



90-MINUTE DEEP DIVE WITH VANESSA GAVAN AND GERHARD VORSTER

THE POWER OF VALUE MAKING LEADERSHIP

Maximus International, 2025

DISCOVER HOW VALUE MAKING IS REDEFINING LEADERSHIP

SHIFT YOUR MINDSET AND ELEVATE YOUR IMPACT AS A LEADER

ECONOMIC CONTEXT

The future demands a new era of transformational leadership – one that drives personal and economic growth while building a better world. At the heart of this evolution are Value Makers – leaders who champion sustainable growth through strategic clarity, bold purpose, and unwavering ambition.

Value Makers don't just lead; they inspire. They challenge themselves to consistently create value for their teams, organisations, clients, industries, and society. With vision, magnetic energy and conviction, they think smart and act big, driving meaningful and lasting change.

LEARN FROM MAXIMUS LEADERSHIP AND VALUE CREATION EXPERTS

- ▶ Maximus Founder Vanessa Gavan and Senior Advisor Gerhard Vorster will guide your team through the critical role of value makers in the future of leadership.
- ▶ With over five decades of combined experience working with executives and senior leaders, Vanessa and Gerhard have helped cultivate and activate the value maker mindset—driving significant performance uplift for individuals and their organisation.

THE 90-MIN DISCUSSION WILL EXPLORE

- ▶ What is a Value Maker, and how can value creation drive transformation at the individual, team, organisational, industry, and societal level?
- ▶ What key attributes define a Value Maker, and how can leaders cultivate the mindset and skillset required to become one?
- ▶ How can leaders develop Value Makers at every level and effectively measure their impact?
- ▶ What strategies can be implemented to ignite a culture and movement of Value Makers, enabling teams to navigate ongoing change with confidence?

INCLUDES

- ▶ 30-minute executive briefing prior to align business context and intent
- ▶ 60-minute discussion
- ▶ 30-minute Q&A

FOR EXECUTIVE AND SENIOR LEADERS, PEOPLE & CULTURE PROFESSIONALS, AND TEAMS

- ▶ Undergoing performance challenges, change and or transformation within their organisation.
- ▶ Seeking impactful strategies to thrive as a leader in today's times.
- ▶ Leaders needing a mindset reset for with fresh perspectives and inspiration.

FINANCIAL INVESTMENT

\$10,000 (ex-GST)

VANESSA GAVAN

Founder &
Joint Managing Director



Vanessa is an entrepreneur, commercial advisor and psychologist who has spent the past 20 years transforming a range of leading international organisations, and the leaders within them seeking progressive solutions.

In 2001, she founded Maximus to bring a stronger leadership offering to the market. Today, Maximus is recognised as one of Australia's most progressive future-focused leadership firms, having been built on decades of know-how, progressive partnerships, dynamic solutions, strong theoretical research and commercial nous with humanity and heart.

Inside Maximus, Vanessa is responsible for the firm's future strategy, enterprise capabilities to deliver it, the sponsorship of exceptional relationships and the portfolio of offerings that differentiate our experience.

Vanessa is an advocate for the criticality of strong leadership and legacy having witnessed the impact of great leadership and the absence of it.

Credentials snapshot:

- ▶ Psychologist with a strong entrepreneurial perspective (B.Sc Psych, Post Graduate Psych)
- ▶ Thought leader, industry writer, and expert source for leading business publications
- ▶ Conference keynote speaker, presenter, and experienced facilitator
- ▶ Harvard Business School Executive Education
- ▶ Certified SU International Expert Faculty
- ▶ Chief Executive Women Member



GERHARD VOSTER

Chief Advisor

With three decades of experience in the consulting industry, Gerhard works directly with boards and senior leaders to guide businesses to reposition themselves for growth – both conventional and unconventional. His commitment to continuous learning and innovation is reflected in his close affiliation with Good Design Australia, a number of leading international thought leaders on growth and innovation and several national and international initiatives.

As Chief Advisor to Maximus he provides our clients with his theoretical knowledge honed by his practical application as Chief Strategy Officer and Managing Partner of the Consulting businesses for Deloitte in Australia and Asia Pacific between 2003 to 2015. The growth story is well known and widely published.

Gerhard has broad sector experience in professional services, banking and securities, automotive, energy, mining, oil and gas, telecommunications, and media.

Gerhard's core capabilities include:

- ▶ Strategy and positioning for growth
- ▶ Innovation and Design Thinking
- ▶ Data Analytics and Digitisation
- ▶ Leadership development (senior teams)

Credentials snapshot:

- ▶ Bachelor of Science in Civil Engineering
- ▶ Masters of Business Administration (Cum Laude)
- ▶ Several executive education programs at top business schools

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