



PROGRAMMES



rebel leader
champion team
unstoppable company

01

THE REBEL LEADER ASSESSMENT

Your team avoids the difficult conversations that would make everyone better. They tolerate mediocrity from teammates they respect. They celebrate individual wins whilst the team underperforms.

02

THE REBEL LEADER PROGRAMME

Focusing on excavating the extraordinary potential buried within successful leaders, it is designed for those who have achieved conventional success but know they are meant for industry transformation, not just improvement.

03

THE CHAMPION TEAM PROGRAMME

Your team avoids the difficult conversations that would make everyone better. They tolerate mediocrity from teammates they respect. They celebrate individual wins whilst the team underperforms.

04

THE UNSTOPPABLE COMPANY AUDIT

Your company is good, but you are wasting transformation energy because you cannot see what is actually broken. You feel the friction, see the missed opportunities, but cannot pinpoint the invisible barriers preventing your company from becoming extraordinary.

05

THE UNSTOPPABLE COMPANY PROGRAMME

This programme is designed for leadership teams who have completed the audit, understand the uncomfortable truths, and are ready to commit to the 12 months of intensive work that will fundamentally change their company into an industry legend.





BENJAMIN DRURY

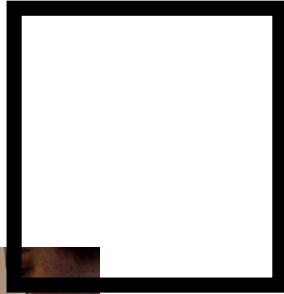
Benjamin Drury is the author of “Culture”, “Four Times Four” and “Unstoppable”. Benjamin delivers more than just brilliant, inspiring talks; he provides the challenge to change and practical tools to take action.

A compassionate optimist with an unwavering commitment to creating a world where everyone can thrive, Benjamin has built a remarkable career spanning multiple industries and creative disciplines. His entrepreneurial spirit led him to Dragon’s Den with his invention, Lacemups, whilst his creative talents have seen him tour as a writer, director, and performer with theatre companies across the country.

Benjamin’s expertise extends to working with some of the biggest companies on the planet, where he focuses on making workplaces genuinely awesome. He collaborates with extraordinary, forward-thinking leaders to help build authentic, purpose-led, people-centred organisations that are fit for the 22nd century. His approach combines a deep understanding of human psychology with practical business acumen, creating lasting transformation in the organisations he works with.

Through his speaking, writing, and consultancy work, Benjamin continues to challenge conventional thinking about leadership and culture, inspiring leaders to create environments where both people and performance flourish.





BEYOND “GOOD” TO “LEGENDARY”

In today’s business landscape, the primary obstacle to extraordinary success is rarely a deficit of talent or resources.

It is a psychological gap between proven potential and actual performance. Capable leaders feel a gnawing sense that their success is hollow; talented teams operate as collections of individuals rather than a unified force; and good companies, despite solid results, know they are capable of becoming truly unstoppable.

This framework directly confronts these pain points, providing a structured, deliberate pathway to bridge the gap. It is designed not for those seeking incremental improvement, but for those ready to dismantle the barriers to their own greatness.

These programmes are not a series of consulting engagements; they are a structured metamorphosis for leaders, teams, and organisations who understand that the journey from common success to legendary impact requires profound, intentional change.

THE PROGRAMMES

A pathway for every level of transformation. Trusted by CEOs, founders and leadership teams across business, sport and public organisations.

Transformation is not a one-size-fits-all solution. Lasting change requires a precise approach tailored to the unique challenges and opportunities at different scales of an organisation.

The following programmes are designed to address three distinct yet interconnected levels of impact:

- » The Individual Leader,
- » The Core Team, and
- » The Entire Company.

Each provides the tools, frameworks, and accountability required to build permanent capability.



CLIENTS

Ben has a fantastic way of sharing his knowledge without overdoing it, he gets the balance JUST right.

He spots problems, addresses them and most importantly, provides the right kind of solutions.

Authority without the ego.

Book him now!

ALFIE JOEY

BBC Presenter, TEDx Speaker and The Speak Easy Guy

A masterpiece delivered with aplomb.

Ben delivered some training for one of my clients recently. I had no reservations at all as Ben is extremely professional and diligent. He had a great rapport with the delegates and his communication skills are second to none.

I look forward to working with you in the future.

IAN FARRAR

Managing Director, Far North



**TRANSFORMATION
REQUIRES A BETTER
MECHANISM**

Generic frameworks lead to generic results.

We use proprietary physical tools - card decks and the unstoppable company canvas - to create honesty, accelerate difficult conversations, and turn insight into accountable action. The cards you resist most reveal what you need most.

TRADITIONAL TOOLS

- » Measures competencies
- » Generic development plans
- » Focuses on "areas for improvement"
- » Delivers "one-size-fits-all" recommendations

OUR APPROACH

- » Excavates potential
- » Personalised card sequence
- » Defines your bespoke breakthrough pathway
- » Is an archaeological excavation of the extraordinary leader buried beneath operational thinking

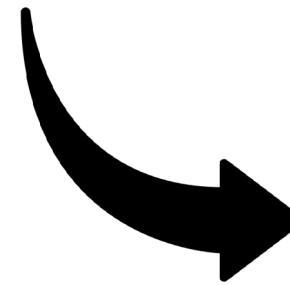


**A CASCADE OF
TRANSFORMATION**

1. 

THE REBEL LEADER

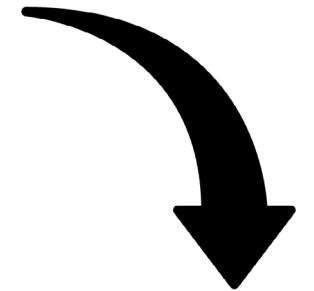
Transforming the comfortable manager into a world-changing leader.



2. 

THE CHAMPION TEAM

Forging talented individuals into an unstoppable, cohesive force.



**THE JOURNEY
TO LEGENDARY**

3. 

THE UNSTOPPABLE COMPANY

Rebuilding the organisation to become an industry-defining competition killer.



GOOD IS THE ENEMY OF LEGENDARY

The choice is yours.

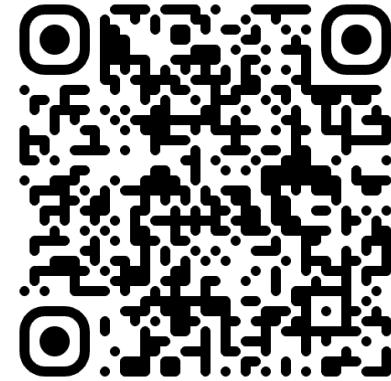
01

THE REBEL LEADER

THE ASSESSMENT

You have built everything you thought you wanted, so why does it feel like you are living someone else's life? You know you are operating below your breakthrough potential, suffocating a larger vision within your comfort zone.

This assessment is designed to unearth the extraordinary leader buried beneath years of operational thinking.



THE SOLUTION & PROCESS

This is not a typical skills assessment; it is an “archaeological excavation” of your character and potential. Over three weeks, the process reveals your authentic breakthrough pathway.

Week 1 (Discovery):

Deep work using The Rebel Leader Deck, focusing on the cards you resist most to reveal foundational truths about your character, pressure responses, and the future you are terrified to build.

Week 2 (360° Reality):

Targeted interviews with 6 to 8 key stakeholders (board members, direct reports, clients) to uncover the blind spots you cannot see and the truths you need to hear.

Week 3 (Blueprint):

Synthesis of all findings into a comprehensive transformation roadmap, presented in a detailed blueprint and strategy session.



KEY DELIVERABLES

25+ page Breakthrough Leadership Blueprint:

A printed and bound report detailing your current state, breakthrough potential, and a clear pathway forward.

Complete Rebel Leader Deck (85 cards):

The physical tool used throughout the assessment, yours to keep for continued development.

Blind Spot Report:

A synthesis of stakeholder interview feedback, revealing what everyone else sees that you do not.

Your personal development card sequence for six months:

A tailored pathway for long-term action and accountability.

90 Day Action Plan:

A set of immediate actions, weekly card work, and metrics to build momentum and signal that transformation has begun.

THE DECISION POINT

The assessment concludes with your complete blueprint and a clear choice: retreat to the familiar path of comfortable management or commit to the transformative work of breakthrough leadership.

This assessment provides the complete blueprint for your transformation, serving as the essential and mandatory foundation for The Rebel Leader Programme.

£1,500

Duration: 2 to 3 weeks

02

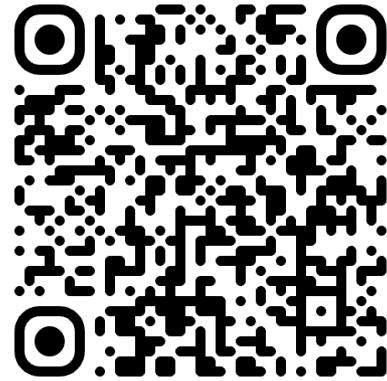
THE REBEL LEADER

THE PROGRAMME

For leaders who have completed the assessment, seen their breakthrough potential, and are ready to commit to the six months of metamorphosis required to become unstoppable.

This pathway focuses on excavating the extraordinary potential buried within successful leaders. It is designed for those who have achieved conventional success but know they are meant for industry transformation, not just company improvement.

The programme is powered by The Rebel Leader Deck, a 85-card system across four suits (Foundation, Character, Behaviours, Pressure) that serves as your transformation accelerator.



THE SOLUTION & PROCESS

This six-month journey is structured in three distinct phases designed to forge you into the leader you were meant to be:

Months 1 to 2 (Breakthrough Foundation):

Excavate the extraordinary leader, eliminate limiting beliefs, and articulate the world you are fighting for.

Milestone: Vision in 60 seconds, three difficult truths told, candour as default.

Months 3 to 4 (Unstoppable Leadership):

Build breakthrough decision-making frameworks, embrace discomfort as your default state, and recruit fellow rebels to your cause.

Milestone: Three impossible decisions made well, five fellow rebels recruited.

Months 5 to 6 (Extraordinary Impact):

Execute your industry transformation strategy, inspire extraordinary followership, and build legacy projects that will outlast you.

Milestone: Industry transformation initiated, legacy project underway.

KEY DELIVERABLES

- Establish your legendary status within your industry
- Build movements that outlast you and create a lasting legacy
- Become the leader you always knew you could be, transforming from an operational manager into a breakthrough force
- 12 fortnightly intensive 90-minute sessions
- 6 x monthly progress assessments
- Bespoke Monthly action plans
- Unlimited strategic access for critical decisions
- Complete transformation documentation package
- Breakthrough Leader Certificate
- Access to the alumni community

£1,000 pm

Duration: 6+ months

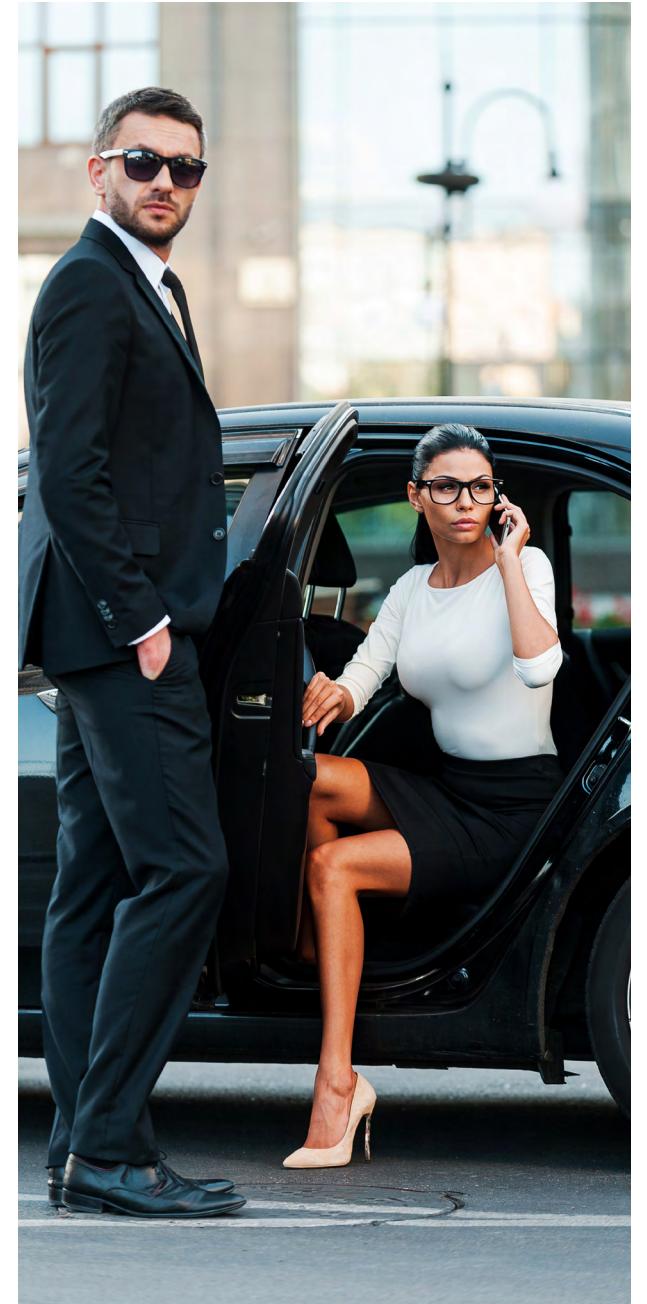
What Benjamin can do for you in such a short space of time is astonishing. I saw Ben speak at an event and was impressed with the quality of his content and delivery.

I then had a one-to-one session where he was able to help me transform my mission, vision and values in a very short space of time.

What Benjamin can do is magic! I highly recommend him

CHARLIE WYMAN

Founder, Curious Marketing



03

THE CHAMPION TEAM

THE PROGRAMME

Your team avoids the difficult conversations that would make everyone better. They tolerate mediocrity from teammates they respect. They celebrate individual wins whilst the team underperforms.

The gap between your team's potential and its performance is not about skills; it is about psychology.

The Team Card Deck (75) is a central tool, forcing honesty and facilitating the uncomfortable conversations that make mediocrity impossible.



THE SOLUTION & PROCESS

The framework is simple and powerful: 6 months. 8 rules. One unstoppable team.

Through monthly half-day intensive sessions, the team works through the 8 non-negotiable rules of champion teams:

- Put Team First
- Everyone At 100% Effort
- Stay Grounded
- The Hidden Heroes
- Truth and Reality
- Pressure Performance
- Championship Standards
- Legacy Thinking

What Changes

- Team members hold each other to championship standards automatically
- Difficult conversations become the norm, not the exception
- Individual talent multiplies through cohesive team performance
- Mediocrity becomes impossible to sustain
- The team operates with championship psychology permanently

KEY DELIVERABLES

8 Intensive Workshop Sessions:

Monthly deep dives where the team uses the card deck to score themselves against championship standards, explore real challenges, and commit to accountable actions.

Implementation Playbook:

A documented operating manual detailing every accountability system, practice, and standard, ensuring the transformation becomes the new normal.

The Champion Team Canvas:

A visual operating system mapping the team's current reality against championship standards, documenting the transformation journey.

Bespoke Individual Coaching:

Personal coaching for every team member between sessions to address individual behaviours and resistance holding the team back.

Team Card Deck:

The 75-card physical tool the team uses and keeps forever for ongoing development, accountability, and check-ins.

Individual Champion Development Plans:

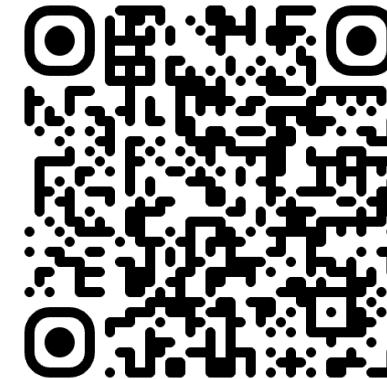
Personal accountability documents for each team member detailing their commitments and progress.

Team Accountability Systems:

Documented practices for how your team holds each other to championship standards going forward.

90-Day Momentum Plan:

Specific actions and card deck exercises to maintain transformation after the programme ends.



£1,750 pm

Duration: 6 to 8 months



FROM TALENTED INDIVIDUALS TO CHAMPIONSHIP DYNASTY

Transform your collection of talented people into a cohesive force that competitors study for years.



04

THE UNSTOPPABLE COMPANY

THE AUDIT

Your company is good, but you are wasting transformation energy because you cannot see what is actually broken. You feel the friction and see the missed opportunities, but you cannot pinpoint the invisible barriers preventing your company from becoming extraordinary.

Warning: This audit surfaces uncomfortable truths. If you want someone to validate your current approach, hire a different consultant.



THE SOLUTION & PROCESS

This is not a “feel-good culture survey”; it is a forensic diagnostic. Using the Unstoppable Company Canvas framework, the audit provides surgical precision across six critical elements of organisational health, all delivered within 6 weeks of engagement:

THE SIX ELEMENTS

- **The Cause:** Your purpose and rules of the game
- **The People:** Who is on the bus and leadership strength
- **The Language:** Authentic communication and brand truth
- **The Plan:** Strategy that protects culture whilst driving growth
- **The Structure:** Decision-making and infrastructure reality
- **The Systems:** Alignment of metrics, rewards, and processes



KEY DELIVERABLES

40-Page Diagnostic Report:

Detailed analysis of each canvas element with evidence, insights, and breakthrough opportunities.

90-Day Priority Roadmap:

A clear plan with specific actions ranked by impact to create unstoppable momentum.

Transformation Investment Analysis:

ROI projections for recommended initiatives proving which opportunities generate extraordinary returns.

Unstoppable Company Card Deck (£350 value):

A 336-card facilitation tool for your leadership team to keep for ongoing workshops.

90-Minute Feedback Strategy Session:

A deep dive with Benjamin to review findings and map out implementation strategy.

THE NEXT STEP

This audit provides the essential roadmap for transformation and is the prerequisite for undertaking the full Unstoppable Company Programme.

You will see exactly where your organisation is wasting energy, where breakthrough opportunities exist, and what specific actions will create industry-leading transformation.

WHAT YOU WILL DISCOVER

- The invisible barriers preventing extraordinary performance
- Where your company is genuinely world-class
- The brutal truth about your leadership team’s capability
- Which transformation initiatives deliver maximum ROI
- Your precise roadmap from good to legendary.

£5,200

Duration: 6 weeks

05

THE UNSTOPPABLE COMPANY

THE PROGRAMME

This programme is designed for leadership teams who have completed the audit, understand the uncomfortable truths, and are ready to commit to the 12 months of intensive work that will fundamentally change their company into an industry legend.



THE SOLUTION & PROCESS

This 12-month transformation journey systematically rebuilds your organisation using the Unstoppable Company Canvas as its foundation. The programme unfolds in three phases:

Phase 1: Breakthrough Foundation (Cause & People)

Monthly intensives to architect your purpose and transform the leadership team using championship psychology.

Phase 2: Strategic Delivery (Language & Plan)

Quarterly workshops to embed unstoppable thinking company-wide, overhaul communications, and align strategy with culture.

Phase 3: Extraordinary Results (Structure & Systems)

Redesign the organisation for impact, align all systems, and execute market initiatives that change industry conversations.

ORGANISATIONAL TRANSFORMATION

- Redesigned culture that attracts top talent automatically
- Leadership team performing at a consistent championship level
- Measurably increased employee engagement and reduced turnover

MARKET IMPACT

- Increased market share through competitive differentiation
- Customer evangelism system generating unpaid marketing
- Industry recognition establishing thought leadership

STRATEGIC CLARITY

- Complete alignment between culture and strategy
- Increased decision-making speed through clear authority
- Sustainability systems ensuring transformation outlasts leadership changes

WHAT CHANGES

Your company becomes the organisation that competitors study, top talent fights to join, and customers evangelise without being asked. You move from being "good" to being genuinely unstoppable.

This is not another consulting engagement. This is the systematic dismantling of everything preventing your company from legendary status.



I worked closely with Ben for several years, and those who know him well will know how multi-talented he is. He did an excellent job, quickly gaining the trust of clients. He applied his natural vision, enthusiasm and dedication, and frankly did an awesome job under quite trying conditions at times.

It was a pleasure to work alongside him, and I learned a lot along the way, as the man that he is, and all that he believes in, shone through in everything he did each day, which is a great credit to him.

JASON WINBORN

CFO, Elementsuite

£3,000 pm

Duration: 6 to 12 months



YOUR INVESTMENT IN TRANSFORMATION

Building capability that compounds for decades.

READY TO BEGIN YOUR TRANSFORMATION?

The financial figures associated with these programmes should not be viewed as an expense or a typical consulting fee. They represent a strategic investment in creating permanent organisational capability.

Unlike initiatives that generate temporary inspiration, this framework is designed to fundamentally alter how your leaders, teams, and company operate for the long term.

You're Not Buying Consulting Hours
You're building organisational capability that compounds for decades.

The core of this value proposition lies in the tangible assets you retain. The proprietary frameworks, powerful tools, and documented systems (e.g., The Canvases, the multi-card Decks, the Implementation Playbooks, and the 90-Day Action Plans) become a permanent part of your organisational DNA.

They provide a shared language and a repeatable process for decision-making, accountability, and continuous improvement that ensures the transformation outlasts the engagement.

This is not about a short-term fix; it is about embedding a new, higher standard of operation. The choice is between another year of incremental improvement and the decisive pursuit of legendary status.

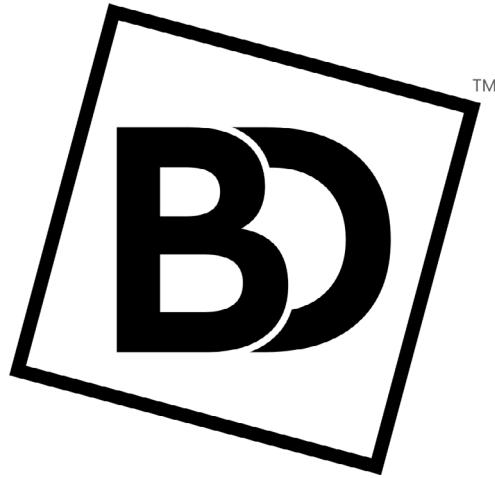
The transformation from 'good' to 'legendary' is a deliberate choice, not an accident. It begins with a single, decisive conversation.

WHAT HAPPENS NEXT

1. Book a discovery call with Benjamin Drury
2. Discuss your current challenges and transformation goals
3. Determine which programme pathway is right for you
4. Receive a tailored proposal and timeline
5. Begin your journey from good to legendary
6. Ready to become the leader, team, or company that competitors study?

The journey begins with a single conversation.

Visit benjamindrury.com or
call Benjamin directly on **+44 (0) 191 645 5024** or
email hello@benjamindrury.com



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champion team
unstoppable company

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