings a unique approach to professional development, helping individuals and teams navigate complexity and uncertainty through creative and holistic methods. With a Doctorate in Creative Industries and a wealth of

experience from roles like Professional Training Manager at Central Saint Martin's College of Art and Design in London, she's worked with corporates, academics, artists, and government agencies to foster innovation and enhance leadership capabilities.

Cathryn's business practice, Maverick Minds, delivers tailored coaching and facilitation services designed to unlock creativity and innovation. She's an accomplished author, speaker, and podcast host, offering workshops and presentations on creativity, innovation, and creative wellbeing. Her methods, developed through her Artful Inquiry research, encourage reflection, inspire action, and improve overall wellbeing. Reach out to explore how Cathryn can help you and your organisation flourish through connection, creativity and holistic engagement.



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