

Maverick Solutions

Judith Germain says:

**RESEARCH,
TEST,
EXAMINE**

IT'S THE MAVERICK WAY

MAVERICKPARADOX.COM
**Is the business
working?**

Judith Germain

**FAILING COMPANIES
ARE FULL OF
CONFORMISTS**

JUDITH GERMAIN

Maverick DRIVEN Leadership™

For when the status quo is no longer comfortable

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Maverick Solutions



Many people have wondered whether there are Maverick solutions to the Maverick paradox. Well, of course there are! This brochure is designed to provide you with further information. We encourage you, however, to contact us for more detail. This is especially true if you are unable to find what you are looking for!

We have become known for creating and delivering the exact solution that you require. This often means that many clients receive a tailored solution that works just for them.

The maverick paradox is the secret power behind successful leadership, although when not harnessed properly, maverick energy can cause more problems than it solves. Our purpose is to provide maverick solutions that inspire successful leadership. Regardless of whether that is personal leadership, leadership of others or leadership of a business.

We pride ourselves with having a large toolbox, firmly believing that 'one size does not fit all'. We have 3 'ready for you' packages, as well as much loved bespoke packages tailored to exceed your expectations.

Successful leadership (personal, business or others) is not easy to master, and often a guide is needed to ensure that success (however defined) takes place. It is no longer possible to rely on a leadership title or the possession of a great idea and expect others to follow you. Leadership in this Century demands a level of openness, transparency, integrity and character that has been unprecedented until now.



The ability to be wilfully independent (Maverick) provides the edge that is now needed for successful leadership.

'Ready for you' Packages



The 'Ready for you' packages are designed to solve a number of pre-existing issues that are common to many individuals or business.

Although the packages are standard, (each package is designed to give the desired result within an agreed timescale and criteria), your experience will be anything but!

Each Ready for you package is a stand-alone module and will provide the agreed solution and action plan. Some clients make the decision to count their chosen Ready for you package as a foundational module and go on to access other services.

For example, the Ready for you: Business Acceleration package is often converted to a Bespoke Maverick Solution package. Following clarity on their business proposition, the client would like to build on this knowledge and their action plan. By having a bespoke solution, they can achieve their desired results over a longer time frame.

MaverickParadox.com



Judith really helped me to articulate my proposition and give it a language which the business community could relate to. I've since used what we discussed in 2 hours in all of my marketing collateral and am comfortable it accurately and authentically describes me and my business identity.

KATE MORRIS-BATES

MAVERICKPARADOX.COM

JUDITH IS INCREDIBLE. SHE IS SOMEONE WHO 'GETS YOU' AND GUIDES YOU IN MANIFESTING YOUR UNDERSTANDING OF 'THE REAL YOU'.

PHILLIP KHAN PANNI

Maverick Mentoring on Demand



Ready for you: Maverick Mentoring on Demand

There are many ways that [Mavericks](#) can receive [assistance](#), so that they can achieve their goals in a satisfying and effective manner.

Sometimes they have something specific that they want to achieve. This might be that it is something that might need a particular focus, in the short to mid-term.

Other things may even need a strategic understanding, plan and undertaking to ensure that the tasks provide success and are executed properly.

In any event, when a Maverick needs support the most effective person for them tends to be a [Socialised Maverick](#). This is because a Socialised Maverick understands the mindset of a Maverick. They know whether the objective that they have is actually achievable, ([Conformists](#) tend to believe that the thing the Maverick is shooting for, is unobtainable. **Too novel, too innovative, too impossible**).

They also have no problems in challenging them – the very thing that Mavericks want and respect. Conformists tend to 'tip toe' around Mavericks, much to the annoyance of the Maverick.

I usually offer my '**Maverick Mentoring on demand**' service, for individuals and business owners who have been clients of mine previously. Following several requests, I have decided to extend this offer to suitable candidates regardless of whether they have been clients of mine previously.

This 'ready for you' service is available in 3 packages. All packages are available for one month (time is not rolled over) at a time and are payable in advance.

- 1 hr – £175
- 2 hrs – £300
- 4 hrs – £500

This service is for times when you need:

- a sounding board
- mentoring on a particular issue
- discussion on options
- when you know your life/business is such that you will need this service at some time in the month

The 'ready for you' service differs from the 'bespoke Maverick Solutions' in a number of ways. For example:

- Prior homework is not provided
- An action plan is not produced
- it pertains to the 'ready for you' service criteria

There are many times when you need:

- a Maverick sounding board
- insight into a problem
- a better way to approach a problem

If you are unsure of whether the 'ready for you' service or a bespoke Maverick Solution is better for you, please contact us. We would be happy to assist.

Business Acceleration



Ready for you: Business Acceleration

Business Acceleration is our premier programme for those that are serious about transforming their business. You are able to purchase one or several of the Ready for you packages or one of our bespoke Business Acceleration packages.

[You may like to look at this video about business reputation.](#)

The Business Acceleration programme helps consultants and small businesses define and establish their value proposition, build and leverage their reputation and increase their revenue and attraction.

To succeed in business, it is imperative that consultants and businesses consider the reputation that they are building and how they demonstrate their credibility to others. This consideration must include all their activities, what they do online and offline must always be consistent.

This is an innovative programme that has several modules that you can pick and choose from. Following an early assessment, it may be decided that a more tailored programme is more suitable for you. ([See Bespoke Maverick Solutions](#)).

Business Acceleration Modules

- Business Acceleration Foundation
 - defining and demonstrating your business proposition
- Business Acceleration - Pricing
 - defining pricing points and productising services, new and existing
- Business Acceleration - Strategy
- Business Acceleration - Social Networking

Core talent Module (N-Code™)

- Personal success strategy

Please note that our services are solution based. This means we assess with you, your needs and the ultimate solution provided may be delivered via a tailored in-house training programme, consultancy, 121 mentoring, public course or a combination of these or other items not previously mentioned.

Re-discover, Renew, Realise



Ready for you: The Maverick Journey – Re-emergence

You are extremely good at what you do and what you offer is amazing.

But you have a secret.

You are frustrated and angry and NO ONE KNOWS.

It's killing you inside.

You know you can achieve more, and somehow you are not. You seek clarity and a way for your customers to understand what it is that you sell.

Your business has lost focus and for the first time ever:

YOU, ARE, UNCERTAIN.

It's a scary place to be.

Up until now, your options consisted of:

- Do nothing and hope for the best
- Hope that your passion returns, and that revenue grows
- Invest money and time in years of self and business development

I went for option 3.

My clients kept coming back with comments like this:

"Judith helped me work out what our proposition is and put into play a strategy for articulating it on and off line. She is great to work with - Judith is strong enough to challenge my thinking when it is off topic and tactful enough when needed to help us through sometimes difficult shifts of perception.

I will buy more support from Judith again. I do recommend her". **Annabel Kaye**

The Maverick Journey: Re- emergence is a 6-month programme at an investment of £500 a month.

If paid in one payment this is reduced to £2,400.

The Maverick Journey: Re- emergence programme is only for those that are serious about turning things around.

You will:

- Re-discover the maverick within you
- Have clarity around your business strategy
- Discover your business and personal propositions
- Understand how to harmonise your passion, work, and maverick nature to your best effect
- Learn how to articulate your message to customers to increase your revenue or message reach
- Understand how to become more influential
- Have a professional sounding board for new ideas and concepts
- Devise an action plan for the future
- Focus on what really matters

You can either maintain the status quo, and hope that your passion returns, and your business grows; or you could contact me and book yourself onto The Maverick Paradox: The Re- emergence programme (an option I didn't have!).

Contact me now to enable your re- emergence.

[See the video here](#)



For those that wish to partake in the enhanced 12-month Accelerated Programme then please contact Judith Germain. The Accelerated programme also enables you to harness your Maverick traits and nature.

Bespoke Maverick Solutions



Maverick leadership ensures that the status quo is challenged responsibly, innovative solutions sought, and trust and integrity is held to the highest standards.

Whether that's as an individual, small business or large organisation.

Regardless of whether you are selling a product, a service or an idea.

In today's competitive world, extraordinary results will not come from being ordinary. We are passionate about assisting individuals and organisations become successful leaders by drawing on the power of the maverick.

Please note that we have a large toolbox and are therefore confident that we can find a solution that exceeds your expectations. For example, this might mean your solution could consist of: consultancy, training, mentoring. Every intervention that we provide is exactly what the client needs.

“

We hired Judith in order to help us fine tune our organisational culture, especially in an environment where strong personalities tend to dominate.

We had great results and would recommend her to other businesses struggling with high performing mavericks.

C RADCLYFEE

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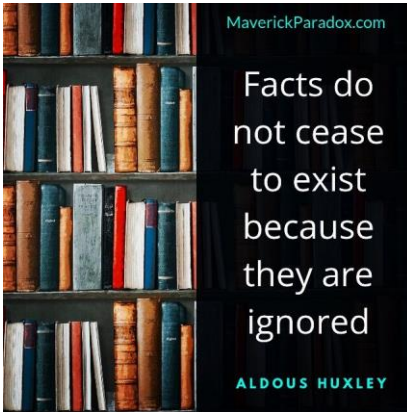
We hired Judith to deliver leadership training.

What impressed me was Judith's ability to develop insights into individuals and team dynamics quickly and to adapt her programme accordingly.

Everyone left with insights and tools to address them. The sessions were talked about for a long time. I recommend her.

ROBERT WALKER

Consultants and SME



Brand perception and delivery is becoming all important for the survival of the business.

Building the right reputation for your business takes time and there are several stages that the business needs to take to ensure that their business strategy is effective. People buy from people (not businesses) and need to trust the person that they are buying from, especially if they are buying high ticket value services. How the business owner and his

employees interact with potential advocates and clients is now more important than ever. When you have the right reputation, you gain referrals and advocacy.

Bespoke Maverick Solutions: Coaching and Mentoring Programmes

- Business Mentoring - enabling business owners and consultants to grow and interact better with their business (work on it not in it!)
- Maverick Mentoring – when the Maverick Mentoring on Demand service is not in depth enough

Bespoke Maverick Solutions: Core talent (N-Code™) programmes

- Personal success strategy
- Personal branding based on core talent
- Inspired Communication
- Understanding why

Please note that our services are solution based. This means we assess with you, your needs and the ultimate solution provided may be delivered via a tailored in-house training programme, consultancy, 121 mentoring, public course or a combination of these or other items not previously mentioned.

Larger Organisations



We specialise in the unique area of Maverick Leadership, utilising the secret power behind successful leaders. One of the maverick solutions for the larger organisation is Judith Germain's [Maverick DRIVEN Leadership™](#) methodology. This methodology can be used to make a substantial difference in your business.

Successful leadership requires the leader or organisation to have integrity and trust as well as having competence and a proven track record. We recognise that it is important that the strategic direction and operational delivery of the

business is aligned within the organisation and that your employees are engaged enough to deliver outstanding performance.

True leadership takes courage as well as ability. We can help you inspire your employees to come to work determined to challenge the status quo to deliver sustainable improved results.

Bespoke Maverick Solutions

Our most popular maverick solutions for the larger organisation are:

Training Programmes

- How to improve employee performance - foundational leadership programme
- Reputational Leadership - intermediate leadership programme
- [Maverick DRIVEN Leadership™](#) - advanced leadership programme
- Strategic Leadership
- How HR can be more credible to the business
- How to manage mavericks

Coaching and Mentoring Programmes

- CEO and senior executive mentoring
- Management and team coaching
- Maverick Mentoring
- Career Acceleration
- Maverick DRIVEN Leadership™
- How to Coach - 1-day programme

Consulting Services

- How to be more credible in business (for Senior Executives and Heads of HR)
- How to be more influential
- Transforming HR
- Transforming Board meetings and their effectiveness
- Maverick DRIVEN Leadership™

Interim Services

- HR turnaround
- Training

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If you are looking for a particular intervention that you don't see here please contact us for a bespoke solution.

Maverick Assistance

Judith was asked to support and mentor a Maverick employee in my team. She was able to win the trust of the employee and myself very quickly and mentored us both through the process.

Her ability to get all the parties to focus on the big picture facilitated the desired result.

I would recommend Judith to anyone who needs support with a Maverick employee.

R TERBLANCHE



Bespoke Maverick Solutions: Maverick Assistance

Judith is the leading authority on mavericks, the wilfully independent, and an expert in leadership. Since 2005 organisations and self-funding mavericks have actively sought her advice and assistance on harnessing their maverick talent.

Prior to 2005, Judith successfully worked in organisations with challenging people in challenging situations. Specialising in leadership, operational management, and HR.

She was often considered the go to expert for maverick assistance.

Years later Judith realised that she was a Socialised Maverick, uniquely positioned to help, nurture and develop Maverick Behaviourists, Extreme and Socialised Mavericks. Judith is inspired to enable the truly powerful to work for the greater good.

Popular maverick assistance for mavericks and their managers are:

Maverick mentoring

- How to communicate effectively with others
- How to harness maverick talent
- How to be a better, more effective manager
- Career Acceleration
- Maverick DRIVEN leadership™

Consulting services

- How to be more influential
- How to manage maverick employees
- How to ensure your organisation utilises maverick energy and enables more Maverick Behaviourists.

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If you are looking for a particular intervention that you don't see here, please contact us.

Taking control of your working life



Bespoke Maverick Solutions: Career Management

Enlightened individuals realise that in these times it is a real struggle to stand out from the masses to secure or maintain a job. They need to engage with the career management of their working lives; as companies no longer take the responsibility for doing that. Prior to the financial crises, the old maxim was to hire someone who was a 75% fit for the

company. The remaining 25% allowed the individual to develop into the role. Companies understood that they needed to train a new employee and that the employee probably had a steep learning curve.

This is no longer true.

Companies are now hiring employees who are a 100% fit. This is damaging to the company and the individual. This decision means there is no growth available for the successful candidate - which means that they will soon become dissatisfied and begin to underperform. The company soon has apathetic employees and unsuccessful candidates despair that they will ever find the role that they are looking for.

Mavericks may find themselves unable to fit into the organisation and risk losing their job or being overlooked for promotion.

We help individuals who wish to manage their career. This might be a CV review, interview practice, enabling them to make a career move from one role to another (eg retail manager to HR). We also specialise in helping individuals stand out from the crowd and craft their own 'branded' identity.

For those that are interested in identifying and exploiting their core talent then our N-Code® - Personal Success Strategy programme may be of interest.

Our most popular individual services are as follows:

Coaching and Mentoring Programmes (Success Strategy Programmes)

- Maverick Mentoring
- Career Acceleration - having a winning professional proposition
- Maverick DRIVEN leadership™ for success
- Deciding what you want to do and how to achieve it
- N-Code® - Personal Success Strategy - Discovering your core talent

Consulting Services

- Career acceleration
- How to write a winning CV and ace the interview
- How to be more influential
- N-Code® integration and personal branding

Please note that our services are solution based. This means we assess with you, your needs and the ultimate solution provided may be delivered via consultancy, 121 mentoring, public course or a combination of these or other items not previously mentioned.

If you are looking for a particular intervention that you don't see here, please contact us.

Judith Germain

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Judith has been described as the Maverick's Sat Nav. She works with wannabe Mavericks and Maverick entrepreneurs to expand their work and thinking. In addition to this, she also works with companies that need a maverick approach to their leadership because what they have, isn't working.

Since 2005, she has been defining Mavericks as 'wilfully independent' people and have been designing and implementing solutions that solve the most persistent problems that individuals, business owners or companies face.

If it's not challenging, it's not worth doing!

Judith has designed her signature 3Rs process to enable transformational, sustainable change:

- Re-Discover
- Renew
- Realise (execute)

which is run concurrently not sequentially. Change happens during the process, not at the end of it!

*** Maverick Mentor ***

Wannabe Mavericks and Maverick entrepreneurs know that coaching doesn't work for them. Mavericks tend to think at speed and have a direct approach that Conformists often don't get and want to restrict. Mavericks want to work with someone who knows that what they want is possible or has the courage to challenge them when it's not. Either way, they want someone who is solution driven.

Judith understands *The Maverick Paradox: The Secret Power Behind Successful Leadership*. Mavericks are complex creatures and can't work with just anybody. Judith knows what works & the solution may be a combination of mentoring, consulting, training or something even more exciting in her toolbox!

*** Leadership Consultant and Trainer ***

Judith is increasingly being asked to provide, train or consult on Maverick Leadership because the company's current leadership cadre or philosophy is no longer working. They want someone who can accurately diagnose the situation and design something that not only solves the current issues but provides a degree of future proofing.

She presents a new leadership paradigm, which challenges what you thought you knew about leadership. Her *Maverick DRIVEN Leadership™* methodology enables organisations to radically improve their leadership performance. Eg, a client requested that their leadership was taught strategic thinking, in one day! The end result was that the organisation was able to solve 7-month-old problems that had been previously deemed 'impossible to solve'.

Her ability to help you form a strategy that is aligned to your objectives and passion, coupled with an ability to enable possibilities that you are yet to conceive; makes her truly unique. Of course, implementation is important, so she will ensure that you execute well.

She is the author of [*The Maverick Paradox: The Secret Power Behind Successful Leaders*](#) & has conceived the blueprint of a successful leader (available at Amazon). Judith outlines the strategies, mindset, capabilities, and utilisation of Maverick power; which has informed her leadership methodology & her ability to help her individual and business clients alike.

Judith is the leading authority on mavericks. She is an author, leadership and business consultant, mentor, [podcaster](#), and strategist. Judith is a keynote speaker & her expert opinion has appeared in numerous publications including national broadsheets and leading industry press.

She is a Fellow of the CIPD, and MBA (PgDip) graduate, & Executive Coach. For over 20 years, she has worked with thousands of leaders to nurture, develop, and inspire them to become trusted successful (Maverick) leaders.