

WHO ARE YOU BECOMING?

USING PERSONAL LEADERSHIP EMPOWERMENT AS A TOOL FOR TRANSFORMATION

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BDA FCD STUDY DAY BIRMINGHAM

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A large, dark teal thought bubble is centered on a light blue background. The bubble has a soft, irregular shape with a thin white outline. Inside the bubble, the text "WHO ARE YOU BECOMING?" is written in a clean, white, sans-serif font, centered and split across two lines. The background is decorated with several realistic water droplets of various sizes, some with highlights and shadows, scattered around the bubble. The overall aesthetic is clean, modern, and contemplative.

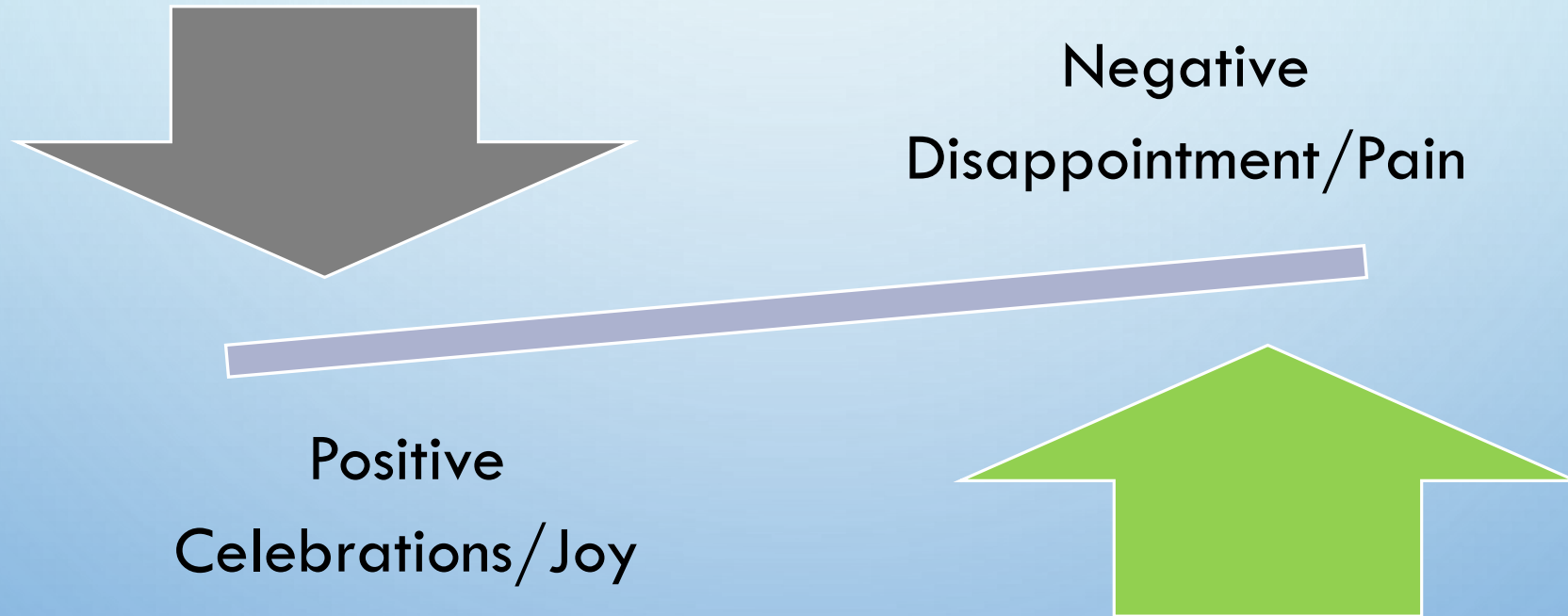
WHO ARE YOU
BECOMING?

WHO DO YOU SEE IN
THE MIRROR?

WHAT IS
INFLUENCING YOUR
PERCEPTION?



OUR LIVED EXPERIENCE



OUR STORY MATTERS...

YOUR STORY MATTERS

MY STORY MATTERS



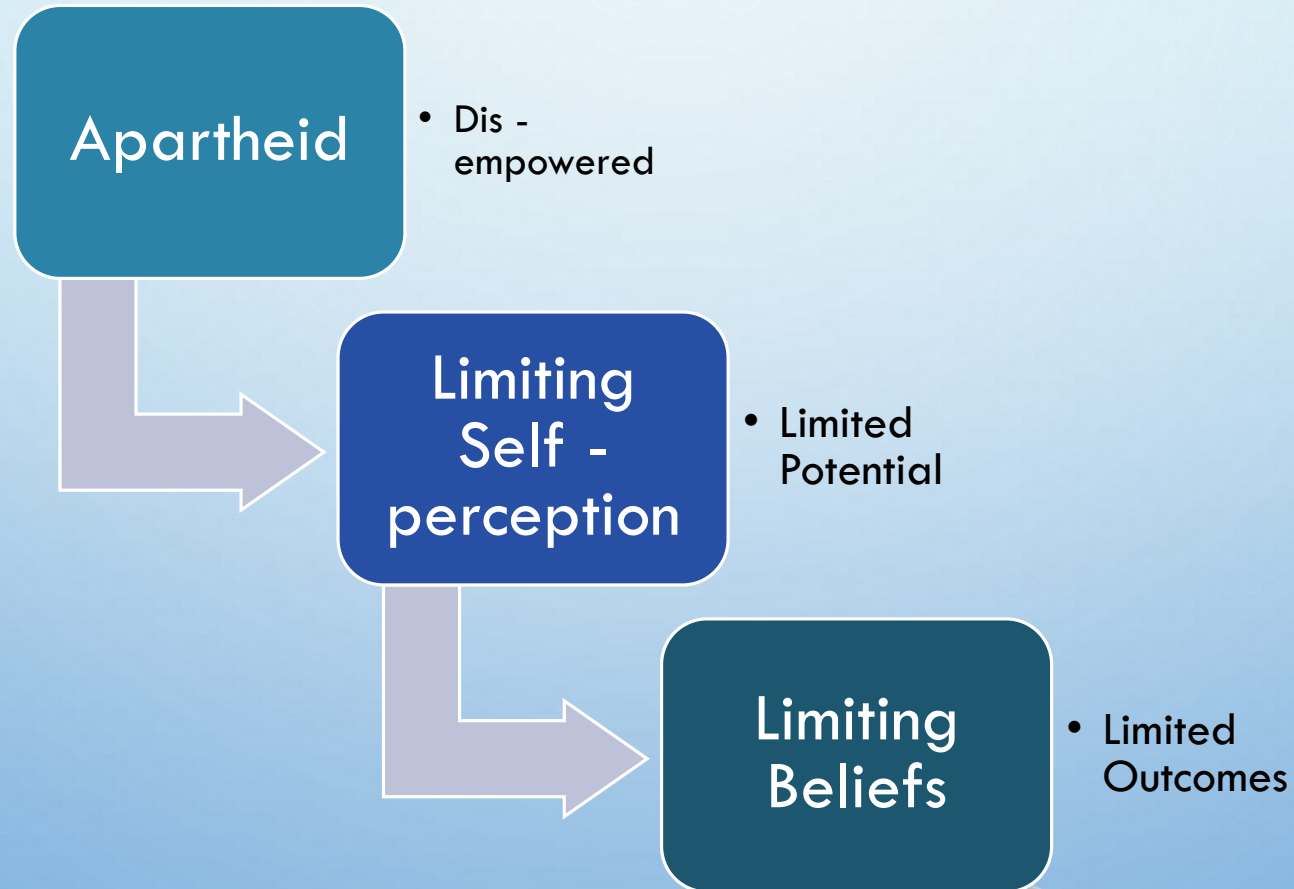
Apartheid



disempowered



'MY STORY'



'MY EPIPHANY- 2008'



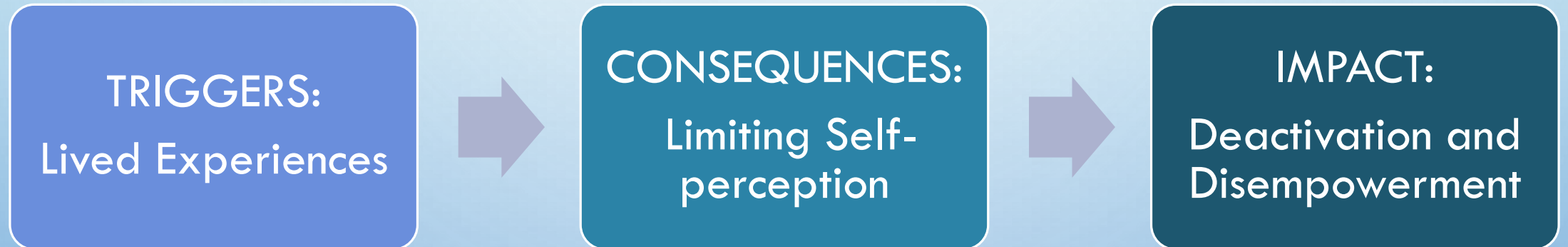
‘YOUR STORY...’



Take 2-3 minutes to think about your
story or life experiences



THEREFORE...





PERSONAL
YOUR STORY

LEADERSHIP
YOUR LEADERSHIP

EMPOWERMENT
YOUR
TRANSFORMATION

DO YOU SEE YOURSELF AS A
LEADER

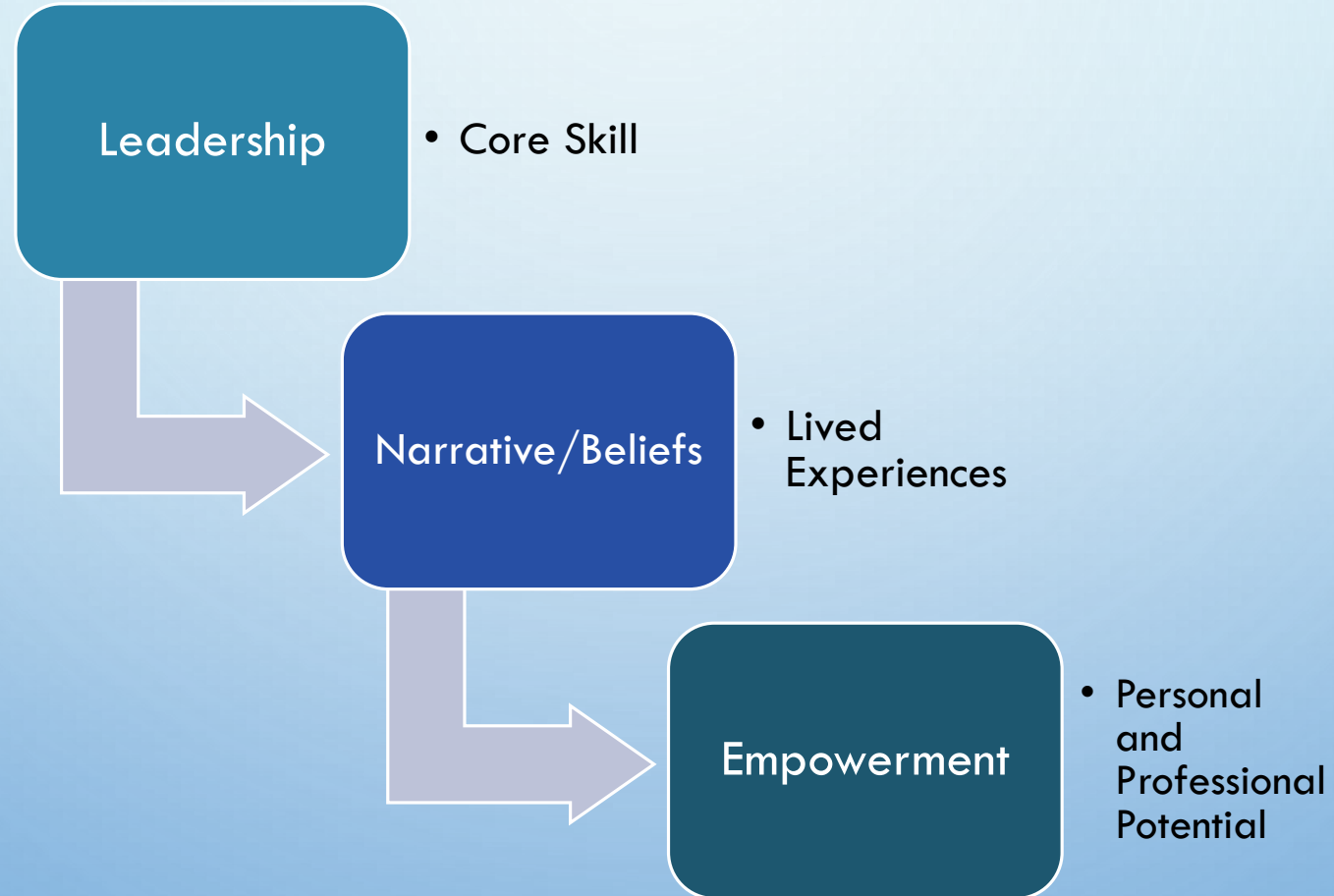


LIFE POINT

“ We BECOME what we Believe
about ourselves”

Dr Claudine Matthews

LEADERSHIP IN DIETETICS



ACTIVATE YOUR PERSONAL LEADERSHIP EMPOWERMENT

MY DISEMPOWERED STATE

- I DIDN'T SEE THIS VERSION OF ME
- I DIDN'T SEE DR. CLAUDINE IN MY FUTURE
- I DIDN'T SEE ANY OF WHAT I HAVE ACHIEVED OVER THE LAST 10 YEARS
 - DOCTORATE, MASTERS, SPEAKING AT THE HOUSE OF PARLIAMENT, 14 PUBLICATIONS, DEBUT BOOK...

BUT I DID!!!

AND SO CAN YOU!!!

MY PERSONAL LEADERSHIP EMPOWERMENT JOURNEY

Model 1 Know
Be
Do



Model 2 Personal
Empowerment
Framework

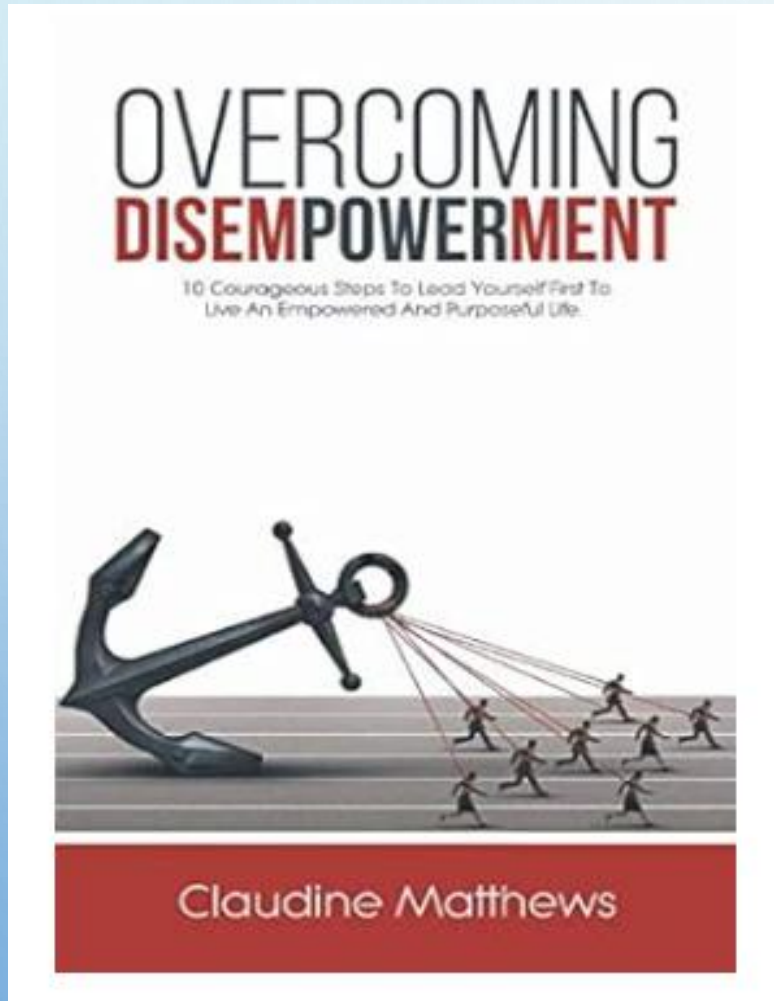


Model 3 Overcoming –
Activation
Model

IMPACT OF PERSONAL LEADERSHIP EMPOWERMENT 2023 TO 2024



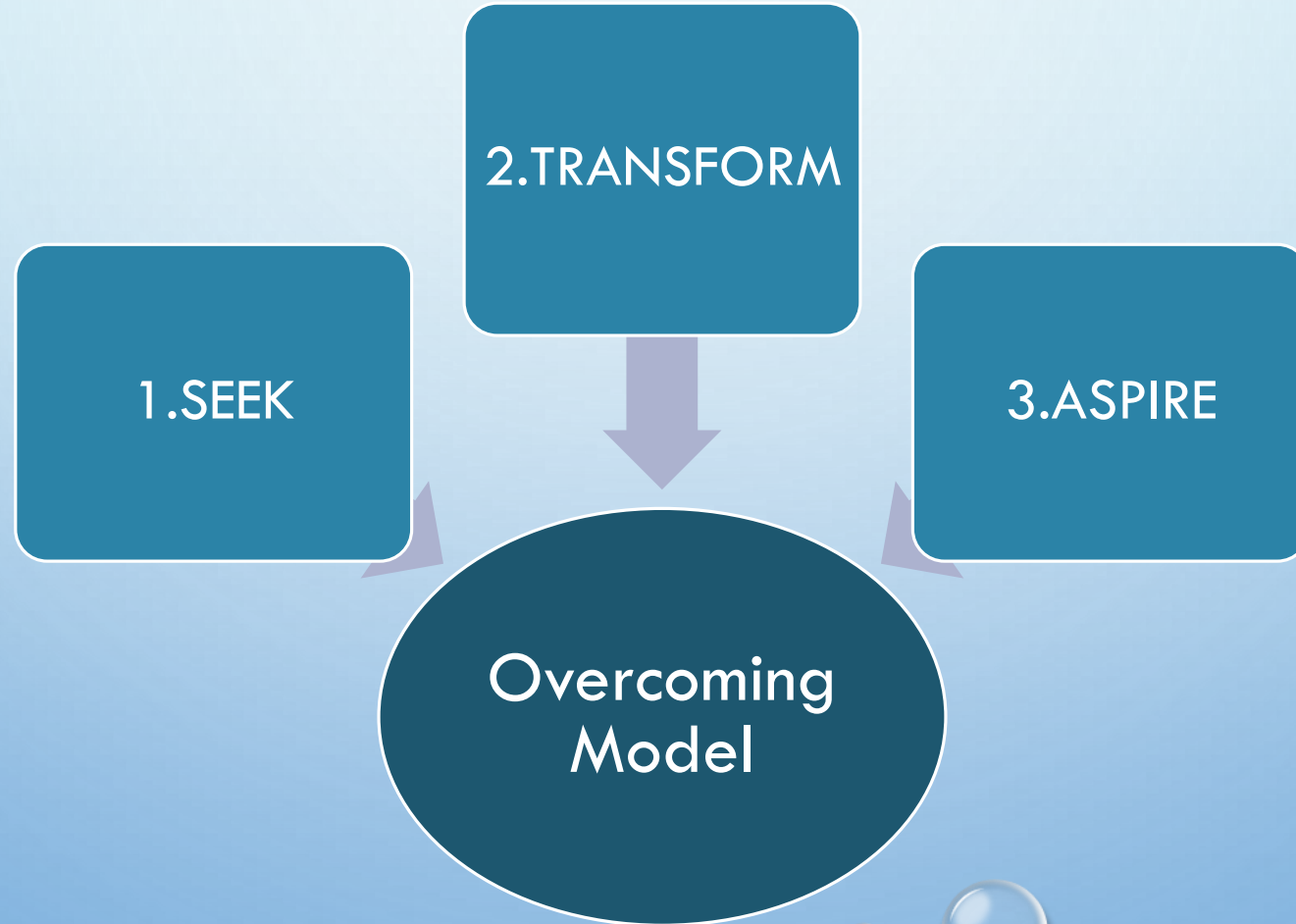
OVERCOMING – ACTIVATION MODEL



Overcoming Disempowerment:
10 Courageous Steps to Lead
Yourself First to Live an
Empowered and Purposeful Life

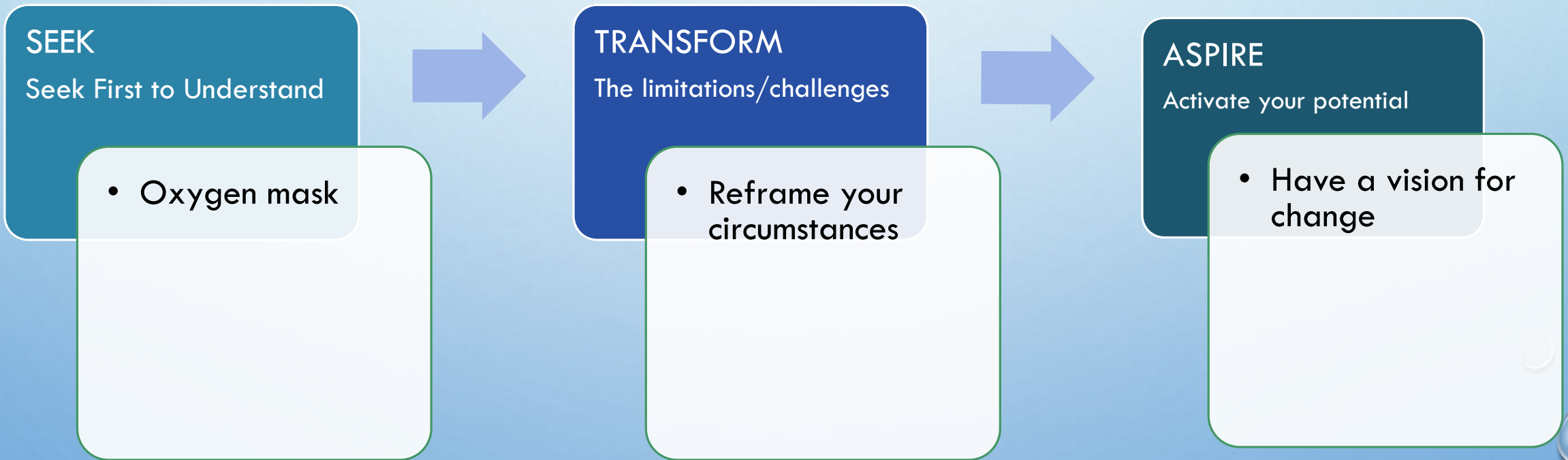
Claudine Matthews (Author)

3 - PART ACTIVATION MODEL



DEVELOPING A VISION FOR CHANGE

- YOUR STORY



“

IF WE WAIT FOR THE MOMENT WHEN EVERYTHING,
ABSOLUTELY EVERYTHING IS READY...WE SHALL
NEVER BEGIN – *(IVAN TURGENEV)*

”



PERSONAL LEADERSHIP EMPOWERMENT

PART 1 – SEEK

ACTIVATION STEPS

- TRANSFORM YOUR THINKING:
- STEP 1: BE-COMING
- STEP 2: BE – A LEADER

‘SEEK’

- FACTORS TO CONSIDER
- WORK IN PROGRESS, CONSTANTLY EVOLVING, LEARNING, NOT ABOUT PERFECTION
- SEE YOURSELF AS A LEADER, AWAKEN THE LEADER WITHIN, BE INTENTIONAL, DON'T WASTE TIME

- 
- ❑ WHAT IS IMPACTING YOUR CURRENT LEADERSHIP THINKING AND PERCEPTIONS?
 - ❑ WHAT ACTION CAN YOU TAKE?

PERSONAL LEADERSHIP EMPOWERMENT

PART 2 - TRANSFORM

ACTIVATION STEPS

- TRANSFORM YOUR POTENTIAL:
- STEP 3: BE – INFORMED
- STEP 4: BE – PREPARED
- STEP 5: BE – AWARE
- STEP 6: BE-ENGAGED

TRANSFORM

- FACTORS TO CONSIDER
- KNOW THE TASK AT HAND, DON'T BE NAÏVE AND CONSIDER ALL THE CHALLENGES (SWOT)
- BE PROACTIVE AND PREPARE FOR THE TASK/CHALLENGES/OPPORTUNITIES
- CALCULATE THE COST OF NOT TAKING ACTION
- TAKE DAILY ACTION TO MAXIMISE YOUR POTENTIAL



**□ WHAT IS LIMITING OR HOLDING YOU BACK FROM
MAXIMISING YOUR LEADERSHIP POTENTIAL?
WHAT ACTIONS CAN YOU TAKE?**

PERSONAL LEADERSHIP EMPOWERMENT

PART 3 –ASPIRE

ACTIVATION STEPS

- TRANSFORM YOUR IMPOSSIBILITIES:
- STEP 7: BE- VICTORIOUS
- STEP 8: BE – ALERT
- STEP 9: BE – BRAVE
- STEP 10: BE- DECISIVE

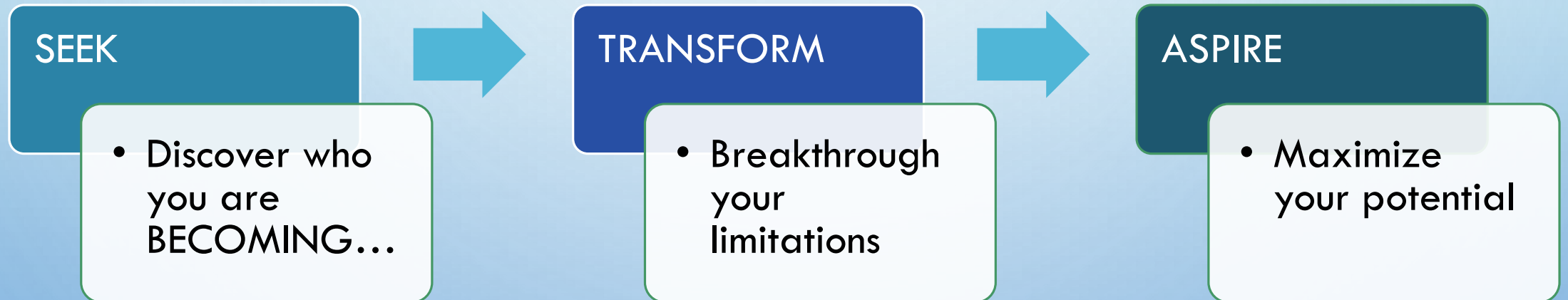
ASPIRE

- FACTORS TO CONSIDER
- CELEBRATE AND ENJOY YOUR SMALL WINS ALONG THE WAY
- BE VIGILANT AND LOOK OUT FOR PITFALLS, DON'T BECOME COMPLACENT
- FACE YOUR FEARS, TAKE RISKS, STEP OUT OF YOUR COMFORT ZONE
- HAVE A MADE UP MIND, BE DETERMINED AND LEARN TO SAY YES, EVEN WHEN YOU DON'T KNOW ALL THE FACTS...



WHAT ARE YOUR FUTURE LEADERSHIP ASPIRATIONS?
WHAT ACTIONS CAN YOU TAKE?

SUMMARY



DO YOU SEE YOURSELF AS A
LEADER



One Take
Away



THANK YOU!

“Every closed door brings you closer to your Destiny”
Dr Claudine Matthews

