

FLAWSOME

THE JOURNEY TO BEING WHOLE
IS LEARNING TO BE HOLEY



GEORGIA MURCH

COOL STUFF PEOPLE SAY

I've made the biggest TV shows in the world with the biggest audiences, teams, budgets and stars, so I know the harsh reality of brutal feedback. One slip and you're on the news, front page of the papers and trending globally on Twitter. I've been there – more times than I can remember. Luckily, I found the bad stuff funny. If I hadn't, it would've killed me.

Flawsome arms you with tools and insights to be kind to and care for the most important person in your life – you.

It's like holding a big mirror up to your face, so close it mists up. It makes you want to look deeply at yourself and into yourself and do so with a kindness, honesty and wisdom that lacks judgement and celebrates your best you.

There is both wisdom and kindness in the pages, but also such tough love and raw honesty, that it's obvious Georgia lives what she writes.

Give this book to every 20-year-old you know so they can enjoy the wisdom that comes with being 50 right now, before they start to make a noise when getting out of low chairs.

– **Maz Farrelly**, Former TV producer; current speaker, trainer and media and communications specialist

From Australia's leading thinker, author and expert on feedback comes a new book on the most important feedback of all... the feedback we give ourselves. *Flawsome* is a book about our self-talk, and yet it's much more than that. It's a blueprint for how to

be the best leader you can be, by doing the work on yourself to be the best person you can be. It's a book about acceptance and surrender; about forgiveness and responsibility; about evolving – not through fixing what's wrong but being okay with what is. It's a beautiful book, written with courage, humour and love. It's a leadership book, a personal development book and a spiritual book written with a deep wisdom that's been hard earned. Read this if you want to be a better leader or a better person, or just be a bit more comfortable in your skin. I loved it, and think you will too.

– **Peter Cook**, Chairperson, Thought Leaders Global

This book is an eye-opener and a heart-opener. I can't resist saying it: *Flawsome* is awesome! Georgia Murch takes us on an extraordinary journey right into the underbelly of our hearts and minds, with care and her beautifully honest style. She helps us examine our shadows, faults and internal wobbles with compassion and insight. There is so much to love about this book, including Georgia sharing the lived experience of embracing her own flawsomeness. It gave me the courage to examine some sticky bits in myself and 'eat some old beliefs' that were no longer serving me. If you're up for a real, up close, and sometimes uncomfortable examination of your flaws and ready to step into them as friends and teachers, get turning these pages!

– **Tracey Ezard**, Author of *The Buzz* and *Glue*, expert in education and learning and keynote speaker

In a culture where surface is valued more than substance (like most cosmetic surgery), where 'perfectionistic programming' is everywhere (think Instagram influencers, advertising et al.),

where truth is being attacked daily (the fake news phenomenon), there emerges a clear, courageous voice of compassion, wisdom and honesty. We are all flawed. And therein lies our uniqueness, our strength, our purpose. Being flawsome is the challenge of this book. Read it.

– **Colin James**, Top-ranking global speaker, facilitator, educator and founder of the Colin James Method

Flawsome is the release valve leaders, parents and evolutionaries need to let go of the pressure we place on ourselves to be perfect. With personal candour and her trademark humour, Georgia Murch takes us on an exploration of what it truly takes to learn and grow in today's high-performance world. She encourages us to embrace our flawsomeness, by learning to process the feedback around us in ways that help us move from self-control to self-evolve. Packed full of tools for self-examination, tips for boosting relationships and laugh-out-loud stories about life and leadership, this book is for anyone ready to take their flaws and turn them into flawsome!

– **Dr Kelly Windle**, Vice-President Organisation Capability, BlueScope

What a thought-provoking tale of discovery and acceptance of humanities *Flawsome* is! As individuals, we have a unique ability to choose – to step into the good, to refute the bad and to embrace our own truth. On this journey, Georgia offers the opportunity of self-reflection, awareness and support through her own vulnerability.

– **Erin Clarke**, Human Resource Director A&NZ, Moët Hennessy

Georgia has written a must-read for anyone who has the courage to be flawsome! It's such a powerful message to own your flaws, embrace them, be curious. After all, it's the flaws that make you who you are. *Flawsome* is a great reminder that we all get to decide the story, we are the authors of our journey.

– **Michelle Ridsdale**, Chief People Officer, Envato

Georgia has done it again! The Queen of Feedback has perfectly distilled the art of communicating with, understanding and accepting oneself. It's only from this position that we can thrive. Whenever I spend time with Georgia, or read one of her books, I leave with a feeling of growth, curiosity, love, understanding and discomfort (some might call them growing pains). Do yourself a favour, pick up this book and start your journey to knowing your flawsome self, you won't regret it!

– **Matthew Bromley**, Managing Director,
South East Asia, Haworth

We hope you enjoy reading the first chapter of *Flawsome*. To purchase the book, visit your local bookstore or visit majorstreet.com.au

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FOREWORD

Before committing to anything of consequence, I like to ask three quick questions:

1. Can I back it up?
2. Is it important, worthwhile or valuable?
3. Is it coming from a good place, such as decency, humility, love or care?

I say this as a warning, because in your hand is the work of someone who has answered yes to all three: Georgia Murch.

As a consequence, I ask: 'Are you prepared to have your mind changed?' If you are – and this is your motivation for picking up this book – by turning its pages, you will be compelled to act.

Go deep to go forward.

Georgia's power is in her authenticity, a combination of generosity, kindness and sometimes disconcerting 'straight-forwardness'. She knows that to be these things, you must be prepared to be vulnerable... to be flawsome.

Georgia models the T.D. Jakes leadership trust mantra: 'Our words tell others what we think. Our actions tell them what we believe'. Her book makes being flawsome possible, and

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after I read it, I thought she has actually defined the ‘strategic advantages’ of flawsomeness:

- ▶ **It’s easier.** You don’t have to make up who you are each time you walk in the room. You can be you.
- ▶ **It’s real.** Stuff happens in your life over which you have no control whatsoever. That’s okay. We understand.
- ▶ **It’s powerful.** By showing your flawsomeness, you are drawing people closer to you, as well as creating space; it’s an invitation for somebody to help you.

To make change happen, you are in charge, and in your hand is a way forward.

Flawsome will find you wherever you are now, with your current sense of self and understanding and it will help you to take on the world. It won’t leave you where it found you. You will be changed, different in the important small ways.

This book is a gift. Georgia’s gift. It is now your gift.

Cameron Schwab – Longest-serving CEO of three Australian Football League clubs; current author, facilitator, keynote speaker, expert in high performance and an all-round great human

ACKNOWLEDGEMENTS

They say it takes a village to raise a child. Well, it takes a tribe to be able to do life with energy and resolve, and my tribe is the best there is. Just sayin’.

Annie and James, you provided the place for me, and for many, to start reconciling this whole flawsome journey. To learn that who we are, as we are, is enough. You pioneered something new in a community that was stuck in old ways. So much love and respect to you both.

Peter Cook, you are a General, a five-star, a great friend and divine mentor. Your ability to teach much with few words is remarkable – something we could all aspire to. My practice and my character are better because of you.

Lesley Williams, my publisher, it’s been smooth sailing from the beginning. What an easy ride to go on. Thank you. And Brooke Lyons, my editor, thanks for ‘getting me’ from the beginning and letting my voice shine through.

To the tribe I do life with, you know who you are. I would not be me without you. You have accepted me as I am. You have consistently given me permission to be flawsome and shown me I am awesome regardless. You don’t let me hide. You never let me fall. You are the best group of humans a gal could ever know. If we were an army we would never be defeated.

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To those who might not feel I'm their cup of tea, thank you. Thank you for allowing me to see my triggers. My learnings here have often been my greatest.

To my kids, Holly and Jacko (if you ever read this), you have both taught me so much. You have allowed me to see my whole self through parenting. As you grow older the roles are reversed and I am now learning from you (and loving it). I am excited to grow with you and grateful you've chosen to stay so close to your dear ol' ma.

THE INTRO BIT

I've spent the last ten years becoming known as the expert in designing feedback cultures in teams and organisations. It's been a passion project from the beginning, mainly born from a place of wanting the best conditions possible for people to thrive at work and home. But what I've increasingly seen and experienced, and in my own evolution, is that the feedback we give *ourselves* has a direct impact on how we speak and 'be' – with ourselves as well as those around us.

**THE FEEDBACK WE GIVE *OURSELVES*
HAS A DIRECT IMPACT ON HOW WE SPEAK
AND 'BE' – WITH OURSELVES AS WELL
AS THOSE AROUND US.**

The pursuit of being truly human is discombobulating. We are so damn tough on ourselves. Whether we're aware of it or not, we end up projecting how we feel about ourselves on to others. Our expectations of others rise and fall based on what we expect from ourselves.

My initial hypothesis was that in order to make peace with our humanity we needed to drop our search for perfection.

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We needed to be okay with being *enough* – flaws and all, no need for comparisons. At times I've been able to achieve this, so I know it's a fabulous place to be, and I wanted to help others get to the same place. What I didn't realise is that achieving peace is actually far easier than we all think. The answer, I believe, is: being flawsome.

**FLAWSOME IS NOT JUST MAKING PEACE
WITH YOUR FLAWS; IT'S KNOWING THAT
WITHOUT THEM, YOU WOULD NOT BE YOU.**

Flawsome is being who you are. It goes beyond making peace with your flaws; it means owning them, understanding them and knowing that admitting them gives you power – it doesn't take your power away. Flawsome can be raw, hard, exposing, realigning, reimagining (even when you feel like you are all out of imagination); it can undo you. But the work to embrace flawsome is absolutely worth it.

I thought the answer to inner peace would involve the feedback we give ourselves: what that is, how it needs to be rewired, what to believe and what *not* to. But it's so much more. It's deeper. It has a ripple effect beyond measure and a timing without boundaries.

To be flawsome involves not just accepting your flaws, your inadequacies and the things you hide; it's understanding where they come from, and rewriting how you see yourself, so you can live as you are. It's not just making peace with your flaws; it's knowing that without them, you would not be you. That's right: your flaws make you, you. They make you awesome, if you make peace with them and learn from them.

This book is for those who feel they need to use their abilities to be ‘enough’ for others; that serving others makes them whole. (Being generous is a beautiful thing, but there’s a better way.) It’s for those who are capable in their field, but still have a voice in their head that says, ‘Someone will find me out’. It’s for those who are aware of their flaws and think they need to wrestle them down.

I assumed that as soon as we recognised and rewrote the stories of our past we would be able to lead a flawsome life; that nature and nurture made us who we are. What I now know is that real freedom of heart, mind and soul comes from living in alignment with who we are called to be.

You are not called to be an accountant, a speaker or a cabinet maker. You are called by a name – *your* name. You are called to be *you*. But to know what that means and who *you* are requires work. Just like growing into a new pair of sneakers, you need to grow into who you really are.

Life and experiences get in the way and tell us something different. Life tells us we need to win to be a winner; that no-one will look out for us, so we need to become self-reliant. Life tells us we need to get great marks to have a great career, and that a great career alone will make us happy.

And you know what? We all believed it to be true.

This book will help you rewrite those truths. Let’s stop relying on beliefs that don’t serve us. Let’s not fake it till we make it. You can’t be sustained on things that are not real, and not true.

People ask me all the time, ‘Georgia, how do I *really* become a good leader/friend/parent/lover/human?’. The ‘You already are’ answer does not suffice here, and it’s pretty unhelpful. So, my answer is, ‘Do the work’. This book will show you how.

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You might be wondering who I am to be suggesting a path that could help you find your inner flawsome. I mean, you might be thinking WTF girl – you are an accountant by trade, a corporate refugee, and a speaker, trainer and author by choice. You didn't study psychology; you didn't write a thesis. If you're thinking all this, you're right. But, in the words of Malcolm Gladwell, I've done my 10,000 hours and then some. I have had so many conversations with people about how to talk to themselves and others that I'm sitting at well over 10,000 hours.

The thing is:

- ▶ I'm not a psychologist, but I study psychology.
- ▶ I'm not a counsellor, but I counsel.
- ▶ I'm not a doctor, but I do love to help others heal.

I interviewed hundreds of people in the process of putting this book together; I've worked with and listened to more than 20,000 people in my career, across all races, religions and personality types. I love people, I am fascinated by our humanity and if my work helps one person and that one person helps another and so on, then it counts!

Your challenge is to find the gold – for you. Seek out the content in this book that truly resonates and take it as far as you like.

And then, of course, I'll welcome all the feedback. Especially the stuff that comes with love. ;-)



PART I

THE PURSUIT OF FLAWSOME

1. Learning to be holey
2. Your flawsomeness draws people to you
3. An unhealthy relationship with feedback
4. It starts with you
5. Finding your evolution
6. The path to flawsome

1

LEARNING TO BE HOLEY

I first came across the phrase ‘flawsome’ years ago when I heard it coined by Tyra Banks. Tyra is a supermodel and the creator and executive producer of *America’s Next Top Model*. She is one of the pioneering African American supermodels following in the footsteps of Naomi Campbell in what was once a white-dominated industry. She became the first ever African American to be on the cover of the Victoria’s Secret catalogue, and was a catwalk model with them until 2005. She has pushed against racism for her entire career, but that isn’t all she has stood against.

During her career Tyra was dropped from modelling and designer contracts after she put on some weight, because she was considered to be too curvy. Rather than starving herself and conforming to the industry standards, she decided to embrace her look and work with agencies who chose to do the same.

Tyra stands for being flawsome. She chooses to celebrate her ‘flaws’ and see them as what make her awesome; to rejoice in her humanity and not hide from it. She decided that her aim wasn’t perfection, it was distinction. How cool is that?

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Not long after Tyra started producing *America's Next Top Model*, photos appeared in the tabloids showing her in a swimsuit with noticeable curves and cellulite. The photos were featured alongside an article titled: 'America's Next Top Waddle'. She was working in an industry that expected and aimed for perfection, but this only spurred her on more. As a judge on the TV show, she taught women and men to highlight the things about themselves that were different from the 'norm': highlight your freckles, celebrate your curves, love your nose that's bigger or teeth that have gaps between them. Make your flaws your own.

Tyra is committed to using her platform to help everyone, especially young women, embrace their imperfections such as weight fluctuations, weird facial features and crooked teeth. I know, it's easy for her to do this when she looks like an Amazonian goddess. But the point is, celebrating your flawsomeness in an industry that doesn't rate imperfections is *big*. She has taken a stand against body shaming.

Tyra Banks and her flawsomeness got me thinking. If her legacy is about celebrating physicality in all its forms, why can't we do the same for our humanity? Why can't we choose to see the things about ourselves that we've decided are not cool as a unique part of us – part of what makes us human and perfectly flawed?

Tyra taught me that being flawsome means accepting *all* of yourself. This doesn't mean you love all of yourself all of the time; being flawsome requires you to constantly reframe your thoughts, especially if, like me, you are starting to nudge your 50s and bits are sagging that you never knew you had. But I am committed to my own evolution, and I am getting stronger at observing my judgement rather than latching on to it.

To be flawsome is to know that the things we think, what we look like, how we perform and how we fail are part of who we are. Instead of hiding from our flaws, we own them. We wear them with less judgement and more understanding. We make friends with the parts of ourselves that we have typically judged as flaws; as holes in our self; as bits that are missing or not right.

The journey to being whole is learning to be holey. To sit with who we are; to celebrate ourselves in all our holey-ness.

HONOURING YOUR CRACKS

Japan is an amazing country that I travelled to with my kids and good friends, the Laytons, in the Christmas of 2018. I was blown away by the kindness of the people, the incredible countryside and the orderly and respectful way that millions and millions of people, who live pretty much on top of each other, make it work. The Japanese appreciate their culture and are very pragmatic about how they live. It's amazing what they can fit into small places and how resourceful they are. There are no bins on the streets, which forces people to take their rubbish with them – to a home the size of a shoebox (well, compared to an Australian home, anyway). Recycling is second nature for them; excessive consumption is not.

The Japanese have a practice known as *Kintsukuroi*, which literally means 'gold mending'. It's a process that repairs broken objects, like cups and bowls, with gold. Instead of throwing objects away, they are beautified. According to art historians, the practice came about in the 15th century when a *shogun* (military leader) named Ashikaga Yoshimasa sent his favourite tea bowl to China to be repaired and it came back stapled together. It was so poorly done that his local craftsmen were asked to repair it with

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a gold lacquer. They did a much better job, and the bowl looked unique and became more valuable. The repair turned a problem into a plus. The art of *honouring* broken things and highlighting the breaks, instead of *hiding* them, became a thing.

Imagine if we knew that when something about us was broken, or we discovered a crack (as we all do), that we would be given gold. Wouldn't we just want to find more flaws? You'd have people lining up to declare their brokenness, right? (Okay, maybe that's too far, but you get my point.)

**HIDING OUR FLAWS DOES NOT SERVE US;
NOR DOES IT CELEBRATE WHO WE
REALLY ARE.**

If we didn't have these cracks, maybe we wouldn't be as valuable. To celebrate this is to honour ourselves and our humanity. Hiding our flaws does not serve us; nor does it celebrate who we really are.

2

YOUR FLAWSOMENESS DRAWS PEOPLE TO YOU

Now, we've established that being flawsome is about embracing your flaws and celebrating your humanness. Have you ever heard a religious or spiritual leader, or any other person the world values, say you need to go and work on being perfect? So why do we feel the constant need to pursue perfection in mind, body and soul?

Aiming for peace with who you are can also be hard work; and it's much more rewarding, and requires less effort, less striving and less self-punishment than the impossible pursuit of perfection.

I've been following Celeste Barber on Instagram for a while now. She's become a global icon. Celeste made a name for herself via her *#celestechallengeaccepted* social media series, which began in 2015 as 'a fun experiment to see what it would look like for an average person to photograph herself doing rich-people things'. Celeste's re-enactments of celebrity and model photos complete with weird poses and outfits are LOL-worthy; she takes the mickey out of these people and exaggerates her

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own flaws for humour. My favourite re-enactment was one she did of Gwyneth Paltrow. In Gwyneth's shot we see her lying on her back, half naked, looking super-sexy and covered in a smooth, light brown mud with her hair back and a 'natural' face of make-up. She looks radiant. Celeste's version features the comedian lying in the same pose with half-dried, black lumpy mud on her body, curves and bumps on show, complete with a moustache of black mud.

I think the reason we love Celeste so much (aside from the LOLs she inspires) is that she is real. She is not hiding her body; she is saying, 'This is me, I am flawsome'. And she's made a living from it. With 9 million social media followers and counting, a flourishing comedy career and a book deal, she is doing just fine. Because of her strong following she was able to raise a staggering \$51 million for the Australian bushfire appeal. People know she's authentic; we tend to trust others who are real. There is no pretence about who Celeste Barber is, or what she stands for.

**WE ARE DRAWN TO PEOPLE NOT FOR
THEIR PERFECTION, BUT FOR THEIR
ACCEPTANCE OF THEIR IMPERFECTIONS.**

Think about it: we are drawn to people not for their perfection, but for their acceptance of their imperfections. We might admire people who seem flawless, but they are hard to connect with and understand, and very hard to be like. It's our pursuit of perfection that's the problem.

I used to avoid putting up videos of myself on social media. If we did decide to do a video – for example, to promote an event – I would leave it till the absolute last minute because I felt so uncomfortable. Eventually I would shoot the video, then have to

redo it, then redo it again: the words weren't right, the angle was wrong, the tone wasn't exactly as it was supposed to be. It held us back. The market wanted to see short, quick sound bites yet I was sticking to written blogs and newsletters because I wasn't perfect in videos. I made my perfection a greater priority than getting messages that could help others out to the market.

Then my good friend, author and marketing strategist Brent Hodgson, introduced me to the concept of the 'Pratfall Effect'. A pratfall is a stupid or humiliating action – like when you fall on your backside in the middle of the street in front of everyone or get tongue tied when you are speaking (or forget what you were saying altogether). What happens when we do this, as long as it's not all the time, is that our appeal to others *increases*. Yep, you're actually considered *more likeable* when you make a blunder, as long as you have shown your credibility first.

Elliot Aronson first described the Pratfall Effect in 1966 and lots of studies have been done since to prove the theory. One study looked at the likeability and trust we have in doctors of psychiatry, comparing those who spilt their coffee or dropped their pen (a physical pratfall) in their initial meeting with those who didn't. The results showed that people felt more drawn to those who made a mistake. The point is that, when others make mistakes, we feel more sympathetic towards them; we get to see their human side.

SHOWING YOUR VULNERABILITY INCREASES YOUR CONNECTION WITH OTHERS.

The Pratfall Effect says that if you want to build trust quickly with people, showing your flaws is one way to do this. Showing

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your vulnerability *increases your connection* with others. This seemed like a Willy Wonka Golden Ticket to me. You mean I can cough, or fall over my words, or even forget what I am saying for a second? WTF? That is revolutionary. It meant that I had permission to be me – think light bulbs and fireworks. These days, I mostly do my videos in one take. I don't care if I make mistakes. It makes me flawsome!

The bottom line is that we don't easily trust people who seem too perfect, yet we live in a paradox where perfect is seen as better and anything less is failure. This is a trap. The pursuit of perfection is holding us back from connecting with others and ourselves – because we stay in judgement, not observation. And that can be an exhausting place to live in.

Packed full of tools for self-examination, tips for boosting relationships and laugh-out-loud stories about life and leadership, this book is for anyone ready to take their flaws and turn them into flawsome!

DR KELLY WINDLE, VICE PRESIDENT ORGANISATION CAPABILITY, BLUESCOPE

Read this if you want to be a better leader or a better person, or just be a bit more comfortable in your skin. I loved it, and think you will too.

PETER COOK, CHAIRPERSON, THOUGHT LEADERS GLOBAL

Flawsome arms you with tools and insights to be kind to, and care for, the most important person in your life—you.

**MAZ FARRELLY, MEDIA AND COMMUNICATIONS SPECIALIST,
SPEAKER AND TRAINER**

We're so damn hard on ourselves these days, no wonder mental health problems are at all-time highs. Georgia Murch's answer is to accept our imperfections and learn to be ourselves—flaws and all.

Flawsome will make you laugh and make you cry and make you realise that you're not on your own, as you find acceptance in being you.



GEORGIA MURCH is a self-defined 'quirky corporate'.

She has led people and culture, marketing, sales and recruitment. She initially started as an accountant.

Go figure! Over her career, Georgia has learned that the key to any successful team is people: when they are at their best, the business is too. She has worked with some of the best teams from organisations around the world including Atlassian, Telstra, Dior, Australia Post, Canva, Airtasker, The University of Melbourne, MYOB and BP.

Georgia is a keynote speaker, facilitator, trainer and mentor in strategic planning and workforce culture. Her MO is helping people make peace with themselves no matter where they are at. This is Georgia's third book.

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