



Partnerships Opportunities



Welcome

Margie Ireland is one of the few Leadership Coaches who is also a registered Psychologist, who has proven to help CEOs, MDs, and HR Executives uncover and identify hidden weaknesses, and the necessary changes and their implementation to steer clear of potential risks and achieve better results. Margie works with medium-sized organisations and large corporates across diverse industries.

Margie Ireland can provide your business the opportunity to broaden, deepen and retain important client relationships to help you achieve your business goals faster.

Margie sees each marketing partnership as being unique, created to serve the key business objectives of each party. Margie welcomes the opportunity to explore creating a mutually beneficial marketing partnership with you, and has prepared this short presentation so you can learn a little more about her and how she can help you.

Margie
Margie Ireland

Leadership Coach | Psychologist | Author | Speaker

About Margie

Leadership Coach | Registered Psychologist (MAPS) (COPS) | Author | Speaker

Margie is one of few Leadership Coaches (COPS) that is a registered Psychologist with the Australian Psychological Society (MAPS), and the College of Organisational Psychology (COPS). Margie also has 30+ years in leadership and commerce. This is a key distinction, from all other Leadership Coaches, that is critical when working with CEOs and MDs who are under immense pressure to succeed.

Margie launched The Happy Healthy Leader in 2016 after her extensive dissertation research where she identified a significant decline in well-being and performance for Executive Leaders between the age of 35-55, following the Global Financial Crisis. Margie assists CEOs & MDs, in identifying risks in themselves and others that may impact the organisation. She provides them with a comprehensive understanding of necessary changes and how to implement them, thereby helping to avoid liabilities and achieve better results.

Margie has a diverse geographic and functional background, working in Australia and overseas. She has experience in sales and marketing, product development, start-ups, and in senior and executive roles in small, medium and global organisations.

Margie's big hairy audacious goal is to help as many CEOs & MDs, be happier, healthier and high-performing as she believes that can only have a positive impact on all of us!



How Margie Can Help



Leadership
Video Series



Webinars,
Workshops &
Speaking Events



Website
Downloads



Content for
Newsletters



Books & Branded
Bookmarks



Referrals and
Introductions

How Margie Can Help

Webinars, Workshops & Speaking events

Margie can run 1 hr webinar or 1 hr and half day workshops for your clients or team events. Topics could include:



Beat Burnout

Am I or others in burnout.
How to identify Burnout and
what to do about it.



The Happy Healthy Leader

An intro into the science and
what leaders can do
immediately to be better
leaders.



The Gender Smart Leader

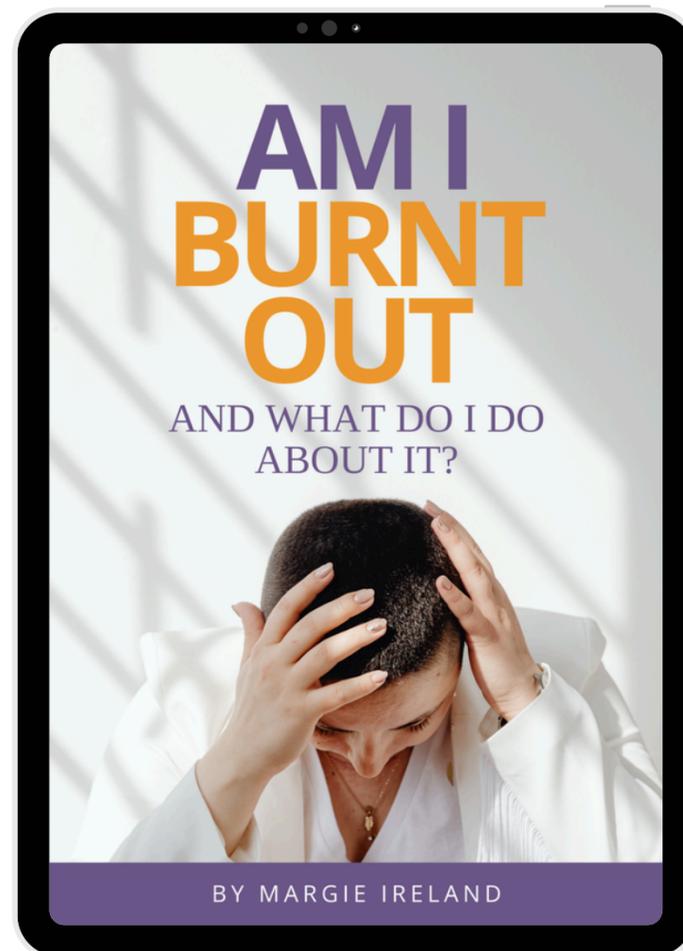
Understand how males and
females are different when it
comes to leadership and how
we can all work better together.

Or discuss a specific topic with Margie that may be a burning or common challenge amongst your client base.

How Margie Can Help

Website Downloads

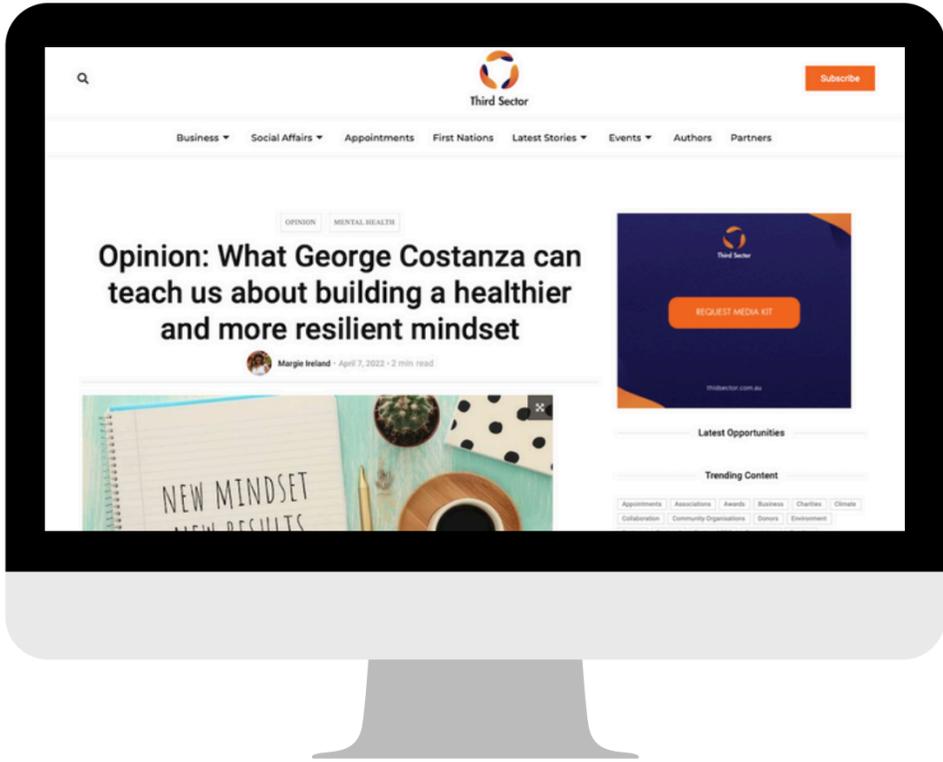
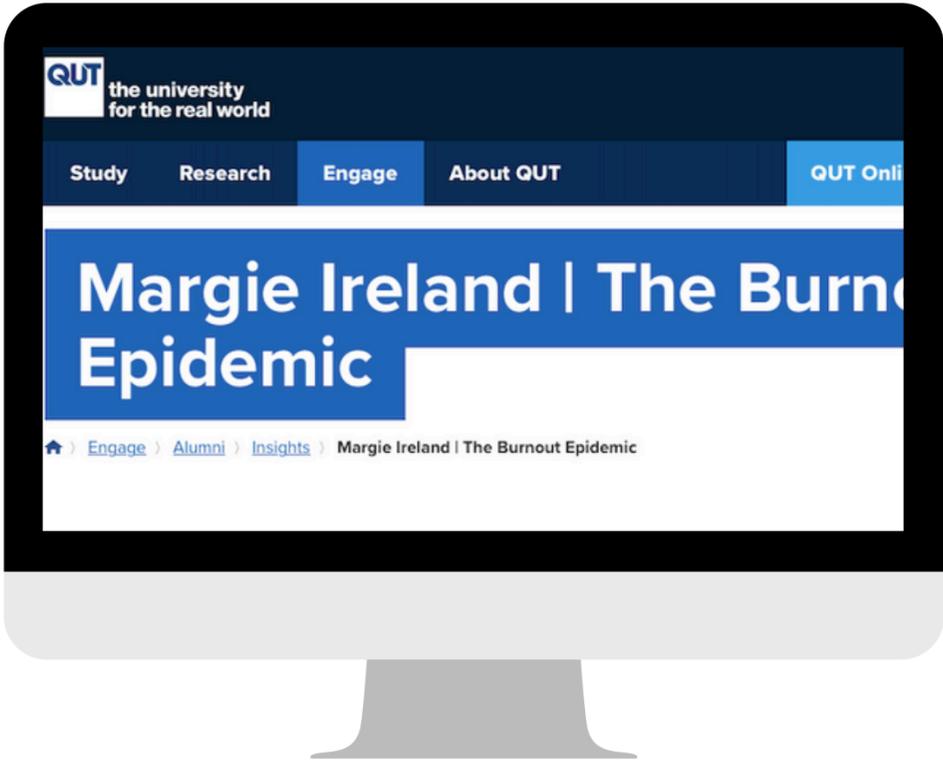
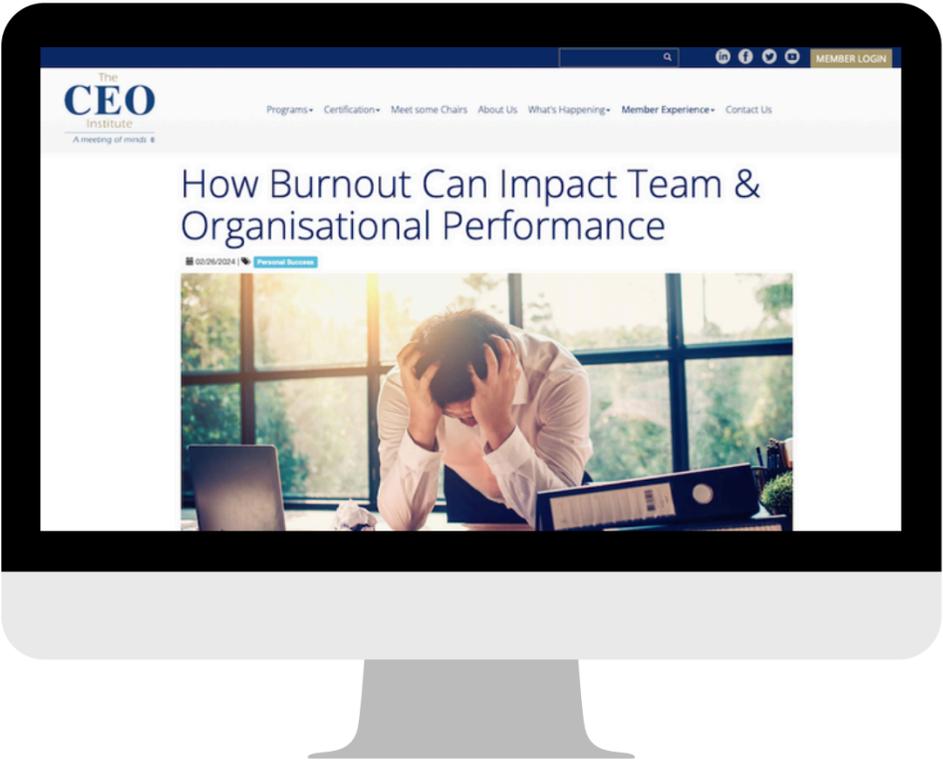
Your organisation could leverage a series of guides, tip sheets, and other helpful resources that your clients can access through the Margie Ireland website or your company website. These could be co-branded, with your logo and business name.



How Margie Can Help

Content for Publications

Margie could write a series of articles for your newsletter, magazine, or company blog, sharing her expertise and insights with your audience.



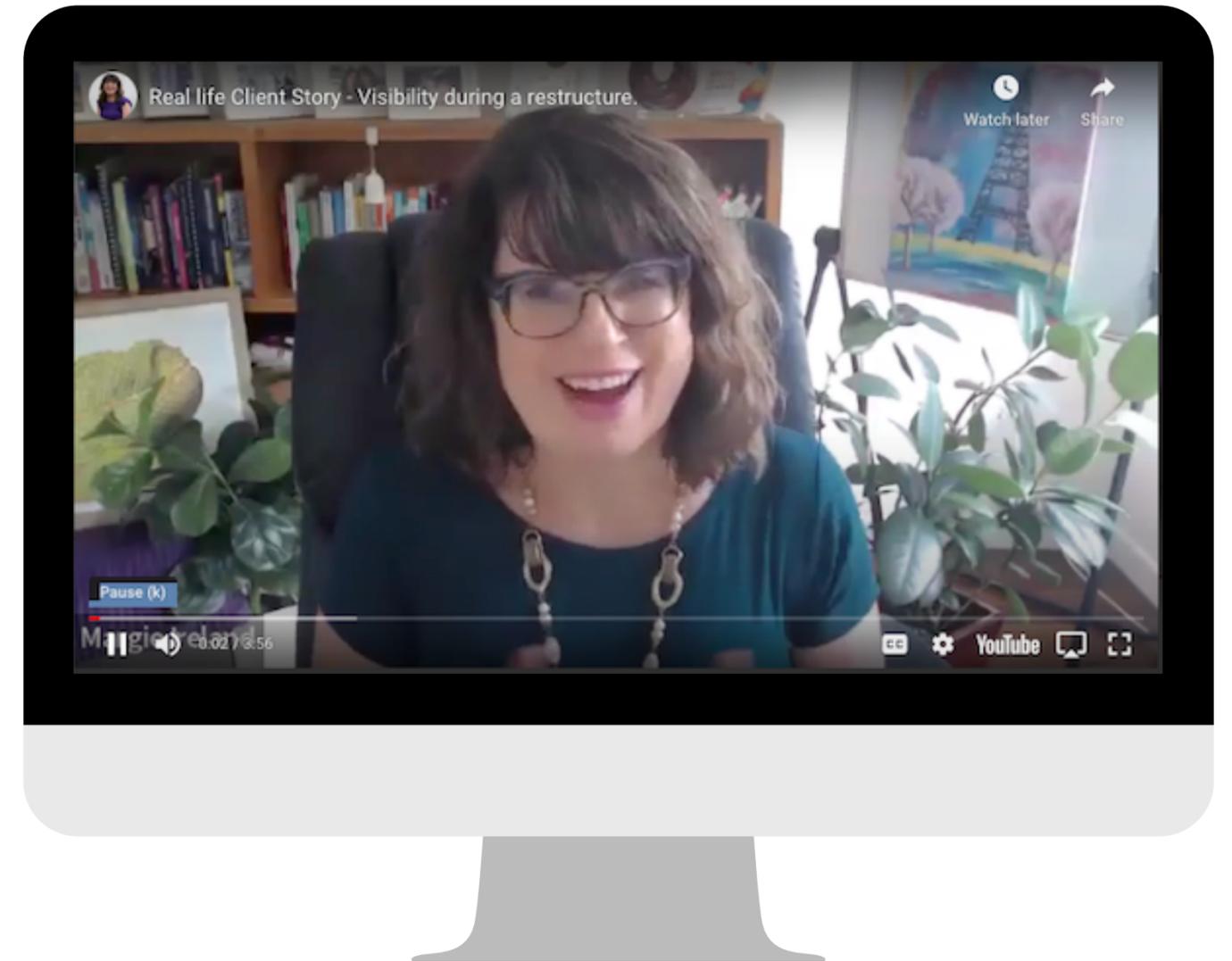
How Margie Can Help

Leadership Video Series

Your organisation could access bespoke video content for your employees or clients on specific leadership challenges.

These videos can be provided as a series of short tips and strategies, or as part of a weekly or monthly newsletter.

Given Margie's qualifications, experience and training your clients will find these videos helpful, insightful, and engaging.



How Margie Can Help

Books & Bookmarks

Margie has published *The Happy Healthy Leader – how to achieve your potential even during a crisis*. Your business can consider gifting these books to clients or staff as part of your corporate gift giving. Margie can personally sign and have these distributed on your behalf.

Additionally, Margie could co-brand a bookmark which can be distributed with every copy sold through Margie's website and at events.

Referrals & Introductions

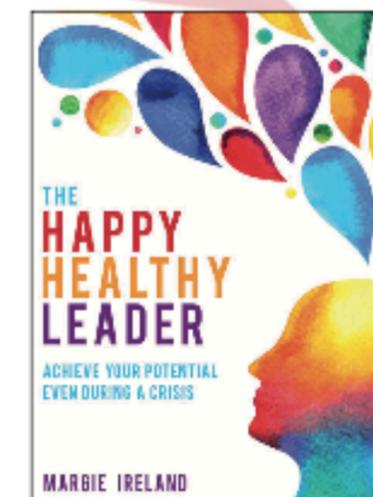
Margie has an extensive network across her database and LinkedIn following gathered over the past 30 years working both in Australia and overseas. Margie can make warm introductions to Executive and Senior Leaders.

It's time you start your Happy Healthy Leader journey.

Margie's proven framework, from her extensive experience and research as a registered psychologist in Leadership, results in happier and healthier Leaders and Executive teams.

Now that you have read the book, it's time to do the program. This program will transform the way you lead, and positively impact your results, wellbeing and those around you.

To find out more visit www.margieireland.com/the-happy-healthy-leader-program/



Case Studies

Panel Webinar

Problem:

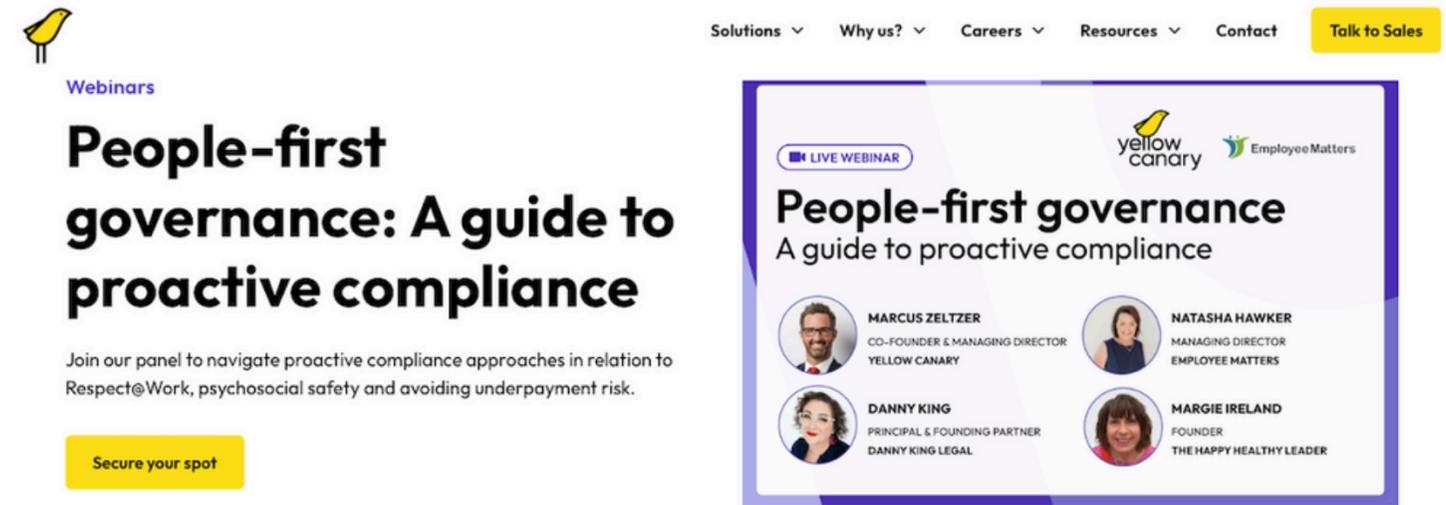
Yellow Canary wanted to increase their brand awareness to new clients as well as deepen relationships with existing clients. They decided they would run an event on the upcoming HR legislation changes to Psychosocial Hazards and workplace health and safety.

What Margie did:

Margie featured on a panel at Yellow Canary event, providing her professional expertise in Psychosocial Hazards and how these impact employee wellbeing. She promoted the event to her extensive LinkedIn community and client base. She also provided helpful links and a value-add resource to Yellow Canary, to provide to registered attendees.

Outcomes:

Yellow Canary increased their brand awareness to a potential new client base. They deepened their relationships with existing clients, by providing them valuable information about a challenge they were experiencing in their business.



Case Studies

Website Download

Rivers Insurance are a medium-sized commercial insurance provider, that operates in a highly competitive market place.

Problem:

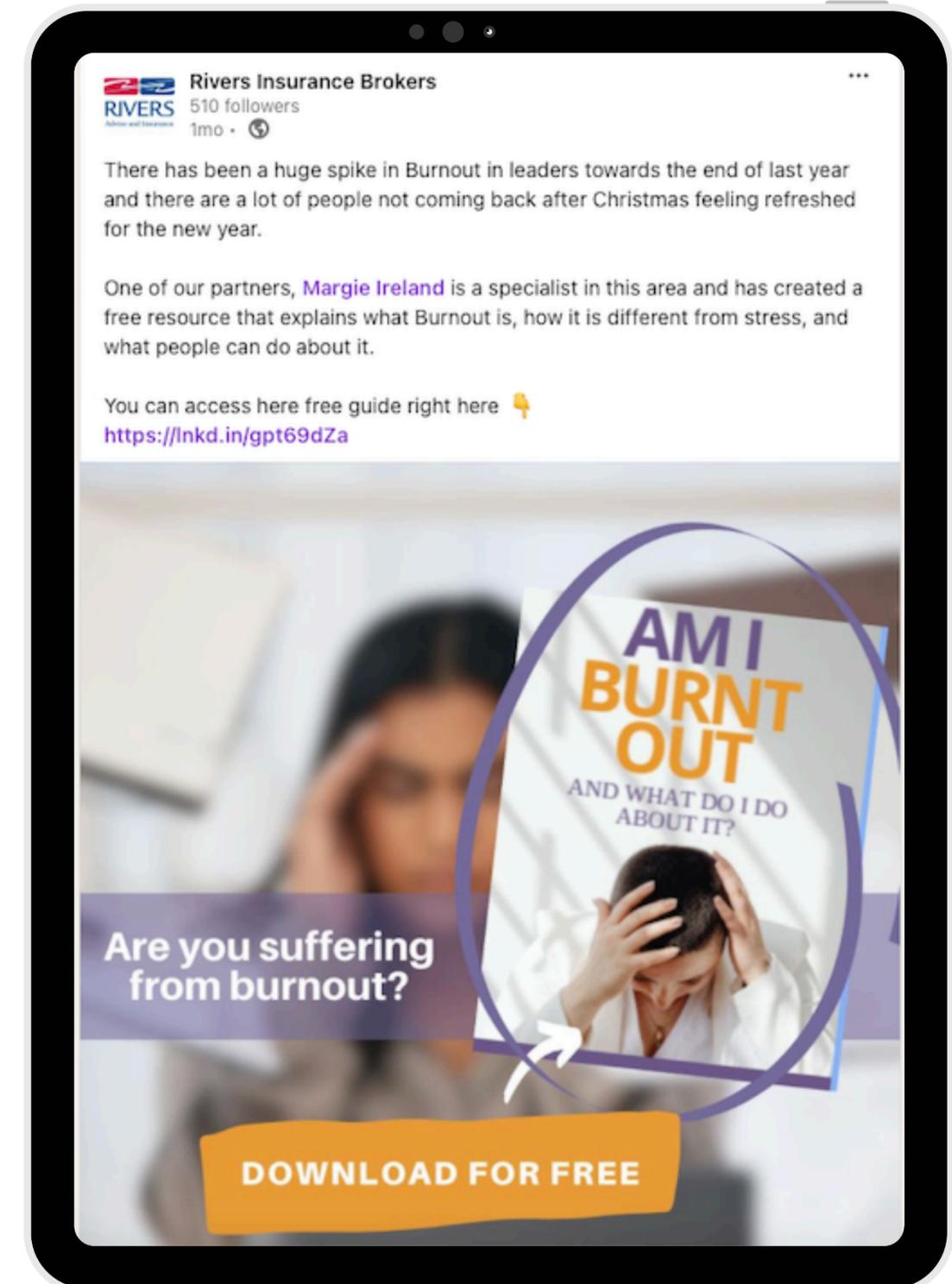
Rivers Insurance were looking for ways to differentiate themselves in the market place to retain and grow clients.

What Margie did:

Margie provided a free helpful guide and unique link (that did not require the provision of an email address) for their quarterly newsletter that was emailed and posted on LinkedIn.

Outcome:

Rivers Insurance was able to deepen their client relationships by providing this free resource to demonstrate a genuine interest in their clients' wellbeing and performance.



Case Studies

Workshop Webinar

The Australian Psychological Society (APS) is a key peak body for Psychologists in Australia with over 27,000 members.

Problem:

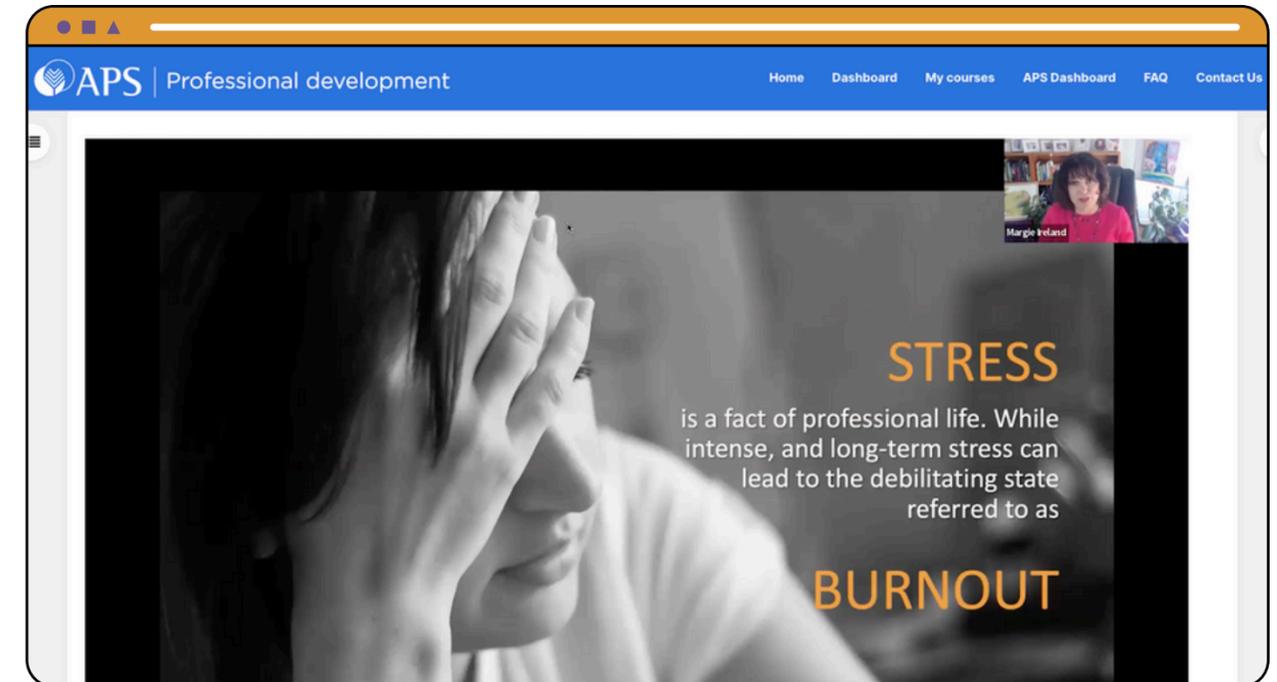
During and since covid this profession has experienced high levels of Burnout. Additionally, it has been broadly reported in mainstream media that more people sought counselling due to constant workplace changes and stress.

What Margie provided:

Margie delivered a 1 hour webinar that helped both Psychologists and the clients they serve understand and navigate Burnout. Margie also provided a free download tip sheet that members could use for themselves or their clients.

Outcome:

APS was able to demonstrate a genuine care and interest in their members, and strengthen engagement and retention. The webinar allows members to achieve CPD points.



Case Studies

Speaking Events

The Minerals Councils of Australia in partnership with the Women in Leaders (WIL) Institute runs conferences and events that support emerging and existing leaders in the mining and resources sector.

The Problem:

The organisers needed a highly respected speaker who could design an engaging 1 hour presentation for 300+ attendees, to address the challenges women face in leadership in this sector.

What Margie provided:

Margie led a 1 hour keynote and workshop called *The Gender Smart Leader* and provided access to free resources on her website during the event, as well as gave away 3 of her signed books.

Outcome:

The organisers said the attendees were fully engaged in Margie's presentation and said 'you could hear a pin drop'. Attendees were heard discussing Margie's presentation in the break. The organisers demonstrated, through Margie's presentation that they fully understood the challenges of their attendees and expected attendees to tell others about the value they received from the conference and would return to future events.



Let's collaborate

Margie would like to provide your business the opportunity to retain, deepen and grow your client relationships. Working with Margie will help you achieve your business goals faster.

Margie Ireland

Leadership Coach | Psychologist | Author | Speaker

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**THE
HAPPY
HEALTHY
LEADER**

