



# Max Potential

## – personal leadership for local youth

*norths* and *seagulls* are very proud to announce their sponsorship of the Max Potential program in the North Shore area and on the Tweed coast in northern NSW.

Max Potential is a personal leadership program for maximising a young adult's potential and increasing their networks and partnerships. Max Potential aims to improve the capacity of the local areas of the North shore and Tweed coast, to create sustainable social change and leadership aptitude for youth.

Max Potential offers youth (16-25 yrs) the opportunity to explore 10 Life Principles (MAXIMISERS<sup>®</sup>) aimed at maximising their potential, particularly with respect to youth leadership and entrepreneurial directions.

Max Potential draws on leaders and professionals within the community to work as one-on-one coaches with the region's youth. Intensive training equips these leaders with progressive coaching skills and tools, that are then used to provide one-on-one coaching to youths so they can:

**ACCELERATE** their potential to achieve over 22 weeks using MAXIMISERS<sup>®</sup>, a personal leadership framework.

**CHALLENGE** them to lift their game through 8 hours of personalised coaching.

**BUILD** their 'can do' attitude through a community project.

**EXPLORE** their entrepreneurial spirit through developing their leadership.

The program was launched by both clubs in late May, with a great turnout of interested community and business leaders. Group Chief Operating Officer Luke Simmons said "We see an investment in this excellent youth leadership program as a strong way of participating in bolstering the future of the local communities. The club is always looking for innovative ways in reinvesting back into the local area and this is a strong outlay in the future for the areas involved".



Group Chief Operating Officer Luke Simmons, Max Potential's Kirsten Brumby, & North Sydney Councillor Trent Zimmerman at the *norths* Launch