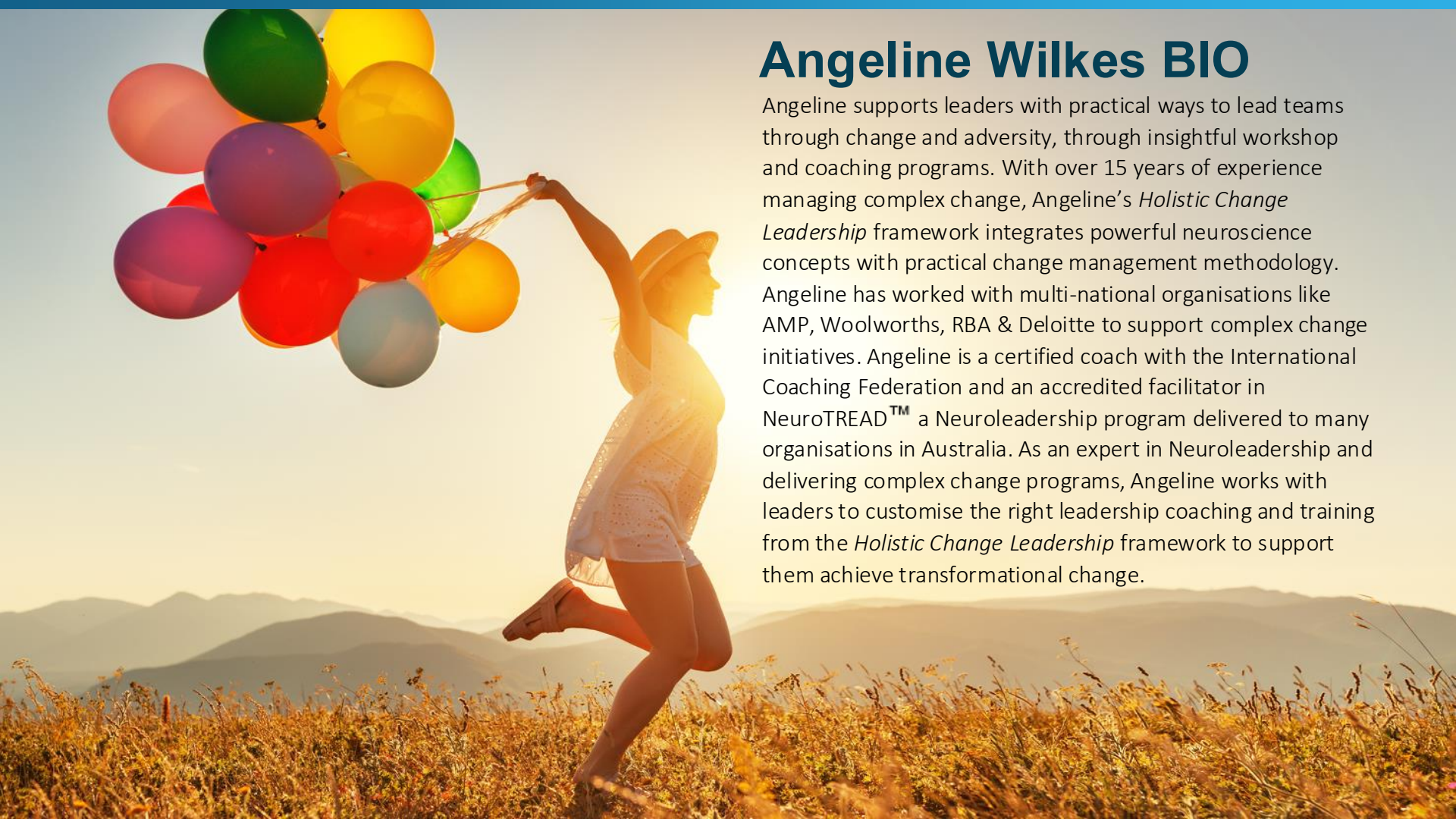




# Holistic Change Leadership

Understanding the barriers and bridges to landing successful change.





# Angeline Wilkes BIO

Angeline supports leaders with practical ways to lead teams through change and adversity, through insightful workshop and coaching programs. With over 15 years of experience managing complex change, Angeline's *Holistic Change Leadership* framework integrates powerful neuroscience concepts with practical change management methodology. Angeline has worked with multi-national organisations like AMP, Woolworths, RBA & Deloitte to support complex change initiatives. Angeline is a certified coach with the International Coaching Federation and an accredited facilitator in NeuroTREAD™ a Neuroleadership program delivered to many organisations in Australia. As an expert in Neuroleadership and delivering complex change programs, Angeline works with leaders to customise the right leadership coaching and training from the *Holistic Change Leadership* framework to support them achieve transformational change.

# About: Holistic Change Leadership™



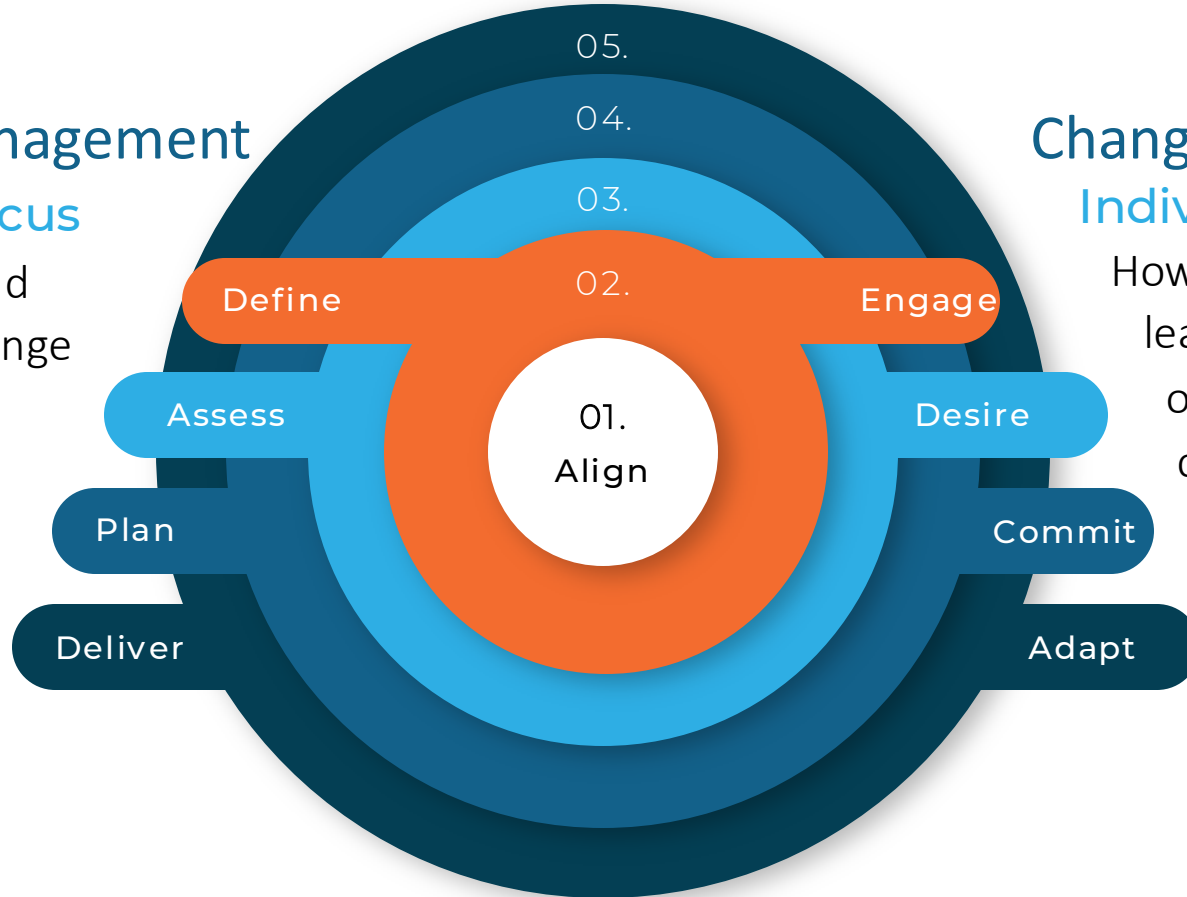
*“After delivering change for 15 years and coaching other change managers, I discovered brain-insights through the Neuroleadership Institute, and it propelled me on a journey of integrating neuroscience with change management. Change leadership and change management fit together in a holistic way, especially with brain-based insights that go to the heart of what creates that intrinsic desire, engagement and commitment that we need from people. At the same time, what are the fundamental aspects of assessing, planning and delivering on an effective plan that lands the change safely in the business without compromising any of the commercial aspects.”*

# Holistic Change Leadership™

## Change Management

### Program Focus

How to plan and deliver any change successfully.



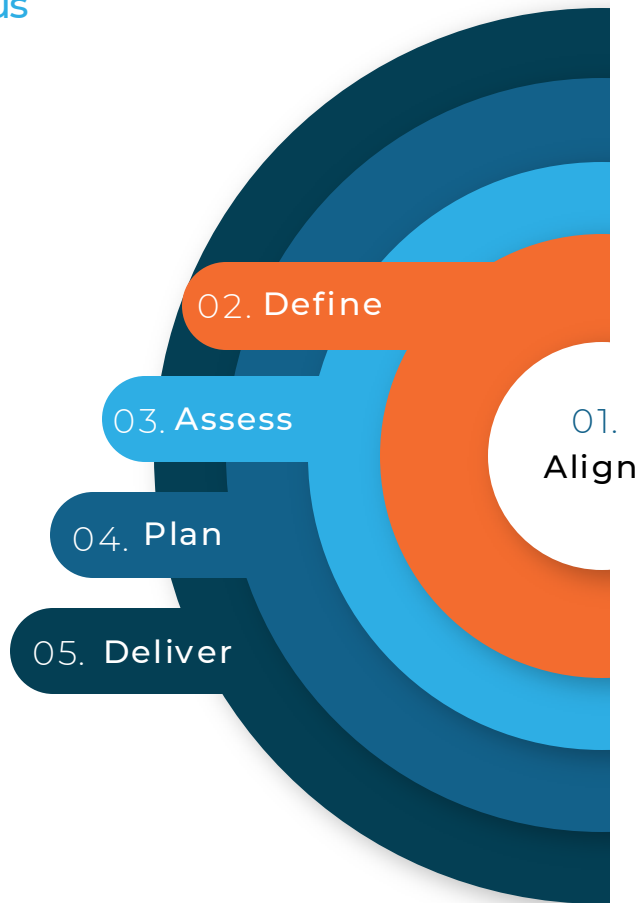
## Change Leadership

### Individual Focus

How to effectively lead self and others through change & adversity

# Change Management

## Program Focus



How to plan and  
deliver change  
initiatives

# Change Leadership

Individual Focus

How to effectively  
lead self and others  
through change



# 1. Align

## Change Management

### Program Focus

We explore how alignment on the why, what, when, and how of the change lays the foundation for success. This section introduces practical ways to establish a shared direction early and reinforce it throughout the program—creating clarity, consistency, and a 'north star' for decision-making.



## Change Leadership

### Individual Focus

We look at the neuroscience behind motivation—how clarity of purpose activates the limbic brain and drives engagement. Leaders will learn how to create alignment not just around tasks but around meaning—articulating a compelling vision that connects emotionally and inspires commitment.



## 2. Define & Engage

### Change Management

#### Program Focus

We focus on defining the change with clarity and intent before jumping into Change Impact Assessment (CIA). Rather than relying on vague, high-level strategy statements or overly technical specs, we explore how to write clear, purposeful change statements through a business or persona lens. When the change is properly defined upfront, impact assessments becomes not only easier but more meaningful and actionable.



### Change Leadership

#### Individual Focus

Engagement today requires more than a message—it requires cut-through. In a fast-paced world of short attention spans and high distraction, leaders must create clarity that connects. This module explores how to create awareness and drive engagement by speaking to how the brain filters for relevance, threat, and reward. We show how leaders can foster attention, openness, and motivation—not by adding more noise, but by delivering the right message, at the right moment, in the right way.

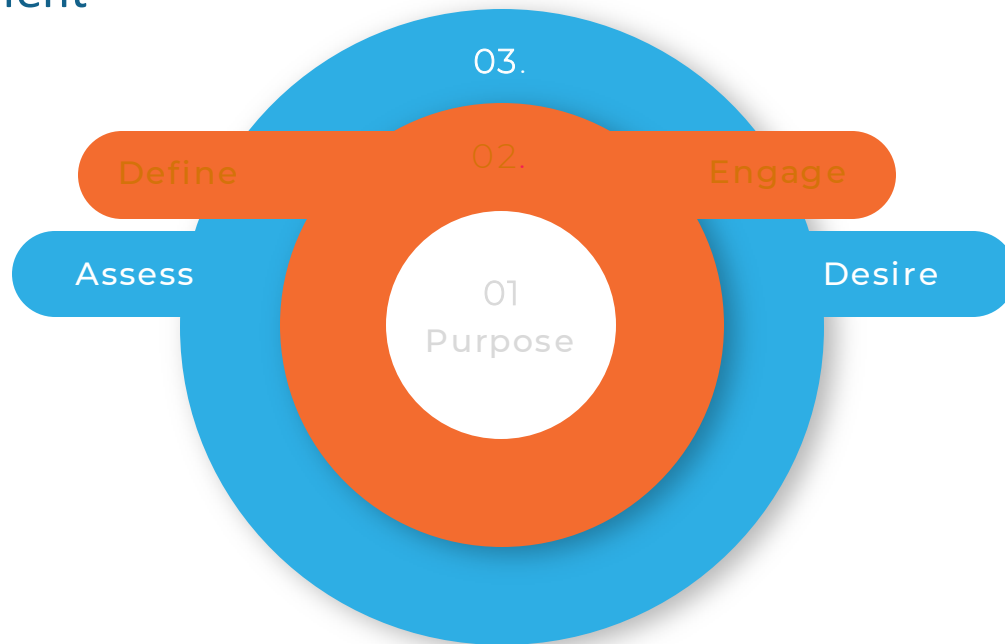


## 03. Assess & Desire

### Change Management

#### Program Focus

Programs often document change thoroughly, but translation into real business impact is where things fall down. In this module, we flip the typical approach by helping teams assess change through the lens of meaning and relevance—making it easier for business leaders to understand, engage with, and contribute to shaping interventions.



### Change Leadership

#### Individual Focus

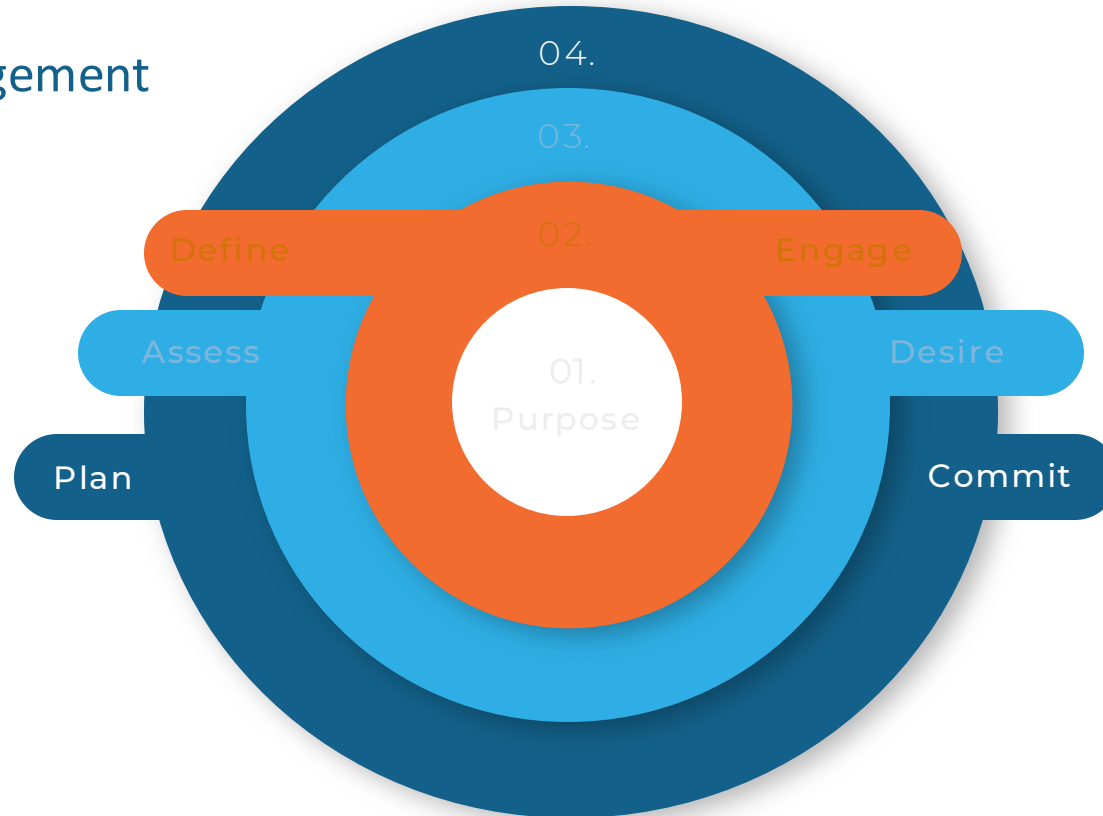
What truly motivates action isn't logic—it's emotion. Our decisions are primarily driven by the limbic system, the emotional part of the brain, not by cognitive reasoning. The brain constantly scans for threats or rewards, and this drives behaviour beneath the surface. In this session, we explore how to tap into these emotional drivers using brain-based insights—bridging the gap between proposed change and human response.

## 04. Plan & Commit

### Change Management

#### Program Focus

With the agreed impact and interventions required in the assessment, how to effectively build an approach and plan that is appropriate, will give certainty to the business and increase credibility of the program.



### Change Leadership

#### Individual Focus

When we try to change others, we make the unconscious assumption that the other person's brain makes the same connections as we do. We then try to influence them in a way that would convince us.

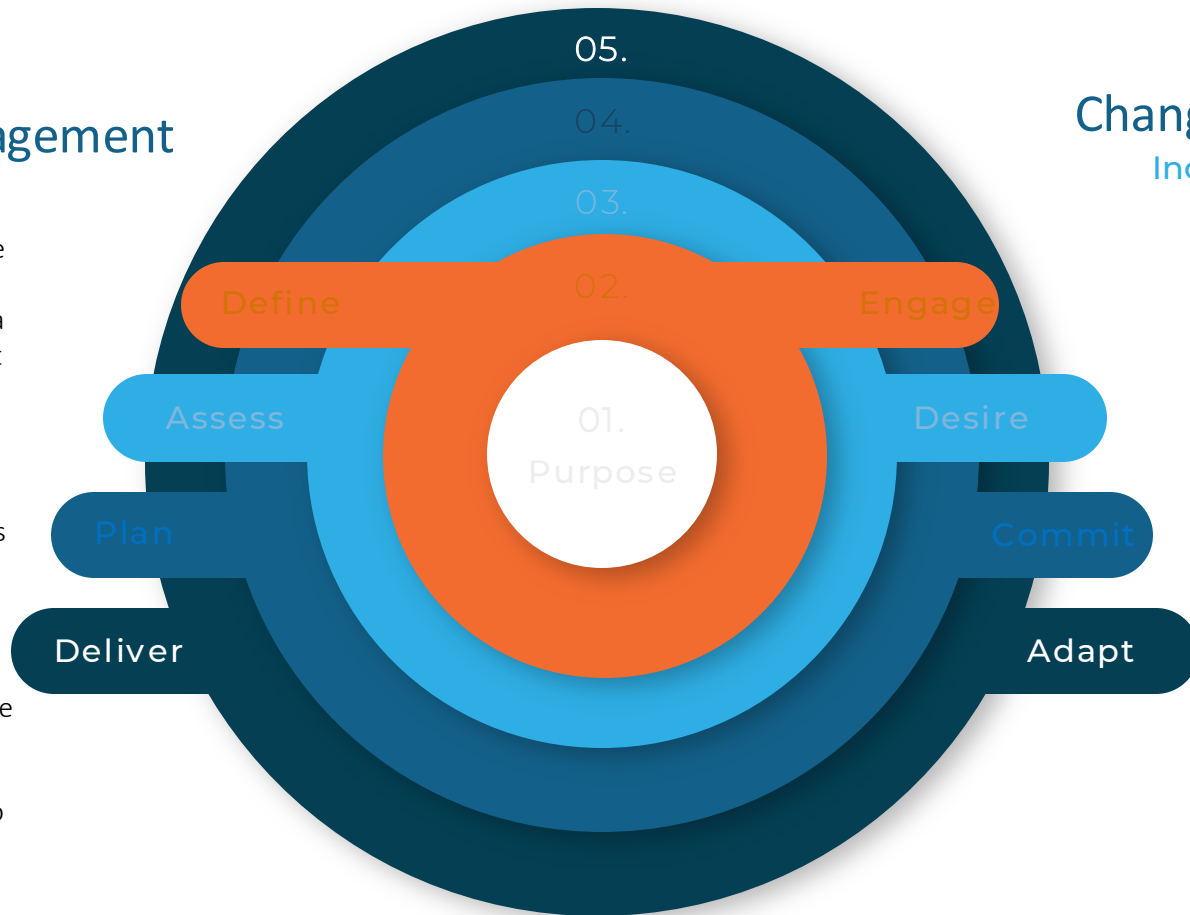
We cover this with an interactive activity that demonstrates an insightful way to gain more commitment.

# 05. Deliver & Adapt

## Change Management

### Program Focus

How to bring the change impact and intervention assessment to life with a change activity plan that includes all the communications, key messages, channels, approvals by phase and date to give the business the certainty of a comprehensive delivery plan. Once in delivery mode, what are the cadences that need to be in place to maintain engagement and key business stakeholders to ensure delivery is a success



## Change Leadership

### Individual Focus

Leader advocacy is powerful when it comes to supporting others through the change. Like any change, understanding and committing is one thing but forming a habit requires an understanding of the power of our current habits and the friction we experience internally when trying to do something new. We learn about the habit mind and the influence leaders can have in advocating and supporting the change right through to the embedding phase.

# Change Management - Summary of Concepts Covered

## Align

We explore how alignment on the why, what, when, and how of the change lays the foundation for success. This section introduces practical ways to establish a shared direction early and reinforce it throughout the program—creating clarity, consistency, and a 'north star' for decision-making.

## Define

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## Desire

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## Commit

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We cover this with an interactive activity that demonstrates an insightful way to gain more commitment.

## Adapt

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# Testimonials



**Emilie Bergsma**

Senior Customer  
Success Manager

"Angeline is an incredible change leader and an extremely engaging and impactful change leadership facilitator. I had the pleasure of completing her Holistic Change Leadership program and I was so impressed with the content and concepts we worked through together. I learned about the key change leadership themes, principles and frameworks that integrate neuroscience and tap into the way our brains naturally respond. I was able to apply everything I learned from Angeline into my work and life more generally. I am extremely grateful to have had the opportunity and I look forward to further coaching with Angeline in the future."



**Katy Brown**

Project Manager

Earlier this year I attended the Holistic Change Leadership course developed and delivered by Angeline. It had a practical and theory-based structure that touched on neuroscience and change management. I have applied a number of tools to my current job and have already seen improvements. To me, a lot of it made sense yet we somehow seem to miss these crucial tools that make adapting to change, so much easier. The structure of the content and tools actually gets me excited. It showcases a process, broadens your understanding of the impact and makes you think deeply about the value the change is going to have across the board. Angeline is an extremely warm and generous coach who has a wealth of knowledge to share. I highly recommend learning about change leadership from Angeline.



**Rowena Hubble**

Group Financial  
Controller,  
Woolworths

Change leadership skills are critical for success at all levels of an organisation. Angeline delivered an insightful workshop on change leadership to support one of our chapters with leading change. She helped us understand how to create desire, engagement and commitment to a change utilising neuroscience concepts. I'd definitely recommend Angeline as a great coach for individuals and teams looking to understand and lead change more effectively.

# Let's discuss how I can support your team



[changeleadershipcoach.com.au](https://changeleadershipcoach.com.au)



[angeline@changeleadershipcoach.com.au](mailto:angeline@changeleadershipcoach.com.au)



[LinkedIn Profile](#)



