

Brave Bold Brilliant Overview

Jeannette Linfoot



OUR MISSION

To *unlock the brilliant* in people, teams and businesses to create personal, professional and business success.

OUR VISION

To be the go-to organisation where businesses come to be *inspired, challenged* and *equipped* to achieve exponential growth.

Who is *Jeannette*?

Jeannette is a high performing corporate CEO turned Entrepreneur focused on helping corporate clients, business owners and senior executives take their business and career to the next level.

With 30+ years' global professional experience in organisations such as TUI, Thomas Cook, First Choice and Saga, where she was CEO of the Travel Division, Jeannette boasts an impressive track record in building and optimising high performing teams, where she has honed her own Brave Bold Brilliant approach to business.

Working with individuals and businesses to develop, shape and drive forward their strategy, Jeannette brings an impartial perspective, which, combined with practical action-based solutions, delivers tangible results.

Jeannette also has her very own podcast Brave Bold Brilliant, which is in the top 1.5% of all podcasts in the world and listened to in over 140 countries. Jeannette talks to incredible people from large, international businesses through to entrepreneurial start-ups about their experiences in being Brave Bold and Brilliant whilst staying true to themselves.



Who Are We?

GO GETTERS

We bring energy, enthusiasm and an unstoppable drive to everything we do. We don't just talk about growth - we provoke action and make things happen.

REAL & OPEN

We keep it real - no fluff and no BS. We lead with transparency, can ask the difficult questions without vested interest and say what needs to be said.

BRAVE & BOLD

Leadership isn't about playing it safe. It's about stepping outside of our comfort zone, making bold moves, embracing challenges and leading fearlessly.

Our Values

PASSION

We believe passion is the driving force behind growth and success.

INSPIRATION

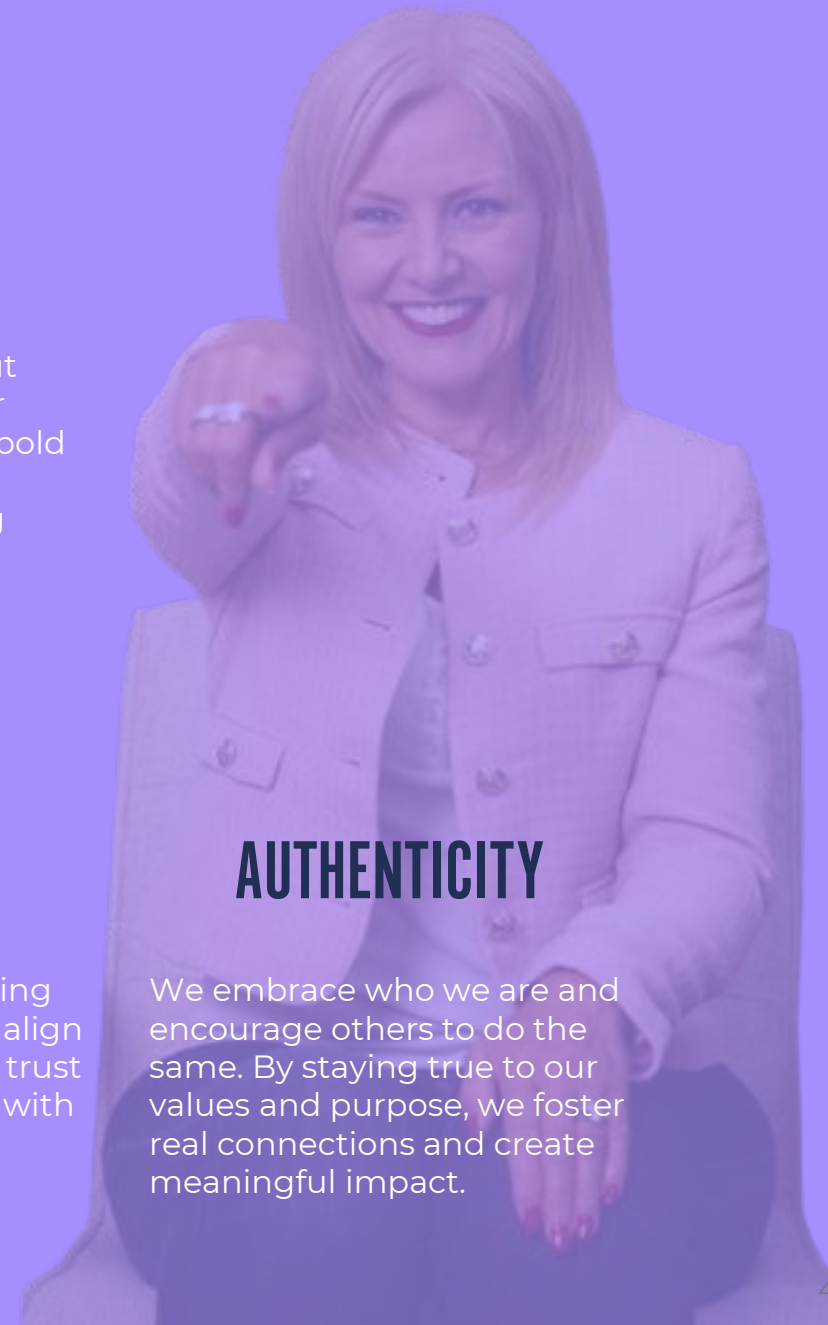
We strive to uplift and empower others by leading with vision and purpose. Through our actions and ideas, we motivate those around us to reach their full potential.

INTEGRITY

We are committed to doing what's right. Our actions align with our values, building trust and lasting partnerships with our clients.

AUTHENTICITY

We embrace who we are and encourage others to do the same. By staying true to our values and purpose, we foster real connections and create meaningful impact.



Our programmes are
built on one simple truth:
leadership isn't about playing
it safe - it's about being
Brave & Bold to unlock Brilliant.

Whether your team is taking their first steps into leadership or you are sharpening your executive edge at the top of your game, our programmes are designed to push you and your team beyond your comfort zone to deliver real impact.

Regardless of the size of the business or sector that you're in, we've come to know from 30+ years in business that there are always 3 aspects to leadership – leading yourself, leading your teams and leading the business. All our programmes incorporate these three pillars to ensure a holistic approach to reaching that next level.

It's about leading yourself and empowering your teams which ultimately drives personal success and business results.



The problem:

Most organisations have leadership programmes at a Board and senior level and a range of separate 'courses' for other employees, with no connection between the two.

The solution:

We offer a fully curated range of programmes that connect together to deliver a cohesive framework of business strategy and leadership development.



We go beyond training programmes – forging partnerships and developing business strategies that will achieve growth, superior results and transform how you and your teams lead.

We promise:

To bring experience, contagious energy and a relentless focus on action.

We need you:

To bring a willingness to learn, belief and a desire for improvement and change.

Are you ready to unlock your brilliant?





Setting the *foundations* for growth

Align360 is the perfect way to set the foundations for your business and people, by having a clear diagnostic of where you are today. Align360 provides a full review of your current position, highlights your existing strengths and identifies opportunities for growth and development for yourself, your teams and your business.

Align360 provides an honest and open perspective of your business and teams, providing a neutral and honest view to help you identify where you are today, where you want to be and therefore the development needs needed to unlock greatness so you can go to that next level of growth.

- › Initial face to face meeting to review and define scope
- › High level audit of existing systems, processes and documents defined within scope
- › 1-2-1 interviews with all key stakeholders
- › Identification of issues and opportunities grouped into 6 core areas
- › Detailed assessment report including all findings and observations
- › Implementation plan and recommendations of next steps
- › Post review meeting



WE OFFER FOUR PROGRAMMES



RISE ACADEMY



**»» LEADERSHIP
MASTERMINDS**

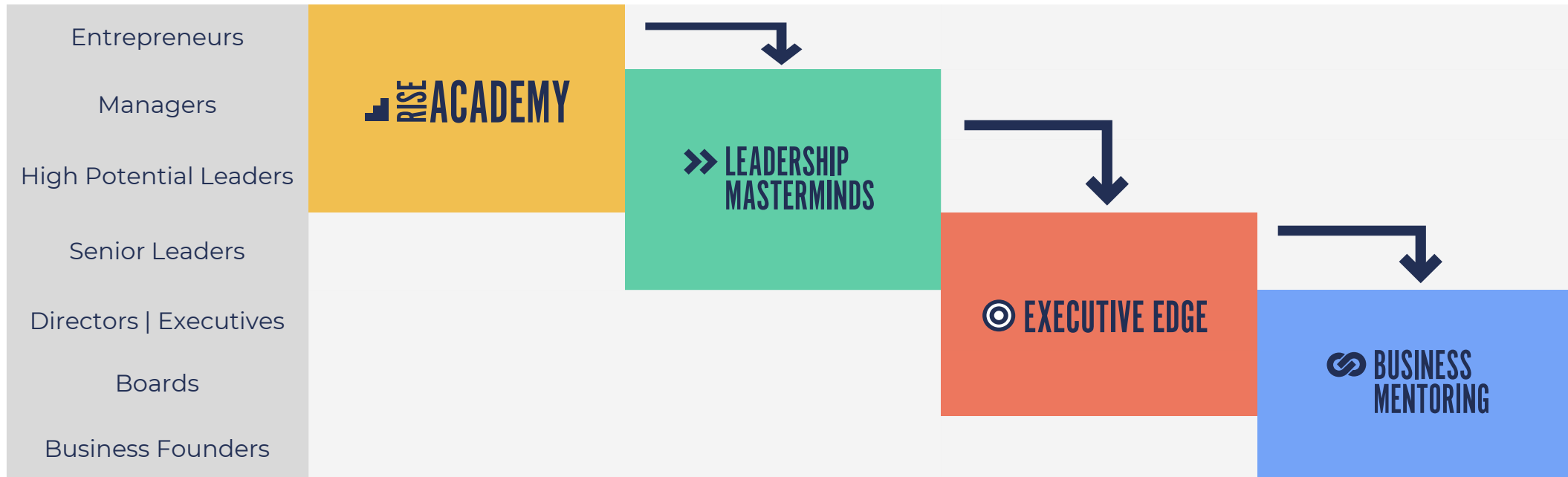


🎯 EXECUTIVE EDGE



**🔄 BUSINESS
MENTORING**

A CURATED EXPERIENCE CONNECTING ALL LEVELS IN BUSINESS





Build

confidence

from the ground ^{up}

Rise Academy empowers managers, entrepreneurs and high potential leaders to lead with confidence. Beyond business basics, we provide the tools, skills, and mindset to make bold decisions, stay motivated, and create impact from day one.



**BRAVE
BOLD 
BRILLIANT™**

RISE ACADEMY

For managers, entrepreneurs and high potential leaders to make their mark and to lead with confidence.

The Rise Academy is about stepping up and unlocking your brilliant. It's not just about learning business basics - it's about being brave enough to lead from the beginning of your career throughout your business life.

We'll give you the practical tools, skills and mindset to make decisions, motivate yourself and others, and make an impact.

- › 12 curated modules covering critical business & leadership topics
- › Fully online, self-led for maximum flexibility
- › Toolkit jam packed with 120+ practical downloadable resources
- › Dynamic learning journey to retain engagement & interest
- › Learning reflection check points
- › Lifetime access

**BRAVE
BOLD** 
BRILLIANT



For: Managers, Entrepreneurs, High Potential Leaders
Delivery: Online
Duration: 3-6 months
Follow on: 'Maintaining Momentum' Check Ins
Team: Jeannette Linfoot | BBB team

What will we cover?

Drawing on Jeannette's 30+ years of experience working with every type of business, from startups to global corporations, the core truth remains - success is consistently built upon the same 3 Pillars: Leading Yourself, Leading Your Teams, and Leading the Business.

Rise Academy is expertly structured to build your growth framework around these essentials. Each of the 12 modules is designed to help you step up, push out of your comfort zone, and become the most impactful version of yourself.

Leading Yourself



Creating a Growth Mindset

START MODULE



Focus & Avoiding Overwhelm

START MODULE



Communication Skills to Stand Out & Become a Master Networker

START MODULE



Presenting & Public Speaking with Impact

START MODULE

Leading Your Teams



Creating Strong Team Foundations

START MODULE



Building an Inclusive & Empowering Culture

START MODULE



Driving High Performing Teams

START MODULE



Talent & Succession Planning

START MODULE

Leading The Business



Strategic Planning for Growth

START MODULE



Finance for Non-Finance Leaders

START MODULE



Living & Breathing Your Brand

START MODULE



Scaling Up

START MODULE

RISE ACADEMY PLUS

Rise Academy PLUS: Group Transformation

Taking all the core benefits of the original programme, Rise Academy PLUS is specifically designed for larger groups of 20+ who are ready for a truly enhanced learning journey. This premium option delivers the same proven content but dramatically increases accountability and momentum through the crucial addition of 4 live online group sessions with Jeannette herself. These sessions are scheduled in close partnership to suit your business and your group's learning journey, ensuring the concepts are fully embedded and enhanced through direct expert interaction, application, and discussion.

- › 12 curated modules covering critical business & leadership topics
- › Online for maximum flexibility
- › Toolkit jam packed with 100+ practical downloadable resources
- › Dynamic learning journey to retain engagement & interest
- › Learning reflection check points
- › Additional 4 live sessions with Jeannette including Q&A business mentoring
- › Tailored progress/completion reporting provided to your HR/L&D Team
- › Lifetime access

**BRAVE
BOLD** 
BRILLIANT



For: Managers, Entrepreneurs, High Potential Leaders
Delivery: Online plus 4 online live sessions
Duration: 4-6 months
Follow on: 'Maintaining Momentum' Check Ins
Team: Jeannette Linfoot | BBB team

»» LEADERSHIP MASTERMINDS

Peer to peer *support* and challenge

Leadership Masterminds equip managers, senior leaders and high potential employees to lead with confidence. This flexible programme enhances strategic thinking, sharpens business acumen, refines leadership style and builds influence for lasting impact.

**BRAVE
BOLD 
BRILLIANT™**



» LEADERSHIP MASTERMINDS

For managers, senior leaders and high potential employees ready to take the next step on their leadership and business journey. Leadership Masterminds provide a flexible programme designed to create the next generation of brave, bold and brilliant leaders.

We'll sharpen your strategic thinking, develop your business acumen, boost your leadership style and show you how to lead with influence. It's all about unlocking the next phase of growth and your personal and professional brilliant.

- › 6-month programme
- › 6 x 3-hour deep dive group mastermind sessions
- › Advanced business and leadership content to drive growth and high performance
- › Live mentoring and Q&A
- › Face to face or online, fully live learning
- › Benefit of peer-to-peer learning and discussion
- › Downloadable resource toolkit

BRAVE
BOLD 
BRILLIANT



For: Managers, Senior Leaders, High Potential Employees
Delivery: Face to face or online – fully live
Duration: 6 months
Follow on: 'Maintaining Momentum' Check Ins
Team: Jeannette Linfoot | BBB team

EXECUTIVE EDGE

Unlock potential, unleash *performance*

Executive Edge empowers directors, executives and boards to lead fearlessly and create lasting impact. This programme focusses on driving significant business transformation and growth strategies to achieve superior results.

This is your catalyst to genuinely become a high performing organisation that beats your competition and creates standout in market.



🎯 EXECUTIVE EDGE

For directors, executives and Boards ready to lead fearlessly and create lasting impact. Executive Edge focuses on business strategy, growth, transformation and high performance to achieve superior results and create a competitive edge.

Confident leaders and cohesive Boards make faster, better decisions, drive accountability and motivate their teams to deliver at the highest level.

- › Immersive 2-3 day in person programme
- › 3 core pillars of leading yourself, leading your teams and leading the business
- › Bespoke content tailored to your business needs
- › Strategic planning, competitive positioning and creative brainstorming sessions
- › Psychometric profiling including 1-2-1 in person 90-minute coaching session
- › Team dynamics report and review
- › High performing Board assessment and action plan
- › Ongoing Executive Edge Excellence programme to support end to end implementation

**BRAVE
BOLD** 
BRILLIANT



For Directors, Executives, Boards
Delivery: Face to face
Duration: 2-3 days
Follow on: Executive Edge Excellence Programme
Team: Jeannette Linfoot

BUSINESS MENTORING

Bespoke 1-2-1 *Mentoring*

For CEOs, business leaders and entrepreneurs who want to drive business growth and lead with courage.

With 30+ years' experience running large global businesses and as a portfolio entrepreneur, investor and advisor, Jeannette provides deep-rooted advice, support and mentoring.

Leadership at the top can be isolating, but 1-2-1 mentorship - tailored to individual needs – offers clarity, confidence and strategic advice to make bold decisions.



BUSINESS MENTORING

Our mentorship programme is all about having a trusted confidant and sounding board in your corner.

Here you will be working directly with Jeannette Linfoot, Brave Bold Brilliant founder and someone who understands the pressure and the responsibility that comes with leading at the highest level. Through tailored 1-2-1 mentorship, you'll gain the clarity, confidence and strategic edge to make brave decisions, influence at the top, and ultimately drive better business results.

- › 12 x 1-hour face-to-face sessions via MS Teams or in person (location dependent)
- › Unlimited access to Jeannette via WhatsApp, email and calls in between sessions
- › Your Journey Roadmap, Personal Vision Plan & Networking Action Plan
- › Psychometric profiling including 1-2-1 90 minute coaching session
 - › Kick-off strategy session to define purpose and direction
 - › Wrap-up session at programme end to review progress and next steps
- › 1 full day of Jeannette as a Non-Exec Director for your business; a detailed day face-to-face to really get into the specifics of where you need deep-dive focus

**BRAVE
BOLD** 
BRILLIANT



For: CEOs, Directors, Business Owners
Delivery: Face to face | Online
Duration: 12 months
Team: Jeannette Linfoot

Summary

RISE+ ACADEMY



For: Managers, Entrepreneurs, High Potential Leaders

Delivery: Online

Duration: 3-6 months (est. completion)
Lifetime access thereafter

Follow on: 'Maintaining Momentum' Check Ins

Rise+ Upgrade: 4 live online sessions

LEADERSHIP MASTERMINDS



For: Managers, Senior Leaders, High Potential Employees

Delivery: Face to face or online – fully live

Duration: 6 months

Follow on: 'Maintaining Momentum' Check Ins

EXECUTIVE EDGE



For: Directors, Executives, Boards

Delivery: Face to face

Duration: 2-3 days

Follow on: Executive Edge Excellence Program

BUSINESS MENTORING

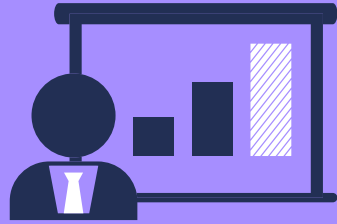


For: CEOs, Directors, Business Owners

Delivery: Face to face | Online

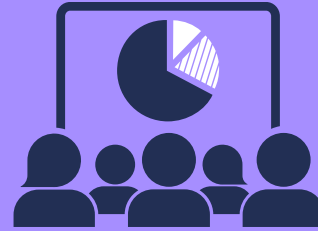
Duration: 12 months

OTHER SERVICES



BOARD ADVISORY

- › Strategic review & assessment
- › Transformation projects
- › Mergers & acquisitions
- › International expansion
- › Bespoke advisory support
- › Implementation
- › Board effectiveness



CONFERENCE FACILITATION

- › End to end conference planning & facilitation
- › Creation of conference theme & content
- › Guest speaking slots
- › Conference moderation
- › Facilitation of workshops



PUBLIC SPEAKING

- › Well respected & influential business woman
- › Deep experience to deliver meaningful speeches
- › High energy speaker that will inspire your teams
- › Champion for diversity, equity & inclusion
- › Key topics - business growth, strategy, turnaround, positive mindset, unleashing potential, mergers & acquisitions

OUR CLIENTS



TESTIMONIALS

“

It is with immense pleasure and absolute confidence that I recommend Jeannette Linfoot, CEO & Founder of Brave Bold Brilliant. For three years, since the PME MEA APAC Division's inception, Jeannette has been an indispensable partner and advisor to me, my ExCom, and the Extended ExCom.



The exponential growth our division has experienced during our collaboration is significantly due to the strategic focus, leadership development, and high-performing teams fostered by Jeannette's programmes.

Reflecting on our achievements, Jeannette's unique approach, energy, and deep understanding of leadership and business transformation have been absolutely instrumental. She delivers practical, action-based solutions with tangible results. I wholeheartedly recommend Jeannette. She is a true force multiplier, capable of inspiring leaders and driving significant business growth.

”

Duncan O'Rourke
CEO Premium, Midscale & Economy MEA APAC



TESTIMONIALS



“

I've worked for many years with Jeannette and have always been blown away by her enthusiasm, energy & can-do attitude. A great mind and someone who always gives everything she turns her hand to 100% whether her advisory roles, her amazing podcast or her property investment business.

”

Garry Wilson
CEO of



TESTIMONIALS

“

I had the privilege of working with Jeannette and I can confidently say that she is a remarkable coach who has had an impact on the success of my Commercial teams across the Middle East, Asia and Pacific region.



Jeannette possesses an extraordinary talent for helping individuals navigate challenges and finding clarity in their goals. Her empathetic listening skills and insightful questioning consistently guided me and others toward a deeper understanding of the challenges at hand.

I wholeheartedly recommend Jeannette to anyone seeking a coach who will inspire them to realise their full potential. Working with Jeannette has been a wonderful experience for me and I am grateful for the positive influence she has had on the lives of my team and I.

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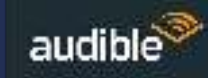
Kerry Healy
CCO Premium, Midscale & Economy MEA APAC



Thank You



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