

HUMAN ENDEAVOUR

Lead like a champion.
Perform like a team.
Build a winning culture.

People | Persistence | Performance

ALL BLACKS

World-class teams aren't built on talent alone.

What truly sets them apart is how they prepare, perform, and reflect — every single day.

Human Endeavour takes that same high-performance mindset and applies it to leadership, teamwork, and culture in business.

It's where the lessons from elite sport meet the realities of the workplace in a way that's both powerful and practical.



WHY Human Endeavour?

Through the power of storytelling and proven leadership frameworks, **Kieran Read's Human Endeavour Leadership Suite** helps organisations strengthen their foundations.

It develops leaders who know how to **prepare, perform, and reflect** — at their best, both on and off the field.

Human Endeavour suits anyone responsible for leading people — from emerging leaders to senior executives — who want clearer purpose, stronger teamwork, and a culture that can hold up under pressure.

It's especially valuable for organisations looking for leadership development that is **real, grounded in lived experience, and immediately usable in day-to-day leadership**.

WHAT you'll gain

Participants gain practical leadership tools and insights they can apply immediately:

- 01 Stories that stick**
Real leadership lessons from Kieran Read's own journey.
- 02 Proven models**
Trusted leadership frameworks used by top teams.
- 03 From insight to action**
Reflection tools that turn learning into behaviour.
- 04 Drive sessions**
Optional live sessions with Kieran to deepen learning.

BONUS OFFER Free trial of the RedSeed leadership development tool.

Kieran's experience as an All Blacks captain has been distilled into three interconnected programmes, each targeting a core element of high performance.

The three programme pillars

Leadership

1

Lead yourself first.
Build clarity, confidence,
and influence.

Teamwork

2

Strengthen trust,
accountability, and
shared focus.

Culture

3

Foster a sense of belonging,
connection, and purpose
that endures.

Each programme can stand alone or combine to create a powerful **organisation-wide development journey**.

THE programme

This isn't just another leadership course, it's a playbook for how great teams think, connect, and perform.

Learn from one of the best, and lead with the same clarity, confidence, and purpose

PROGRAMME SNAPSHOT

Designed to fit around busy leaders, the Human Endeavour programme combines flexible online learning with practical reflection and real-world application.

Inspire your leaders. Strengthen your teams. Shape your culture.

2
HOURS

Per course
learning time

16-24
WEEKS

programme duration

ONLINE

Self-paced learning +
optional Drive sessions
with Kieran

12
MONTHS

programme access

Why Kieran Read?

- Former All Blacks Captain
- 2011 and 2015 Rugby World Cup Champion
- Proven record in high-performance leadership
- Experienced corporate facilitator trusted by global brands



The programme follows the same performance rhythm used by elite teams:

Prepare → Perform → Reflect

PROGRAMME

flow

01 Your Leadership Blueprint

KNOW YOURSELF

- Know your values
- Know your edge
- Know your impact



LEAD WITH PURPOSE

- Being adaptable
- Decision making
- Leading with pressure



GROW & INSPIRE

- Reflect to grow
- Building resilience and optimism
- Inspiring through action

02 Your Teamwork Playbook

BUILD A STRONG FOUNDATION

- Establish your why
- Know your team
- Create accountability



OPERATE WITH PURPOSE AND CLARITY

- Clarify roles
- Focus attention
- Drive team mindset



BUILD CONNECTION & EXCELLENCE

- Strengthen relationships
- Communicate with purpose
- Pursue excellence

03 Your Culture

CREATE THE ENVIRONMENT

- Create psychological safety
- Look below the surface
- Share vulnerability



LIVE YOUR CULTURE

- Foster belonging
- Strengthen connection
- Act with purpose



KEEP THE CULTURE ALIVE

- Reinforce connection
- Renew mindset
- Stay relevant



Great teams don't happen by chance.

They are built through clear leadership, strong connections, and a culture that supports high-performance.

Human Endeavour brings the lessons of elite sport into the workplace, giving leaders practical tools to help their people and teams perform at their best.

KR KIERAN READ

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kieranread.com