



LIVING *on* PURPOSE

INSPIRED CONFIDENT PURPOSEFUL TEAMS



CRAIG GOLDBLATT



TEAMS LIVING ON PURPOSE WORKSHOPS

700 keynote presentations. 5 continents. 100,000 people worldwide. For over 2 decades, Craig has been changing lives with his powerful message. With his ability to challenge rather than tell, he rouses audiences to take action and become their best selves.

Originally from Johannesburg, South Africa, Craig has traveled the globe, working in the private sector and with charity enterprises and nonprofit organizations. Experiencing some of the most diverse cultures on the planet, he has developed an enhanced awareness of purpose, intention, motivation and human identity.

Whether you're trying to inspire a room of Fortune 500 CEOs, organisational young leaders or a jam-packed stadium, Craig will give your audience the tools to fuel their purpose, magnify their magnificence and create a meaningful legacy.

Over the past 20 years I have been fortunate to have worked with many world class teams.

Their strength has built with their understanding of their intention and a deep belief in their reason to succeed. For a team to live their purpose through thick and thin is omnipotent.

Teams who hold a deep friendship and care passionately for each others' welfare, create a rich life together. This is about teams seeing each other deeply and understanding each others fears, struggles and great strengths.

We work with your team first to explore themselves as individuals, for everyone to gain clarity as to their own unique talents. We then build on this to create a deep trust within the team, to be able to grow a unique team purpose.

I look forward to working with you to create an inspired and invigorated team.

Craig Goldblatt



THE VALUE OF THE PROGRAMME:



A shared vision that the team buy into with their hearts



Clarity of purpose and a drive to grow for the greater good



The eradication of doubt and fear



The delivery of service



A never say die attitude



A belief in the success of community and customer



THE VALUE OF OUR WORK

Creating an EXTRAORDINARY life, full of confidence and wealth:

Emotional wealth

Emotional wealth is knowing your enough and having the wisdom to know that every emotion is here to serve us. What separates emotionally wealthy people is the ability to lead a healthy life with a positive outlook. In addition, a core characteristic of emotionally wealthy people is resilience - better able to cope with the challenges and difficulties life throws at them. A lack of judgement and a gratitude and respect for the Whole Planet gives us the foundation for Emotional strength and Wealth. Emotional wealth is often essential for achieving other types of wealth.

Financial wealth

The most obvious type of wealth, financial wealth, refers to money, assets, investments, and similar goods. Financial Wealth comes from an abundant mindset, deep self worth and a confidence and expectation of abundance financially. To be Financially wealthy we must understand the power of varying investments and compounding interest.

Physical wealth

Physical Wealth begins when we honour our body; nurturing it as the most important asset in our lives and connecting to nature around us. This then allows us to educate ourselves to be well and strong and feed our bodies with the best fuel and exercise.. A daily practice of exercise, movement and preparation of the right foods, vitamins and minerals is key to physical wealth.

Spiritual wealth

Spiritual wealth refers to having in abundance something larger than yourself. In the traditional sense, spiritual wealth gives meaning to higher powers. Being Spiritually wealthy is the practice of authentic gratefulness. The key to our Spiritual Wealth is a daily practice and a daily presence of awareness.

Social wealth

Social Wealth is having a deep intention for all we share our lives with. Creating a platform to serve the world is core to improving our social wealth. It is about believing in community and taking deliberate action to serve every one we can on a daily basis.



Giving back

We are passionate about an exchange of wealth - sharing our emotional, community, spiritual and material wealth in an equal way. Having received so much from our time with the communities in Burkina Faso, we support the Transform Burkina food programme through donations with every coaching client. We also plant a tree per client with Plant for the Planet.

PROGRAMME: The fundamentals of team leadership

Our Intention: Our deepest Value

All great leaders have an emotional driver for their cause. Martin Luther King had a deep intention of freedom for his people and we believe this sat behind every decision and behaviour he delivered.

It benefits us enormously to know what these drivers are in order to inspire ourselves, our clients and all others to take a certain action.

Purpose: Our reason for living and working

In order to be truly motivated we need to understand that there are core elements that human beings want;

- to experience our deepest feelings
- to feel a strong sense of security, excitement, self-worth, connection and growth
- to give to others.

Identity: Who we are at our best

At a level of identity, we are incredibly complex. We use labels to describe ourselves and, even though language cannot truly encompass all that we are, it is an extremely powerful guide.

If we were to ask the people who know us best, what would they say are our greatest qualities? Knowing our true sense of self has so many benefits, most of all it creates a real value of trust in all who surround us.

Values and Beliefs: What is most important to us?

Our core values, such as Trust, Honesty, Integrity, Compassion and Health, form the foundations for our emotional compass. They allow us to make the right decisions for ourselves and others. When we recognise what values are crucial for us it supports a strength to make decisions, carry them through and attract the right clients who share these qualities.

Understanding and living our values at the highest level through introspection is very powerful to ascertain if we are showcasing ourselves in an authentic way.



CASE STUDY: Cardinus Risk Management

Cardinus Risk Management is a specialist global provider of online, virtual and onsite health, safety, ergonomic, fire, fleet and security solutions. The sales and marketing team have had a variety of training ranging from traditional sales to trusted advisor workshops. As we came out of Covid with the accelerated move to hybrid working – both the team, prospects and clients – there was evidence of a shift in the way we needed to engage and to re- set our own approach to work and life.

We needed something different, and after listening and discussing Craig's "living on purpose" thinking and approach it was evident that this would give our team a new perspective. We didn't just want another sales course; we wanted our team to understand themselves more and how they engaged, how they considered others and what their purpose is - in and out of work.

Our initial day with Craig opened up minds, some of which were more sceptical than others! The team spent time on them as well as looking at the way they judged and built empathy and rapport with others – all tools to help in business and personal life. Above all, they started to learn to love themselves for who they are!

Reflections from the team have included **“ I now consider the clients perspective more than ever”**, **“I am too quick to judge and need to re – assess that trait”**, **“I need to spend more time on things that matter”** and **“ I need to work with my colleagues more – they are allies and I can learn from them – don't be a silo”**.

The next stage of the journey is to work on a more individual level to mentor and coach on personal challenges and opportunities and we will then come together later in the year to extend the collaborative journey.



Craig offers something very different – he brings aspects of NLP, coaching and mentoring but the real difference is the focus on purpose – what are we here for and what legacy do we want to leave behind? Andy Hawkes
CEO

INFORMATION

FEE: £3,500 + VAT for 1-2 day programme to fit with your working hours

DURATION: A bespoke programme will be created for your team depending on the depth of learning you require

WHERE: At your place of work or a location of your choosing

GIVING BACK: For each programme we will pay for a child in Burkina Faso to receive a meal everyday for a year

CONTACT: caroline@craiggoldblatt.com
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I am really excited to see you and to support you to create huge change and energy in your life.



Craig Goldblatt

HI, I'M CRAIG GOLDBLATT

In the last 2 decades, I've been a sought-after International Keynote Speaker, Impact Coach and Trainer to some of the biggest businesses, charities, nonprofit organizations and top-performers in the world.

My life purpose is helping you create a meaningful legacy so we create a better world together.

I've helped incredible organizations like Microsoft, EasyJet, Carlsberg, Article 25, The Diana Award, The Ella Foundation and more clarify their mission and impact the world.

I also work one-on-one with remarkable leaders, entrepreneurs, CEOs and individuals who are hungry to live their true purpose, contribute deeply and embrace life at the highest level.

As a traveler, I've immersed myself in some of the most diverse cultures on the planet, learning lessons in love, courage, compassion and empowerment.

Now, with an enhanced awareness of purpose, intention, motivation and human identity, I bring those lessons with me to the stage, our workshops, our journeys to the Amazon and intensive 1:1 coaching.

That means I offer unique tools that are extremely effective— actionable strategies to understand yourself deeply, reveal your true purpose and clarify your vision.

I look forward to working with you!

"We all found Craig to be amazingly inspiring. He created a wonderful rapport with every member of the team and encouraged them to be better in every way possible.

"Many people described it as a 'life-changing experience'. 'Craig continues to play an active role within the Company.'"

— MICHAEL HOWARD
CHAIRMAN, MARIS

I feel calm, centred and ready to face our ever increasingly complicated world. The lessons learned today have reminded me that life is really very simple. I need to focus on myself, if I am clear in my purpose then I will be better able to serve others.

— ANNA
November 2022

FURTHER SUPPORT

Learn more about what we do to support people on their journey to living on purpose...

[AMAZON JOURNEY](#)

[INSPIRATIONAL SPEECHES](#)

[PUBLIC WORKSHOPS](#)

[COACHING](#)



This day with Craig was a powerful self-development day, enabling space to create new thoughts, inspiration to implement and the energy to dive into a new paradigm in life that enhances the way I am already working but has given me clarity to articulate and love on purpose fully
Penny Power, Founder BIP100Club

Everything went so well, Craig was nothing short of BRILLIANT"

easyJet

Energetic, thoughtful, technical, personable. Craig creates environments for you to both be your best, and to understand learning & growth. Leaving the space feeling emotionally full, but also ready to go get it.

Ian Griffith Jones, Operations Manager
September 22 Living on Purpose workshop