



Dr Ellen Joan Ford

INFORMATION SHEET

This pack contains:

- ▼ Biography
- ▼ Testimonials
- ▼ Belonging, Autonomy and Purpose leadership model
- ▼ Information on #WorkSchoolHours
- ▼ Speaking and facilitation topics

ellenjoanford.com

Ellen's biography



Dr Ellen Joan Ford is terrifyingly ambitious about improving the working world for people and for organisations. New Zealand media have described her as an “extraordinary leader” and a “change-the-freaking-world person”.

As an award-winning leader, researcher, military veteran, international speaker, TEDx speaker, facilitator, consultant and parent, Ellen draws on her research and practical experiences to drive organisational outcomes such as improved retention, productivity, engagement, well-being and ultimately, profit, by enhancing inclusive leadership capabilities and workplace culture.

Ellen has delivered keynotes to thousands of people, and has worked with multiple corporate and government organisations, including KPMG, FMG, NZDF, Craigmere Farming, EY and Metcash across a variety of sectors such as professional services, construction, defence, engineering, health, education, tourism, hospitality and primary industries.

Ellen's research and commercially smart ideas to improve the working world have been published globally and she is a sought-after media commentator and podcast guest. She has completed her MBA (exec), PhD and post-doctoral research focused on leadership and is the co-author of a nationwide primary industries leadership project for New Zealand's largest export sector.

Using the findings from her PhD, Ellen spent 18 months in an advisory role to the Chief of the NZ Army, General John Boswell, providing recommendations for positive change to benefit all. General Boswell wrote, “To Ellen's immense credit, she has significantly influenced how Army is now approaching a range of diversity and inclusion challenges. Her contribution has been invaluable, her expertise, interpersonal and communication skills are superb.”

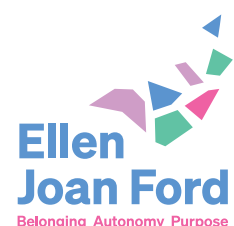
Ellen doesn't just research, advise, deliver keynotes, and facilitate workshops about leadership, she has decades of experience **practicing** leadership. As well as leading teams in the corporate sector, and running her own business, Ellen had a highly successful career serving ten years as an Engineer officer in the NZ Army, leading soldiers around the globe, including in Antarctica, Afghanistan, UK and much of the Pacific, as well as scholarship exchange tours to Australia, Japan and Indonesia.

A decade on from her military career, Ellen was at the heart of a volunteer team who supported the evacuation of 563 people from Afghanistan to New Zealand after the fall of Kabul. She was recognised nationally as the **Kiwi Bank New Zealander of the Year - Local Hero** as well as **Person of the Year - Manawatu Standard**.

Ellen is the author of **#WorkSchoolHours: A revolution for parents, workplaces and the world**, based on the movement she founded to deliver better social and organisational outcomes. **#WorkSchoolHours** has received wide-spread media attention (The Project, Breakfast, Radio NZ, NZ Herald, Stuff, Women's Weekly and more) and has been dubbed a “must-read for any leader building a modern workplace.” The book is endorsed by multiple business leaders around the globe, including the CEOs of KiwiBank, FMG, DevryBV and Cliftons. Ellen received the prestigious **Sir Peter Blake Leadership Award** for her success in driving workplace change.

It is the culmination of these experiences that led to Ellen's leadership model: **Belonging, Autonomy** and **Purpose**. She shares stories with her audience in a way that is relatable, highly engaging and full of practical takeaways. Ellen is passionate, authentic and speaks from the heart with warmth, enthusiasm, bubblyness and fun.

www.ellenjoanford.com | ellen@ellenjoanford.com



“Your session was honestly mind blowing. You are just inspiring – I can’t tell you how much we loved having you!”

CHIEF PEOPLE AND SAFETY OFFICER, REALNZ

“Ellen is a fantastic speaker; passionate, enthusiastic and authentic. Her talk was thought-provoking, stimulating, and was delivered with good humour.”

PARTNER, KPMG

“Thought provoking, courageous, current and inspiring. Your delivery was engaging, honest and energetic and you shouldn’t change a thing.”

GENERAL MANAGER, METCASH

“Ellen brings to life the power of Belonging Autonomy Purpose”

CEO, FMG

“The webinar was an outstanding success! It was impossible to keep up with the comments coming through, which never happens. Thank you very much for a fantastic session.”

CHIEF EXECUTIVE, DIVERSITY WORKS NZ

“Ellen’s passion combined with the research she has completed made for an engaging and thoroughly enjoyable session.”

DIRECTOR, EY

“Ellen demonstrated a passion for leadership to transcend the ordinary and deliver the extraordinary. Ellen’s openness, honesty and positive energy was an inspiration.”

COO, CRAIGMORE SUSTAINABLES

“Ellen is highly engaging, and she shared her expert knowledge and inspiring real-life examples with passion.”

CHIEF EXECUTIVE,
NGĀ TAONGA SOUND & VISION

“You were the hit of the day Ellen – you’re a star!”

CHIEF EXECUTIVE, NEW ZEALAND
FOOD & GROCERY COUNCIL

“Ellen’s presence as a speaker was truly inspiring and her delivery was impeccable. Ellen is thought-provoking and refreshingly honest - the event was brilliant.”

MANAGER, CARRICK WINERY



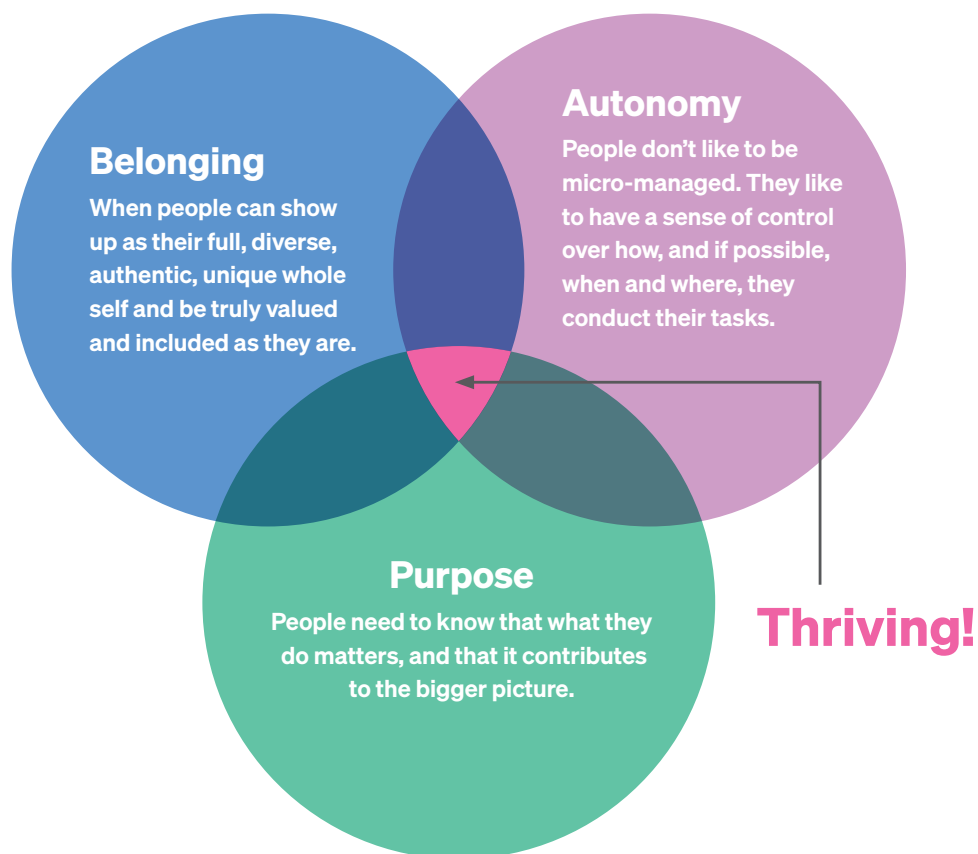
**Book Ellen to be your next:
Speaker
Workshop facilitator**

+64 272 630 721
ellen@ellenjoanford.com
ellenjoanford.com



Ellen's Leadership Model is Belonging, Autonomy and Purpose

A leader's job is to create an environment where their team can thrive, where they have **Belonging**, **Autonomy** and **Purpose**, and then direct that thriving energy at the task that needs to be achieved. When people have **Belonging**, **Autonomy** and **Purpose**, they thrive, and they do their best work for their team. Organisational outcomes such as retention, productivity, engagement, well-being and ultimately, profits, are enhanced when people are thriving.



Ellen's best case study for what can be achieved when people have **Belonging**, **Autonomy** and **Purpose** is the evacuation of 563 people from Afghanistan to New Zealand.



Click or scan the QR code to read her team's incredible story

#WorkSchoolHours

A revolution for parents, workplaces and the world

Ellen started the **#WorkSchoolHours** movement to address the societal wide problem that sees parents having to work as though they don't have kids, and parent like they don't have jobs. **#WorkSchoolHours** is a principles-based approach, focused on outputs and flexibility, to improve the sense of **Belonging**, **Autonomy** and **Purpose** for all people, and therefore, to also deliver better organisational outcomes.

Book and online courses available at www.ellenjoanford.com



Book, Audio-book,
E-book available



Online course:
Parents, People Leaders

“Prepare to be captivated from the very first page of this remarkable new book, full of thought-provoking themes. It’s an absolute must-read that will linger in your thoughts long after you’ve turned the final page.”

STEVE JURKOVICH | CHIEF EXECUTIVE, KIWIBANK

“Ellen’s book is required reading for business leaders across the globe. Her experience and research reinforce that when leaders collectively tweak their static mindset and remove institutional barriers for parents of traditional work hours, business reaps the benefits of employees who find belonging, autonomy, and purpose in their work life.”

DEVRY BOUGHNER VORWERK | FOUNDER AND CEO OF DEVRYBV SUSTAINABLE STRATEGIES, USA

“Focusing on outputs versus hours, Dr Ellen Joan Ford brings to life the power of Belonging, Autonomy and Purpose to inspire the reader as she encourages us to think differently about our workplaces through the use of real life experiences and relevant practical examples.”

ADAM HEATH | CEO OF FARMERS MUTUAL GROUP





Belonging, Autonomy and Purpose Leadership

When people thrive, so does the organisation

Keynote/workshop content:

Dr Ellen Joan Ford draws on her research and practical experiences to drive organisational outcomes such as improved retention, productivity, engagement, well-being and ultimately, profit, by enhancing inclusive leadership capabilities and workplace culture. Her keynote shares stories and practical insights, and her workshop then facilitates discussion for implementation.

Ellen shares her inspirational experiences to demonstrate the power of Belonging, Autonomy and Purpose:

- An officer in the NZ Army, leading soldiers around the globe, from Antarctica to the UK, Tuvalu to Afghanistan.
- An academic and leadership researcher: MBA (exec), PhD, post-doctoral leadership research and co-author of a nation-wide primary industries leadership project for New Zealand's largest export sector.
- A volunteer at the heart of a humanitarian team who supported the evacuation of 563 people from Afghanistan to New Zealand after the fall of Kabul. [Read Ellen's team's incredible story here.](#)
- The author of #WorkSchoolHours, based on the movement she founded to deliver better social and organisational outcomes (endorsed by CEOs of KiwiBank, FMG, DevryBV and Cliftons and dubbed a "must-read for any leader building a modern workplace").

Ellen is a recipient of the prestigious Sir Peter Blake Leadership Award, is Person of the Year – Manawatu Standard and KiwiBank New Zealander of the Year – Local Hero for her acts of leadership. Ellen is engaging, authentic and enthusiastic.

Key takeaways:

- Why, and how to create Belonging, Autonomy and Purpose in your workplace.
- Why, and how to apply the #WorkSchoolHours principles in a variety of sectors.

Ideal for:

- Team members, to aspiring leaders through to executives and directives (tailored to the audience and participants)

“Ellen’s authentic ability to tell a story that combines her research, expertise and lived experience in leadership was extremely engaging and challenged all of us to think differently about how we lead our teams.”

JASON HUNGERFORD | DIRECTOR, BCITO TE PŪKENGA



Click or scan the QR code to view
Ellen's Speaking/Workshop topics.

**Ellen
Joan Ford**
Belonging Autonomy Purpose



The Best Version of You is You

Authentic leadership

Keynote/workshop content:

Throughout our childhood and working lives, we have absorbed so many images and messages about what a ‘good leader’ looks like, and how a ‘good leader’ acts and behaves. In so many cases, this stereotypical ‘good leader’ is very different to how we see ourselves, and this can negatively impact leadership capabilities, teamwork, staff engagement and culture within the organisation.

Dr Ellen Joan Ford shares her decades of leadership research and lived leadership experiences, including an MBA (exec) and PhD focused on leadership, ten years’ military service leading soldiers around the world, and a volunteer task to support the evacuation of 563 people from Afghanistan to New Zealand after the fall of Kabul ([read her team’s incredible story here](#)), to demonstrate that the best leaders are those who are true to themselves.

A leader’s job is to create an environment where their team can thrive, and then direct that thriving energy at the task that needs to be achieved. How leaders achieve this is deeply personal and unique to each individual leader, and each of their team members.

Ellen’s upbeat session is filled with practical examples and tangible takeaways. Her warm approach encourages audiences and participants to open their minds and hearts and find their magic. We all have superpowers to offer this world, and when we harness what is authentic to us, we deliver the best outcomes for our teams and organisation.

Key takeaways:

- An understanding of the value of diverse leadership approaches to an organisation.
- How to be a truly authentic leader.
- How to encourage others to be their authentic selves.

Ideal for:

- Team members, to aspiring leaders through to executives and directives (tailored to participants)

“Ellen’s inspiring story and engaging delivery had our team in awe. She encouraged everyone to contribute to the workshop and the productive change has been evident with our Farm and Business Leaders.”

TONY CLELAND | FARM INVESTMENT MANAGER, FARMRIGHT



Click or scan the QR code to view
Ellen’s Speaking/Workshop topics.



It's not a hand-out

Why #WorkSchoolHours is the commercially smart revolution that's changing how we work

Keynote/workshop content:

Dr Ellen Joan Ford started the #WorkSchoolHours movement to address the societal wide problem that sees parents needing to work as though they don't have kids and parent as if they don't have jobs. However, #WorkSchoolHours is not just for parents - it's for everyone.

#WorkSchoolHours is underpinned by Ellen's Belonging, Autonomy and Purpose leadership model, and is based on three principles:

- Value that people have things they care about outside of work (children, or other)
- Focus on outputs instead of hours
- Give people more flexibility where possible

In addition to her TEDx talk of the same name, Ellen is the author of #WorkSchoolHours and has received wide-spread media attention for this movement (The Project, Breakfast, Radio NZ, NZ Herald, Stuff, Australian Women's Weekly and more). The book is endorsed as commercially smart by multiple business leaders around the globe, including the CEOs of KiwiBank, FMG, DevryBV and Cliftons. Ellen received the prestigious Sir Peter Blake Leadership Award for her success in driving socially and commercially smart change.

Ellen's engaging and uplifting session contains practical insights and immediately actionable solutions that can be used in any industry.

Key takeaways:

- How to apply the #WorkSchoolHours principles in a variety of sectors.
- How to achieve better commercial outcomes applying #WorkSchoolHours principles

Ideal for:

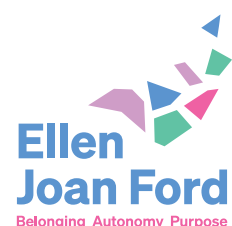
- Team members, to aspiring leaders through to executives and directives (tailored to the audience and participants)

“Ellen speaks from the heart; she is genuine and authentic; she also draws on relevant and truly credible experience to back up what she is saying. Our exec team all gained a lot from our session with Ellen.”

WING COMMANDER CHRISTOPHER ROSS |
COMMANDING OFFICER 3 SQUADRON, ROYAL NEW ZEALAND AIR FORCE



Click or scan the QR code to view
Ellen's Speaking/Workshop topics.





Stop trying to fix women ...and start fixing the system

Keynote/workshop content:

We need to stop trying to ‘fix’ women and start fixing the system. And the exciting part? Doing this is also good for men and good for organisational performance.

After ten years of military service and completing her PhD focused on the experiences of women leaders, Dr Ellen Joan Ford spent 18 months in an advisory role to the Chief of the NZ Army, General John Boswell, who noted, “to Ellen’s immense credit, she has significantly influenced how Army is now approaching a range of diversity and inclusion challenges. Her contribution has been invaluable, her expertise, interpersonal and communication skills are superb.”

Ellen’s keynote and workshop provides solutions to the primary barriers causing the gender pay gap, and the under-representation of women in senior leadership roles. In addition to discussing the requirement for suitable fitting uniforms and equipment, using representative imagery (‘you can’t be what you can’t see’), eliminating harmful behaviours and valuing a wider range of leadership approaches, Ellen details the biggest barrier facing women in the workplace; the ‘Mum penalty’.

Ellen’s session doesn’t dwell on the challenges; she is upbeat and enthusiastic about the exciting opportunities to cultivate inclusive leadership practices that benefit everyone.

Key takeaways:

- Practical suggestions for removing barriers facing women in the workplace.
- How to create inclusive workplaces that benefit ALL genders, AND the bottom line.

Ideal for:

- Team members, to aspiring leaders through to executives and directives (tailored to the audience and participants)

“What truly set her apart was her ability to convey her deep understanding in a manner that was easily digestible and relatable to our audience. Her knowledge, passion, and ability to connect with an audience, speaking from both her mind and heart, is truly remarkable”.

JANE YEE | HEAD OF PODCASTS, THE SPINOFF



Click or scan the QR code to view
Ellen’s Speaking/Workshop topics.