

LEAD INFLUENCE OPEN NAVIGATE SHAPE



A self-development journey for leaders and legends

# LIONS PROGRAM BROCHURE

## FOR C-SUITE LEADERS

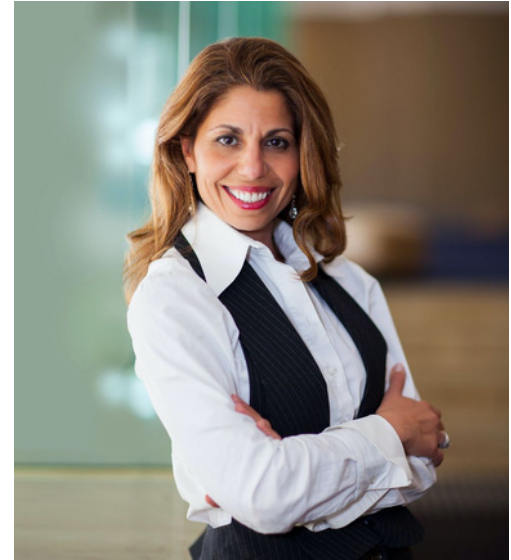
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# I'M TAMMY HAMAWI

I am the founder of Tribunity Human Empowerment and the creator/producer of the **LIONS** Program. I'm an influential leadership coach, facilitating transformational growth in established CEOs, senior-executives, and politicians.

I have developed the **LIONS** program to provide C-suite executives with a full year of introspective learning, external growth, and profound transformation.

As a seasoned senior executive and accredited neuroscience coach, I'm passionate about sharing my energy, knowledge, and expertise with accomplished leaders like you, and I'm committed to helping you achieve growth, well-being, and success in your leadership journey.



*Tammy Hamawi*

# WHAT IS LIONS?

The LIONS program is a 12-stage self-development program that provides C-suite executives with a full year of introspective learning, external growth, and profound transformation.

It is a multi-dimensional, interdisciplinary journey that is agile, experiential, and tailored to your particular learning and leadership goals.

# HOW DOES LIONS DELIVER ON ITS PROMISES?

## MULTI-DIMENSIONAL

Each stage and element of the **LIONS** program focuses on developing all four aspects of the self: mental, emotional, physical, and spiritual (your energy). Thus, through every stage of the program, you'll address growth as it relates to thoughts, emotions, body, and spirit.

## INTERDISCIPLINARY

The **LIONS** program draws wisdom, knowledge, and science-based practical solutions from a wide range of disciplines, including biology, philosophy, mindfulness, neuroscience, Eastern wisdom, business management, emotional intelligence, self-mastery, and peak performance science.

## AGILE AND TAILORED

**LIONS** is not a prepackaged or standardised coaching program. As a unique individual with distinct goals and challenges, you need a program that is agile and tailored to your specific industry, personal needs, and desired outcomes. Thus, although the **LIONS** program has a careful structure and form, I craft each individual session to address what matters most to you. Through relevant, meaningful questions and skilled listening, I lead you on a unique path toward greater awareness, reflection, and vision.

## EXPERIENTIAL

The **LIONS** program incorporates real-life experiences that help solidify your learning, improve your skills, and firmly establish your new habits. Experiences vary widely depending on each client's needs, but I design each activity to take your learning to a deeper level. For instance, if one of your biggest challenges is listening (not just "hearing" others, but receiving communication on a meaningful level), I might design a dynamic learning experience for you that helps you use listening as a tool for healing and connection.

## INTROSPECTIVE LEARNING

C-suite executives often find themselves focused on external challenges. However, in a world where change occurs so rapidly, focusing on externals is a short-term coping strategy at best. The only way to access consistent, reliable judgment and confident decision-making is to operate from a base of strong self-knowledge. That's why, throughout the **LIONS** program, I provide opportunities for inner focus, self-reflection, and introspective learning. We begin from an introspective starting point so that over time we can set you up to establish habits and skills that eventually become natural behaviours.

## EXTERNAL GROWTH

I refer to this part of the program as "outer practice." While the first eight stages of the **LIONS** program focus primarily on inner work, the final four stages shift into outer work—putting what you've learned into action. Through the powerful practices of role-play and repetition, we'll hone your learning and create new neurological wiring, first in your conscious brain and then in your subconscious mind, as your new practices develop into intuitive action. Change on this level comes only with commitment and consistent effort, as you work to make your new skills, habits, and reactions intrinsic. After you complete stages 9 and 10 of the program, you have the option to participate in two further coaching sessions—Stage 11 and Stage 12—that further cement your learning by leading you through more experiential activities, role-playing exercises, and real-life interactions. Throughout the **LIONS** program, you'll not only be introduced to new information and strategies, but you'll also personalise, reflect, interpret, practice, and create what you learn. Through the active application of ideas, you'll access deep learning and lasting change.

Throughout the course of the program, you'll focus on both inner reflection and deliberate outer practices. The inner reflection work is imperative because it ensures that we align your outcomes with your intentions. During these stages of the program, you'll clarify what habits, goals, and skills you want to transform. In the outer practice phases, you'll ensure that you adopt these new and refocused habits in real time. Through consistent support and positive reinforcement, we'll ensure that your new habits become stronger than the pull of old behaviours.

# WHAT SETS LIONS APART?

The LIONS program is specifically tailored to meet the needs of today's established C-suite executives as they confront the realities of a global health crisis, social unrest, and a transformed business landscape.

## A Focus on the Needs of Today's Changing World

The recent global disruptions have thrown business leaders into a world unrecognisable from the one they inhabited before. Many CEOs now find themselves on the back foot, adapting to challenges and crises that did not exist until recently. While the pandemic is in many ways, an extraordinary event, it also illuminates how change in the business world has become **perpetual, pervasive, and exponential**. Because of this constant rate of change, leaders must investigate how to become even more nimble and adaptable.

The times we live in have provided us with a unique opportunity to reflect, re-assess, and begin creating a new kind of world. The LIONS program helps you address the challenges of this extraordinary moment by bringing you the opportunity for deep inner transformation to help you innovate and thrive.

## A Holistic Approach to Self-Development

Each stage of the LIONS program includes elements that strengthen you in all your dimensions: physical, mental, emotional, and spiritual (your energy). Thus, in a single stage of the program, you may find yourself addressing mindfulness (mental), mood regulation (emotional), diet (physical), and intuition (spiritual).

This holistic approach extends to the way we talk about your role as a leader. Although individual self-exploration is essential to leader development, it's just as crucial to talk about leadership development—the way your role connects to others in and beyond your organisation.

In each stage of the LIONS program, you'll not only explore yourself as an individual but also better understand your connections and effects on those around you.

"With her assistance, I have developed new skills I was not aware I possessed, and I have used these acquired skills in developing my freight-forwarding business and have seen double-digit growth within my first year of trading. I often seek Tammy's advice and guidance."

- Chris J. McCabe, Managing Director  
ASEAN Pacific Logistics, Australia



# A 12-STAGE, 18-MONTH JOURNEY

Each of the first 10 stages of the LIONS program is a full-day session, which we will schedule over the course of one year. The final two stages of the program are optional and take place in the six months after the completion of stages 1 through 10.

## **STAGE 1: JOURNEY OF DISCOVERY**

Reflect on your current ecosystem (both external and internal) and create a clear vision for the outcomes you want to achieve.

## **STAGE 2: IGNITE YOUR ENERGY ZONE**

Understand your true sources of energy and hone the skills and sensitivities that allow you to develop and fuel your passions.

## **STAGE 3: POWER OF INFLUENCE**

Learn what it takes to powerfully influence others in today's complex world, and rewrite your vision for your own influence.

## **STAGE 4: BIOHACK THE FOUNTAIN OF YOUTH**

Master a systems-based approach to altering your unique biology.

## **STAGE 5: THE METAPHYSICAL GUT**

Better understand how gut health influences mood, and develop a broader perspective on wellness that relies on listening to your inner voice.

## **STAGE 6: POWER OF VULNERABILITY**

Confront, understand, and integrate your shadow so you can access the transformative power of vulnerability and grow beyond your limitations.



# A 12-STAGE, 18-MONTH JOURNEY

## **STAGE 7: TURN ON & POWER UP**

Build on your existing presence and charisma to access the full spectrum of your energy field.

## **STAGE 8: HIGH-IMPACT HABITS**

Learn six powerful habits that reduce most of your limitations, pain, and illness.

## **STAGE 9: DELIBERATE PRACTICE**

Use experiential learning and role-playing exercises to cement your inner self-development.

## **STAGE 10: IMPLEMENTATION TO CELEBRATION**

Measure your growth and celebrate all you've learned during your LIONS journey.

## **STAGE 11: RIPPLE EFFECT**

Fine-tune your new leadership skills before creating a clear plan of action for continued growth, both in yourself and in others.

## **STAGE 12: LET'S TALK LEGACY**

Reflect upon and plan for the legacy you will leave for others.

"Tammy's creativity and compassion are what influence loyalty in those around her, and determination and grit are what make her successful. She is a great connector of people and cultivates positive working relationships, often turning potential conflict into good rapport."

- Cerri Jones, Global Sales Support Manager  
WiseTech Global

# WHY LIONS?

The leadership styles of yesterday are no longer adequate to address the leadership challenges of today.

In the 21<sup>st</sup> century, the role of the leader has become increasingly complex and interconnected. It is also rooted in **personal growth and authenticity**. Studies have shown that C-suite executives can only create profound change in the workplace when they genuinely connect with collaborators and place the collective good above individual needs.

This type of leadership is not easy or simple to attain. A quick-fix leadership seminar or weeklong retreat will not address this type of transformation. Developing an **authentic leadership style** takes time and deep learning, as you discover your real self and learn how to better integrate it into real life.

The **LIONS** program helps you achieve this deep level of change by offering you the time and attention you need to truly grow.

"Tammy is a powerful business mentor. I would recommend that you contact Tammy for coaching and mentoring as it will serve you well in the future."

- Peter J. Townley, CEO  
Townley Group International



# NINE STEPS TO NEURAL REWIRING

LIONS utilises a nine-step process that facilitates personal transformation by harnessing the power of the brain's neuroplasticity.

The first two steps in the neural rewiring process involve **discovering** and **deconstructing** existing thought processes.

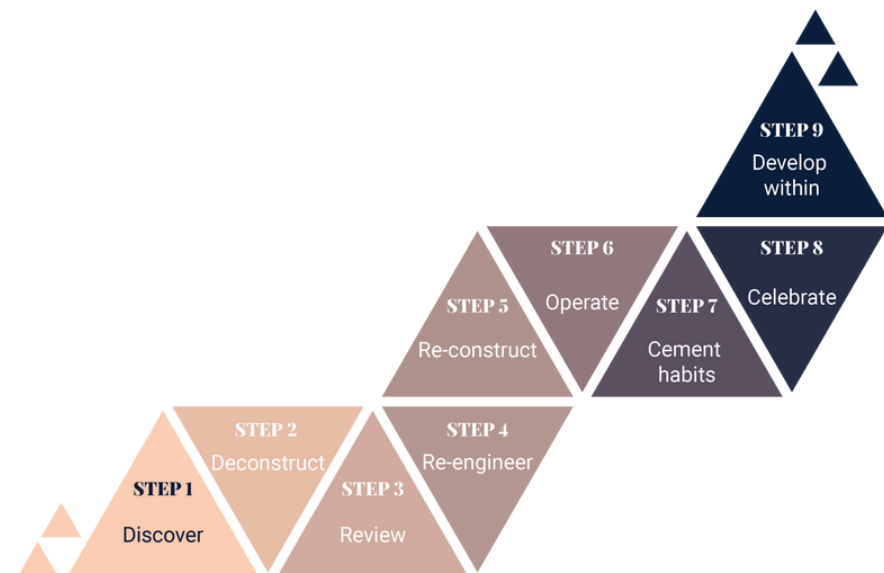
Next, you'll **review**, **re-engineer**, and **reconstruct** your mental maps. Afterwards, you'll learn to **operate** anew and **cement** positive new behaviours through deliberate practice.

Finally, you'll **celebrate** growth before deepening your learning so you can further **develop within**.

By the end of this nine-step process, your learning will have become embedded into your subconscious brain and you'll effectively replace old habits with new, more positive behaviours that align with your authentic self.

The LIONS program is unique in its focus on deep and lasting change. It also recognises that meaningful change is not a linear or finite process. Once you've graduated from the program, your journey doesn't end—rather, you'll take your knowledge of the nine-step process with you so that you can continually assess, develop, and evolve as your journey continues.

## LIONS 9 STEPS to Neural Rewiring Process



# LIONS PROGRAM OVERVIEW

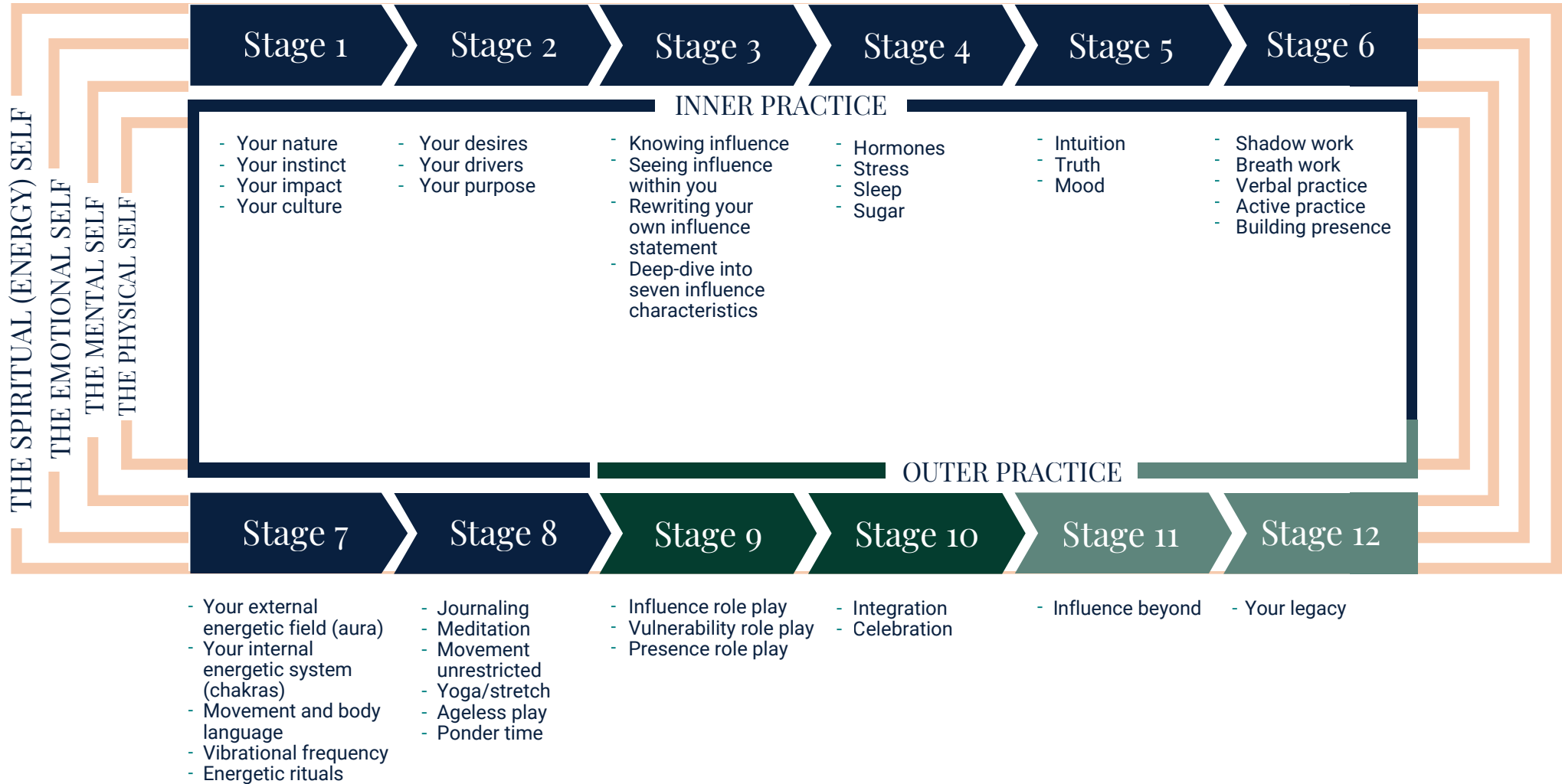
Over the course of one year, leaders in the **LIONS** program take part in 10 full-day mentoring sessions with Tammy Hamawi as they delve into deep inner learning and meaningful outer work. The sessions take place every five weeks.

The program is divided into 12 stages that each focus on a crucial aspect of leadership. Within the 12 stages, you'll find 44 elements (learning focal points) designed to shape your experience in the program and provide a concrete path toward transformational growth.



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# Twelve-Stage Program Roadmap with Elements



# THE ELEMENTS EXPLORED IN EACH STAGE

1

## JOURNEY OF DISCOVERY

Elements:

- 1.1 Your nature
- 1.2 Your instinct
- 1.3 Your impact
- 1.4 Your culture

2

## IGNITE YOUR ENERGY ZONE

Elements:

- 2.1 Your desires
- 2.2 Your drivers
- 2.3 Your purpose

3

## POWER OF INFLUENCE

Elements:

- 3.1 Knowing influence
- 3.2 Seeing influence
- 3.3 Rewriting your own influence statement
- 3.4 Deep-dive into seven influence characteristics
  - 3.4.1 Persuasion
  - 3.4.2 Impactful communication
  - 3.4.3 Adaptability
  - 3.4.4 Integrity
  - 3.4.5 Essence
  - 3.4.6 Connectedness
  - 3.4.7 Charisma



**4**

## BIOHACK THE FOUNTAIN OF YOUTH

Elements:

- 4.1 Hormones
- 4.2 Stress
- 4.3 Sleep
- 4.4 Sugar

**5**

## THE METAPHYSICAL GUT

Elements:

- 5.1 Intuition
- 5.2 Truth
- 5.3 Mood

**6**

## POWER OF VULNERABILITY

Elements:

- 6.1 Shadow work
- 6.2 Breath work
- 6.3 Verbal practice
- 6.4 Active practice
- 6.5 Building presence

**7**

## TURN ON & POWER UP

Elements:

- 7.1 Your external energy field (aura)
- 7.2 Your internal energetic system (chakras)
- 7.3 Movement and body language
- 7.4 Vibrational frequency
- 7.5 Energetic rituals

**8**

## HIGH-IMPACT HABITS

Elements:

- 8.1 Journal
- 8.2 Meditation
- 8.3 Movement Unrestricted
- 8.4 Yoga/Stretch
- 8.5 Ageless play
- 8.6 Ponder time

**9**

## DELIBERATE PRACTICE

Outer practice, development, and growth

**10**

## IMPLEMENTATION TO CELEBRATION

Integration, celebration

**11**

## RIPPLE EFFECT

Influence beyond

**12**

## LET'S TALK LEGACY

Your legacy

# WHAT WILL YOU GAIN?

The **LIONS** program helps you cultivate the inner and outer strength you'll need to confront the challenges of the unique era we live in.

Over the course of the program, you'll more fully develop as a leader as you:

- Develop a deeper understanding of yourself and others.
- Foster habits that consistently support your highest goals.
- Understand how to effectively harness your energy.
- Use scientifically proven methods to reach vibrant, sustainable health.
- Improve your authentic communication skills.
- Augment your charisma and more powerfully engage others.
- Infuse your leadership with personal purpose.
- Commit to making a positive, big-picture impact on the world.
- Equip yourself to lead, teach, and thrive in today's rapidly evolving world.

And you'll more fully develop *in your leadership role* as you:

- Re-shape organisational culture.
- Improve communication and transparency.
- Develop employee engagement and motivation.
- Foster experimentation and innovation.
- Create a more inclusive, inspiring, and ethical workplace.
- Use your unique vision to lead others.
- Build corporate resilience and promote a forward-looking agenda.
- Cultivate empowered leaders who carry on your legacy.

By the conclusion of the program, you'll more deftly and effectively:

**L**ead with inclusion.

**I**nfluence thinking and outcomes.

**O**pen minds, hearts, and conversations.

**N**avigate relationships.

**S**hape culture and environment.

# WHO SHOULD APPLY?

LIONS has been designed for **visionary** C-suite executives who are eager to find innovative solutions that allow them to lead more effectively.

These leaders are familiar with the limits that traditional business thinking has placed on their success, and they're ready to explore new avenues for growth. They believe that leadership is not a fixed quality, but something that can **grow and expand**.

The leaders who are drawn to LIONS have achieved great things in their careers but find themselves yearning for a deeper, more satisfying experience of success, one in which they feel more deeply connected to themselves, others, and their life's purpose.

These leaders want to improve not only the quality of their services and the performance of their organisation, but also their own **competencies**. They know that in order to lead and thrive in the current moment, they need to heal, strengthen, and empower themselves as leaders.



# THE PEN IS IN OUR HANDS

Insigniam founder **Shideh Sedgh Bina** perhaps said it best when she wrote:

“More than any decade I can recall ... the next decade will be defined by how well we, as leaders, and as citizens, respond to challenges and threats to our foundational beliefs, structures, and institutions. Will we respond with wisdom, courage, accountability, and creativity to our climate, our political storms, our vast inequities, our soon-to-be obsolete skills base and our deeply engrained biases about each other and about how things 'ought to be'?

If we respond well, we can turn these threats into glorious, transformative opportunities. If not, we will preside over tragedy. The transformation required to prevail also requires a transformation of ourselves as leaders and how we think and act. The decade has not been written, the pen is our hands.”



# ABOUT TAMMY

I believe that real leadership is about vision, growth, and partnerships.

## WHAT MAKES ME UNIQUE

I use my energy, passion, and diverse experience and skills to help my clients achieve breakthroughs and transformation. My coaching process is guided by my training and decade-long practice as an accredited neuroscience-based coach.

My knowledge and experience are also informed by the complex challenges I've faced in my own career as a businesswoman. I spent three-and-a-half successful decades in high-stress and high-impact industries, where I served as a C-suite executive at an ASX-listed leading global developer and provider of software solutions to the logistics industry as well as group GM and director of a transport and logistics global operation. As an experienced executive, I possess a nuanced understanding of business negotiation, global trade and transport, manufacturing, digital/software transformation, and partnerships.

## MY CURRENT FOCUS

My current focus is to dedicate 2026 and beyond to the development of C-suite executives through the **LIONS** program, an innovative learning experience that allows me to serve in a vital leader development space that I understand on a profound level.

## HIGHLIGHTS OF MY STORY

- I learned adaptability, negotiation, and partnership from a very young age as I attended international boarding schools, moving across different countries, languages, laws, and beliefs.
- I joined the male-dominated shipping and transport sector at the age of 19 and immediately thrived in this fast-paced industry.
- I created my company—Tribunity Human Empowerment—back in 2009 to dedicate my skills to the personal growth of others.
- In 2014, I helped save my daughter's life by compelling the Australian health minister to provide life-saving medicine to her and all Australians diagnosed with the ultra-rare disease aHUS.

All these experiences have equipped me with the ability to connect to a diverse range of stakeholders and build trust while providing real value to all relationships and outcomes.

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