

THE ENGINE ROOM



The Leadership Game

Leadership for women shaping the business of sport.

12 Weeks

SIX LABS, TWO INTENSIVES

15 Women

A SMALL, CURATED COHORT

Feb–Apr 2027

DELIVERED ONLINE

You already lead your function. The next level is learning how to lead beyond it.

The Leadership Game is a 12-week development program for accomplished women working across the business of sport who are ready to increase their organisational influence, commercial capability and leadership impact.

It develops the two sides of senior leadership that are rarely taught together:

The Inner Game

How you lead when the pressure rises.

Judgement. Energy. Trust. Courage. Culture.
Team performance.

The Outer Game

How you create impact beyond your authority.

Executive presence. Commercial credibility.
Communication. Stakeholder influence.
Organisational politics. Decision making.

Six Leadership Labs. Individual Intensives with both facilitators. A deliberately small cohort of 15 senior women. And every idea applied to the work you are already doing.



From functional leadership to enterprise influence

There comes a point in a senior career when being excellent at your discipline is no longer enough. The Leadership Game is designed for that transition.

It is taught by two practitioners with close to five decades between them across sport, live entertainment, media and commercial leadership. It is practical executive development for women who already lead and are ready to operate with greater scope and influence.

You are expected to think beyond your function. To understand the commercial implications of your decisions. To influence people you do not manage. To navigate competing agendas. To make recommendations senior decision makers will back. To lead a team through ambiguity without having all the answers. And to create the conditions in which other people can perform.

This program is for you if...

You already lead a function, significant portfolio or team and are increasingly being asked to operate beyond it. You may be a Head of Department, General Manager, senior functional leader or emerging executive.

It will not suit someone leading a team for the first time, or a woman already sitting on an executive team — both would have a lesser experience, and both would change the room for everyone else.



The cohort is capped at fifteen women, because the quality of the program depends on having enough space for real discussion, live cases, meaningful peer relationships and individual contribution. Before you register, we will talk with you about your role and what you want from the program, so that both of us are confident it is the right fit.

What changes

For you

Over 12 weeks you will develop six critical dimensions of senior leadership. You leave better equipped to:

- **Lead yourself under pressure.** Recognise what happens to your judgement, behaviour and energy when the stakes rise, and respond deliberately rather than reactively.
- **Move a decision in the room.** Present a recommendation rather than information, hold a clear point of view, and be experienced as credible by the people whose decisions matter.
- **Build trust deliberately.** Navigate tension, disagreement and repair without damaging the relationship, including with people you find difficult to collaborate with.
- **Make the commercial case.** Translate your work into the language of revenue, cost, risk, return, and strategic value, and structure an ask your CEO or CFO will fund.
- **Influence the system.** Map where real power and influence sit, build the right coalition and sequence the conversations to move something where you do not have formal authority.
- **Create the conditions for performance.** Diagnose what your environment is actually rewarding, and change the conditions affecting trust, accountability, standards and performance.

For your organisation

The value of the program is designed to show up in the work, not simply in a certificate.

- **Commercial capability at the layer beneath the executive.** A leader able to frame recommendations through business impact, investment, risk and return — the single largest constraint on the internal succession pipeline in most sporting organisations.
- **Greater organisational influence.** A leader who can align stakeholders and move decisions without relying on hierarchy, with more practical capability in trust, accountability and difficult conversations.
- **Work applied to real problems.** Participants leave with a genuine commercial recommendation, a stakeholder strategy and a team diagnostic drawn from their own workplace.
- **Retention of the people you can least afford to lose.** Senior women leave sport because the path stops, not because the work stops mattering. Visible investment is among the cheapest retention levers available.
- **Minimal disruption.** Delivered online for 90 minutes every fortnight across 12 weeks. No travel. No accommodation. No week away from the business.
- **Timed ahead of a demanding year.** The program closes in April — ahead of the densest event calendar Australian sport has had in years — with the material already in hand.

Twelve dimensions of change. One deliberately small cohort. And a program built so the shift is visible in the work — not just in how participants describe themselves.

Six dimensions of senior leadership

The progression is deliberate. You begin with what sits closest to your control — your own leadership — and move further out into rooms, relationships, business decisions and organisational systems. The final Lab turns the lens back to the people you lead.

I

Led by Kim

Lead Self

Energy, Judgement & Courage

How do I lead myself when pressure and uncertainty rise?

Leadership Under Pressure Map

Your default patterns under pressure identified, and a personal operating protocol for when the stakes rise.

2

Led by Kate

Lead the Room

Presence, Voice & Credibility

How do I move a decision in the rooms where decisions are made?

Executive Recommendation Framework

A clearer leadership narrative, and a repeatable structure for making an executive recommendation.

3

Led by Kim

Lead Relationships

Trust, Tension & Healthy Conflict

How do I navigate tension and disagreement without eroding trust?

Trust Ladder

One live relationship challenge diagnosed, and a specific intervention to make.

4

Led by Kate

Lead the Business

Commercial Influence & Decision-Making

How do I make the case in the language the business understands?

Commercial Case Canvas

One real initiative reframed as a commercial recommendation you can take to your executive.

5

Led by Kate

Lead the System

Stakeholders, Politics & Influence

How do I create impact beyond what I formally control?

Stakeholder & Influence Map

A real organisational challenge mapped, with the coalition and sequence required to move it.

6

Led by Kim

Lead the Team

Standards, Culture & Performance

What conditions am I creating for other people to perform?

Conditions for Performance Diagnostic

One condition in your environment identified that you need to change for your team.

Designed for application, not consumption

Twelve weeks, six Leadership Labs, individual Intensives with both facilitators, and one deliberately small senior cohort. February to April 2027, delivered online.

SIX LEADERSHIP LABS

90 minutes every fortnight. Each Lab has the same discipline: **reflect** on the previous idea applied, **explore** one meaningful challenge, **learn** one core framework, **apply** it to a real situation, **practise** with the cohort, and **commit** to one Leadership Experiment before the next session.

TWO LEADERSHIP INTENSIVES

Every participant receives individual time with both facilitators — an Intensive with Kim on your Inner Game, and an Intensive with Kate on your Outer Game (60 minutes each). Each takes a framework from the program and applies it to your real situation.

The Plus option provides one additional Intensive with each facilitator.

LEADERSHIP TRIADS

You will be placed in a permanent peer group of three, deliberately mixed across sports, organisations and functions. Throughout the program, you use the frameworks on one another's real challenges.

You finish with two peers you trust enough to call when something difficult happens at work.

LEADERSHIP EXPERIMENTS

Between Labs, you will test one small leadership behaviour in your actual workplace, and every Lab opens with two or three participants sharing what they tried and what happened.

The work begins changing before the program ends.

Welcome session & diagnostic

A thirty-minute online welcome before Lab one, so the cohort meets and the work starts on the first day. Alongside it, a short self-assessment across the six dimensions, repeated at the end of the program, so the shift is visible and evidenced rather than assumed.

The Leadership Workbook

A practical field book that captures the six frameworks, your exercises, your experiments and your Intensive notes — building into a personal leadership operating manual rather than a set of slides you never open again.

Dates

Online · Wednesdays · 12.00–1.30pm Sydney time. A local time zone guide is provided on registration.

3 Feb 2027	Welcome	Onboarding & introductions
10 Feb 2027	Lab 1	Lead Self
24 Feb 2027	Lab 2	Lead the Room
10 Mar 2027	Lab 3	Lead Relationships
24 Mar 2027	Lab 4	Lead the Business
7 Apr 2027	Lab 5	Lead the System
21 Apr 2027	Lab 6	Lead the Team

Investment

CORE

\$3,995 + GST

- Six Leadership Labs
- Two Leadership Intensives
- Welcome session
- Six Dimension diagnostic
- Leadership Workbook
- Leadership Triad & cohort membership

PLUS

\$4,995 + GST

- Everything in Core, plus:
- Two additional Leadership Intensives
 - (one with each facilitator)

A place is secured by payment, in order of payment received. Payment may be made in full, or in two instalments — 50% secures your place, balance due 31 December 2026. The instalment option closes 30 November 2026. Full terms provided before payment.

Two facilitators, two disciplines

Most leadership programs are built around one person's experience, and they inherit that person's blind spots along with their expertise.

The Leadership Game is deliberately not built around one singular leadership philosophy — because senior leadership requires range.



The Inner Game

Kim Anderson

Kim is an executive leader, consultant and keynote speaker with more than two decades leading teams and organisations through high-stakes growth, change and culturally significant moments across sport, major events and the creative industries. Her career spans FIFA, Octagon Australia, TEDxSydney, SCG Trust and senior international roles across APAC, North America and Europe.

As the executive responsible for brand, marketing and audience strategy for the FIFA Women's World Cup 2023, she led a multidisciplinary team through one of the most complex sporting events of the decade. Today she advises and coaches leaders on judgement under pressure, trust, culture and team performance, across national sporting bodies, major events, creative agencies and corporate organisations.



The Outer Game

Kate Lalak

Kate is a commercial leader, award-winning facilitator and executive coach with more than twenty-five years across sales, marketing and commercial leadership, including seventeen years in senior corporate roles. Her career spans sport, live entertainment and media, including Head of Marketing and Sponsorship at both Sydney FC and TEG Live, and General Manager at Foxtel.

Across those roles she led the teams and partnerships that generated more than one billion dollars in revenue. For more than eight years she has been Founder and Principal Consultant of The Engine Room, specialising in leadership and sales training, and delivering over 1,250 workshops and keynotes to more than 750 organisations nationally and internationally.

— WHAT PARTICIPANTS SAY

Ready to play a bigger leadership game?

"Kim has been an influential mentor, providing valuable guidance and insight in solving work challenges, development as a leader and in shaping my career path."

Yael Reed — Head of Partnerships, Sydney Marathon

"I'm looking forward to continuing to use my voice to add value and advocate for myself. Such important lessons for so many people in the live entertainment and sports industry."

VP Marketing — Cirque du Soleil

"Kim gave me the space to step out of the immediate pressure and see the situation much more clearly. I left with both greater self-awareness and a very practical next step."

Coaching client — Kim Anderson Consulting

"Kate's frameworks made it much easier to structure my recommendations and thoughts clearly. It completely changed how I prepare for and contribute to meetings."

Kris Cameron — National Training Manager, Morningstar

"I realised very quickly how much my language was minimising my contribution without me even realising it. The program helped me communicate with far more clarity and confidence."

Miriama Vacacavu — Service Manager, All Aussie Fire

"Kate quickly developed a deep understanding of my goals and behaviours holding me back. She struck a great balance between celebrating progress and holding me accountable."

Coaching client — The Engine Room

Places are limited to 15 women.

Considering the program for yourself?

Chat with Kim or Kate about your current role, where you want to grow and whether The Leadership Game is the right fit.

Considering funding someone in your team?

We can talk you through participant fit, organisational outcomes and how the program applies directly to your leader's current responsibilities.

Places are allocated in order of payment received. Registration closes 29 January 2027, or earlier if the cohort is filled.

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Hosted under The Engine Room