

Ellen Hooper

SERVICE CATALOGUE

Elevating Leaders, Empowering
Teams and Navigating Change





Ellen Hooper

HI, I'M ELLEN HOOPER.

I'm an award-winning executive coach, people leader, and self-proclaimed culture nerd. With a background as an employment lawyer, a People & Culture C-Suite Executive and a Non Executive Director, I understand the complexities of corporate life from every angle.

I help individuals and teams get clear on what they want—and go out and get it. Whether navigating major organizational change, building cohesive teams, or inspiring your workforce to love their work again, I bring wisdom, warmth, and actionable strategies.

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MEET ELLEN HOOPER

PCC Certified

Professional Certified Coach with the International Coaching Federation (only 17% of accredited coaches in ANZ reach this level)

Media Featured

ABC, Channel 7, CEO Magazine, Smart Company, HR Leader, Sydney Morning Herald

Award Winner

2023 AusMumpreneur: Coach of the Year & Leadership Excellence

2023 Stevie International Women in Business Awards

Qualifications

Masters of Management, University of Melbourne

Graduate of the Australian Institute of Company Directors

Trained Mediator, Resolution Institute

Bachelor of Laws (First Class Honors), Bond University

WHY MOST ORGANISATIONS STRUGGLE TO THRIVE

Culture, career, and change are inextricably linked. Very few practitioners work at the nexus of these three key elements of organisational success.

Culture

The leadership practices that collectively make up what is rewarded, recognised and ultimately prioritised in your organisation.

Career

Individual engagement, growth and development is where the real potential for organisational performance is hidden.

Change

Restructures and mergers fail by ignoring the human element, triggering the "Cycle of Doom"—losing your best talent while retaining the change-resistant.



Ellen works at this intersection, building cultures where people love their work, navigate change with confidence, and develop sustainable, impactful careers.

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HOW I CAN HELP

A suite of tailored services designed to uplift your leaders, align your teams, and transform your organizational culture.



Executive Coaching (1:1)

Practical support for senior leaders navigating complexity, transition, and stretch.



Team Coaching

Working with the team as a system to improve how they collectively operate under pressure.



Workshops & Facilitation

Custom-designed sessions that create fast, meaningful insight and concrete behavior change.



Keynotes & MCing

Energy and provocation for your next conference, town hall, or professional development day.



Wayfinder

A talent-first approach to navigating restructures, mergers, and major strategic shifts.

EXECUTIVE COACHING (1:1)

Practical Support for People Navigating Complexity

I work one-on-one with leaders operating in complex environments—often at moments of transition, stretch, or uncertainty. Supporting senior leaders, executives, and high-potential professionals.

- Stepping into a bigger, more visible role
- Navigating organizational change, restructure, or ambiguity
- Technically strong but carrying more responsibility and pressure than before
- Returning to work after parental leave and managing "the juggle"

The Outcome

Clearer decision-making, stronger stakeholder management, and work that feels sustainable and intentional.

Investment

Programs from **\$4,250**
(3 x 1:1 sessions + 2 x 3-way sessions).
Individual sessions at **\$950** per session.

TEAM COACHING

Strengthening How the Team Functions
Working with the team as a system, not just individuals.

Team coaching is different from training. It's about helping leadership teams notice patterns, name tensions, and improve how they collectively operate under pressure.



Decision Making

How decisions are made—and avoided.



Conflict & Candour

How conflict shows up—or gets buried.



Accountability

How trust, safety, and accountability are built over time.



Resilience

How the team responds collectively under pressure.







Ideal for: Leadership teams responsible for setting tone and culture, especially during periods of complexity or change.

WORKSHOPS & FACILITATION

Helping Teams Work Better Together – Building shared understanding, language, and practical habits.

Whether a 60-minute session or a full-day offsite, my workshops are custom-designed to create fast, meaningful insight that translates into concrete behavior change.

	<p>Team Workshops</p> <p>Using DiSC, Clifton Strengths, or Myers Briggs to unlock self-awareness, group awareness and establish ways of working that actually work</p>		<p>Lego Serious Play</p> <p>Uplevel your team day, conference or strategy session to incorporate Lego Serious Play for tangible, hands-on outcomes.</p>
	<p>Your Signature Business Development Style</p> <p>Uplevel your business development outcomes by individuals finding their signature style and developing business in a way that feels authentic (and won't make them want to avoid it).</p>		<p>Executive Away Days</p> <p>Facilitation of the entire day so that your executives can participate in outcomes rather than manage the room.</p>

Workshops starting from **\$2,500.**



OPTION 4

KEYNOTES & SIGNATURE SESSIONS

Wisdom, Warmth, and Effortless Skill: Energy and provocation for your next event. Starting from \$3,500.

Love Your Work (Without Quitting Your Job)

You don't need to quit to love your work, here's what you need to do instead.

For: Conferences, Town Halls, PD Days.

The Cycle of Doom in Corporate Life

Why corporate change usually sucks and how to fix it.

For: HR Leaders, Change Managers, Executives.

Your Signature Style: BD You'll Actually Want to Do

Identify your unique BD style and build a personal toolkit to grow business with ease.

For: Professional Services: Lawyers, Accountants, Consultants.

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WAYFINDER: NAVIGATING MAJOR CHANGE

A Talent-First Approach to Transformation – Navigating major change without losing your best people.

Wayfinder is Ellen's signature approach for organizations undergoing restructures, mergers, or major strategic shifts.

Mitigate Risk

Understand and address psychosocial hazards inherent in restructures before they escalate.

Retain Talent

Prevent the "Cycle of Doom" where high performers exit and change-resistant employees remain.

Reduce Litigation

Stop disputes before they start by addressing the human side of organizational change.



The Reality: Replacing a single high performer costs 1-2x their annual salary. Wayfinder ensures your talent-first strategy delivers a real ROI.



PARTNERING FOR IMPACT

Clear, upfront pricing for your organisational needs.

Service	Investment
Executive Coaching Program	From \$4,250 (3 x 1:1 sessions + 2 x 3-way sessions)
Executive Coaching (Addional Sessions)	\$950
Workshop (Up to 2 Hours)	\$2,500
Workshop (Half-Day)	\$5,500
Workshop (Full-Day)	\$8,000
Keynote Speaking & MCing	From \$5,500



Prices may differ depending on number of participants and location.
Custom programs and multi-session retainers are available upon request.
GST, travel expenses and psychometric tool fees (where applicable) are additional.



Ready to Transform Your Culture?

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Sign up for 'Work Wife'
my weekly memo

READY TO TRANSFORM YOUR CULTURE?

Whether you need a dynamic keynote speaker, a trusted executive coach, or a strategic partner to navigate your next major change, Ellen is here to help you and your team thrive.

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