

# The Sherpa Initiative

A **PERFORMANCE PARTNERSHIP** FUELLED BY EXPERTISE AND ENDURANCE FIT FOR A CHALLENGED ENVIRONMENT



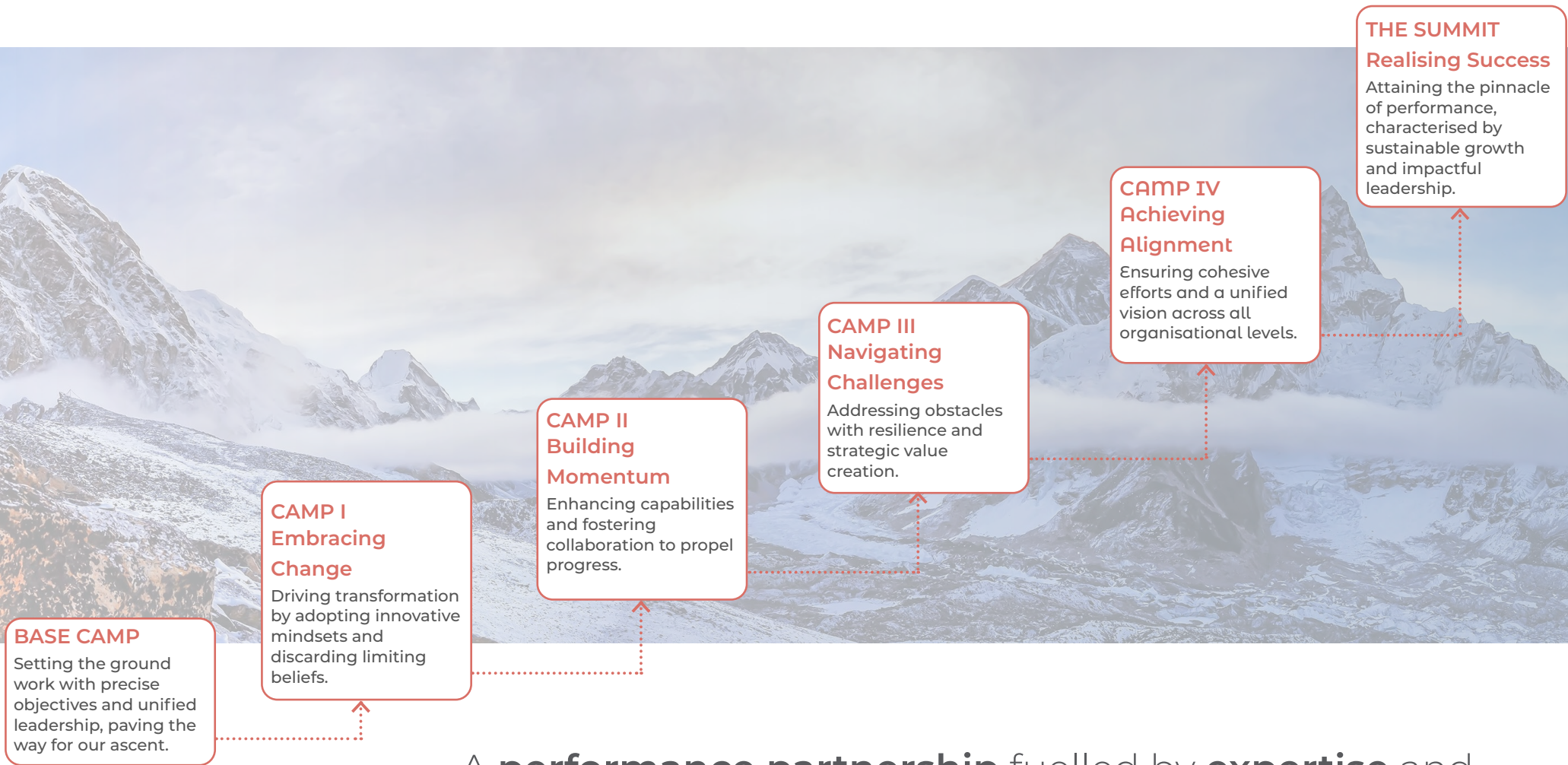


The “14 Peaks Challenge was  
always bigger than me.”

Nimsdai Purja MBE

*14 Peaks: A Netflix Documentary*

The project transcended his  
individual effort, requiring the  
strength and dedication of his  
entire team.



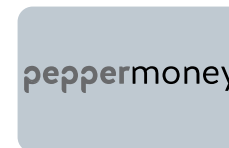
A **performance partnership** fuelled by **expertise** and **endurance** fit for a challenged environment

Your **sherpa-inspired** journey to success





# Performance partnerships fit for purpose





COMMITTED TO YOUR EXCELLENCE

# THE SHERPA INITIATIVE

A **performance partnership** fuelled by **expertise** and **endurance**  
fit for a challenged environment

## Introduction

It's no secret, Sir Edmund Hillary achieved one of the greatest feats of mountaineering when he climbed Mount Everest for the first time. For decades, Hillary was celebrated and rightly so.

### But what about his Sherpa, Tenzing Norgay?

Tenzing Norgay supported Hillary on the most incredible quest.

He did all the heavy lifting and extra effort components. He did all the dangerous

traversing. He gave advice on when to go and when not to go, where to cross, where to march, and how fast to climb.

He was Sir Edmund Hillary's performance director and key advisor, in his rise to the top of Everest.

The emotion and symbolism of having to climb the world's largest mountain, unassisted with oxygen, fighting and striving for something great - ***to reach the top of the world*** - resonates with all great business leaders.

In any big quest, a rise to the top of any field or journey fraught with performance challenges, requires a faithful Sherpa, to support the leader in taking the organisation to the next level.

With more than 15 years experience in working with C-suite executives and teams, we know what it takes to get you to the top.

Let us introduce you to **The Sherpa Initiative**.







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# WHY PARTNER WITH US

Create an environment where **your people** can be at **their best**

Imagine a professional work environment where people are motivated enough to contribute at their very best. They want to come to work, to be tested and challenged, to grow, and to serve others in their workplace and beyond.

They do this regardless of where they are in their professional journey and where they are currently positioned within a specified hierarchy.

They come to work to give their best, seek excellence within their role to the point of mastery, and to grow, learn, and contribute.

In general, they understand that work isn't about them, but about the contribution they make. And through this contribution they create enormous value for their work colleagues, the families they support and the lifestyle they enjoy with their earnings.

**We are passionate about supporting leaders in creating these environments.**

We are passionate about creating environments with conditions that enable

both individuals and teams to be at their best, in the spirit of serving others and competing in the market.

With more than 25 years working in the performance space, many of which were at the highest level internationally, we appreciate how difficult and emotionally exhausting this process can be for leaders. With many workspaces experiencing significant change and on-going challenges, it is becoming more and more difficult, every day.

**We believe leaders deserve the support of a committed, performance partner.**

Someone who supports them in the creation of conditions where people feel valued. Someone who supports and recognises the contributions of others.

**You need a loyal, knowledgeable, competent and fiercely-focused Sherpa.**

Imagine having someone who is 100% focused on your success, will stand beside you in tough times, and bring out the best of you and your team. Let us support you.





# HOW IT WORKS

## Identifying and overcoming the three biggest problems



With the wisdom of a life spent in performance environments, we believe there are three big problems that can bring a leader to their knees.

1. The first of these is personal character, or weaknesses that cause or harm a leader's reputation, or standing, in a business. These can inhibit a leader's capacity to role model and maintain strict standards. These weaknesses may also prevent them from taking on the biggest of challenges and solving really big problems that the organisation depends on them to overcome, for success.

2. The second of these is a leader's ability to build a high-functioning executive team, capable of delivering an incredibly focused team-building model throughout an organisation, where team performance becomes a unit of success at all levels of the business.

3. The third biggest problem is the inability of a leadership team to commit to and be 100% aligned, with key business outcomes, as well as the principles required to drive behaviours in line with desired results.

**The Sherpa Initiative** is an exclusive and intimate relationship between a high-performance expert and an organisation's leader, designed to support them in recognising and overcoming these three big problems within their business.

It also provides strength and support to a leader, during the most difficult of times in leadership.

Not for the faint of heart, this program is unashamedly focused on climbing the mountain and achieving success through fiercely supported and trusted leadership.

Personal  
character

High-functioning  
executive team

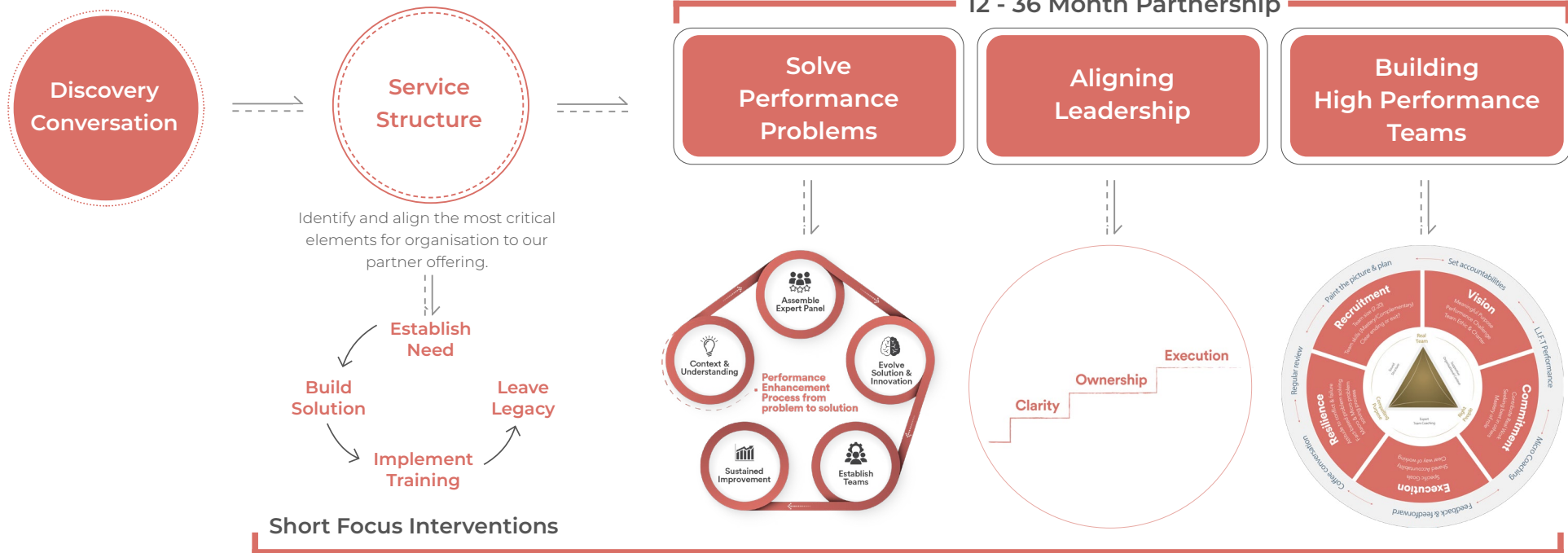
Leadership team  
alignment



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# THE PROCESS

A **partnership** designed to solve the **three biggest problems**



## Solve the 3 Biggest Challenges:

1. Leadership character weakness
2. Misaligned leaders and teams
3. Inability to build teams to execute



**High functioning Executive Team and aligned leadership**



**Stronger management teams**



**Infused performance mindset**



**Challenging issues and barriers turned into competitive advantage and performance**





# HOW IT WORKS

## Solve Performance Problems

Our Performance Enhancement Process is a strategic internal framework designed to maximise organisational talent while fostering collaboration to tackle a business's most daunting challenges.

This process transforms adversity into a competitive edge and value creation, instilling belief and commitment to overcome any business hurdle and achieve not just expectations but a competitive advantage.

It is anchored by a clear performance challenge that is outlined from the outset.



The process comprises five key steps:

### 1. Context and understanding

Utilising diverse discovery tools and methods, this step ensures the root causes of problems are uncovered, and the truth is revealed.

Only after thoroughly defining and outlining the problem can the next step commence, which involves forming an expert panel based on these insights.

### 2. Assemble expert panel

The panel has three primary objectives:

1. Reviewing the context and understanding, 2. Generating and exploring potential solutions, and 3. Providing detailed, prioritised recommendations for implementation.

### 3. Evolve solution and innovation

This step transforms problems into opportunities for competitive advantage.

The expert panel conducts workshops to develop a viable solution, considering the business strategy, available resources, and operational execution capabilities.

### 4. Establish teams

Ownership of the developed solution is transferred to operational teams, which may include panel members.

These teams receive guidance and mentorship from panel experts, ensuring a smooth transition, collaboration, and accountability across business silos.

### 5. Sustained improvement

Continuous improvement is achieved through review, coaching, and adaptations to the original solution, strengthening any weak points and applying initial innovations to real-world scenarios.

This step empowers front-line staff and middle management to enhance and drive performance to the next level.

**Empowering businesses to embrace their biggest challenges, fostering confidence through collaboration and expertise, to achieve success.**

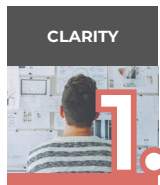
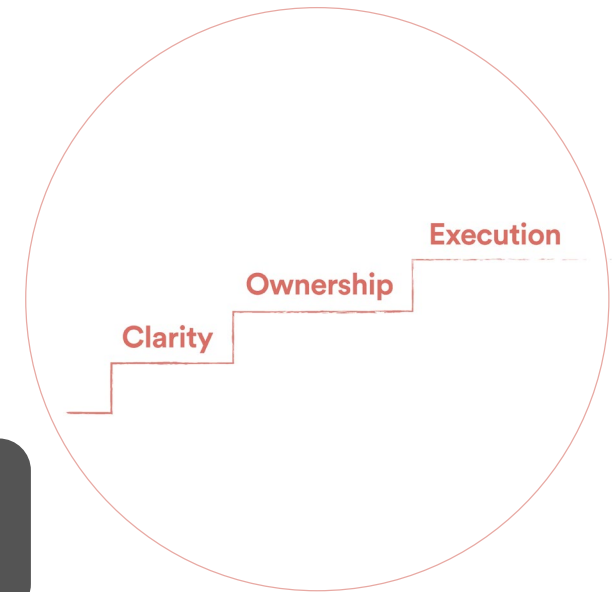


# HOW IT WORKS

## Aligning Leadership

Leadership alignment is crucial for any business, especially larger organisations where the influence of the main leadership group can be diluted through a complex hierarchy. Our leadership alignment process ensures leaders at every level are aligned with the organisation's required results, behaviors, and continuous improvement systems. This holistic approach starts with the executive team and extends to front-line and emerging leaders, comprising of three key steps: **Clarity**, **Ownership**, and **Execution**.

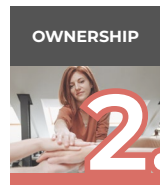
By following these steps, our **leadership alignment process** ensures leaders at all levels are aligned with organisational goals, fostering a culture of continuous improvement and high performance.



### CLARITY

In this initial step, we work with leaders to develop clarity around the results and behaviors required within the business. We collaborate closely with the executive leadership team and CEO to identify three key result areas: business, team, and customer. This phase includes:

- » **Town Hall Communication:** Facilitating town hall-style meetings to communicate and transfer awareness to top-tier leaders.
- » **Collaborative Workshops:** Facilitating workshops to build leadership principles that focus on required behaviors at the executive level and beyond.
- » **Principle-Centered Leadership:** Magnifying and communicating what principle-centered leadership looks like, and aligning leadership principles directly with business results.



### OWNERSHIP

In this step, we engage all levels of leadership to transfer the ownership of established leadership principles. Key activities include:

- » **Leadership Habits:** Establishing leadership habits under each principle tailored to different leadership levels, from front-line to middle management.
- » **Awareness and Role Modeling:** Creating awareness of the required habits and behaviors, encouraging leaders to shift from task-focused to leadership-focused thinking.



### EXECUTION

The final step involves creating an accountability structure to support each leader's behavior plans based on agreed leadership principles. This is achieved through:

- » **Stakeholder-Centered Feedback:** Using a feedback and feed-forward coaching approach to help leaders design and implement individual leadership plans.
- » **Accountability and Support:** Providing feedback and support to leaders to foster connection and drive performance at all levels.
- » **Rewarding Principle-Centered Leadership:** Establishing a system of accountability that rewards principle-centered leadership, directly linking these principles to desired business results, team performance, and customer satisfaction.

**PEOPLE +  
PERFORMANCE**





# HOW IT WORKS

## Building High Performance Teams

**Our biggest problems will not be solved by individuals, but by teams.**

Teams form the basic unit of performance for most businesses, melding together skills, experiences, and insights. They complement individual initiative and achievement, fostering higher commitment to common goals.

Yet, the potential impact of single teams and the collective impact of many high-performing teams is often underexploited.

Our team-building process leverages organisational knowledge and a disciplined approach to create high-performing teams.

The spirit of excellence drives our team-building model, but the primary objective of all teams must be performance. Significant performance challenges, energise teams, regardless of their position within the organisation.

Our model advocates for leaders to foster team performance by building a strong performance ethic, ensuring individualism does not hinder team success. Discipline, both within the team and across the organisation, is crucial for team performance to flourish.

Groups become teams through a disciplined process. They shape a common purpose, agree on performance goals, define a common working

approach, develop complementary skills, and hold themselves mutually accountable for results. Effective teams never stop doing these things.

### THE MODEL AND APPROACH

At the core of our team-building model are six essential conditions/experiences that leaders must cultivate to enhance team performance.

**The first three are the essentials:**

#### 1. Real Team

A real team knows its members, exchanges information effectively, and collaborates long enough to achieve meaningful outcomes.

#### 2. Right People

An effective team comprises individuals with diverse knowledge, skills, and perspectives necessary to fulfill the team's purpose.

#### 3. Compelling Purpose

Teams need a purpose that challenges their skills, aligns with their values, and engages their aspirations.

**The next three are the enablers:**

#### 4. Sound Structure

Teams should be as small as possible, focus on mission-critical priorities, and collaborate using shared work practices.

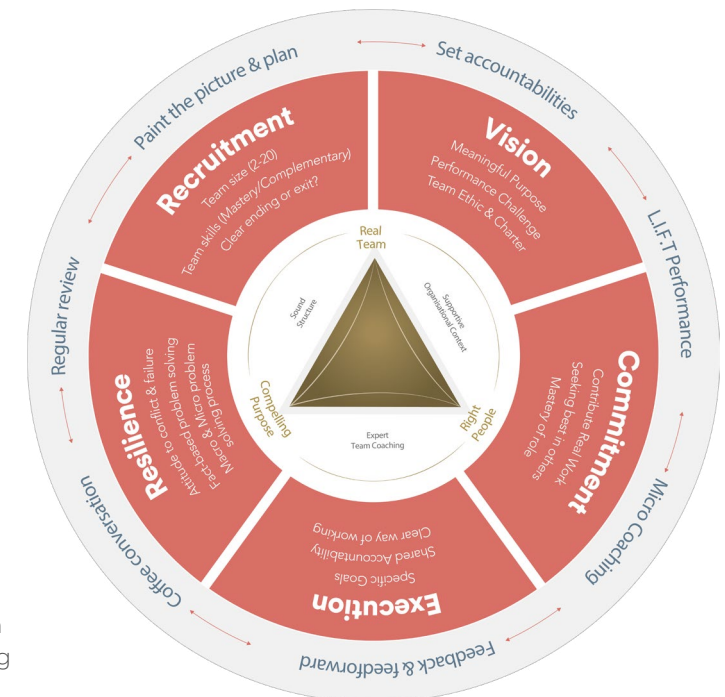
Our team-building process leverages **organisational knowledge** and a **disciplined approach** to create high-performing teams and **winners at all levels.**

#### 5. Supportive Organisational Context

Systems such as rewards, training, and resources should facilitate teamwork.

#### 6. Expert Team Coaching

Access to experienced coaching is crucial to support teams in improving their working practices.





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# ABOUT US

An Olympic level **partnership** focused on **business success** and a **deep care for both team and individual best**



## DAN COLLINS

Dan has spent his life dedicated to the art of excellence - being at his personal best with unwavering commitment to his goals.

From preparing for big moments as an Olympic athlete representing Australia to managing elite sporting organisations across the globe, Dan's experience gives him deep insight into the personal quest we all take to discover our best selves.

Having worked with large corporate sporting entities such as the International Rugby Board, Australian Sports Commission (in the highest levels of government), the AIS, NRL and AFL clubs as well as other industry leaders

including Kestrel Coal Resources, Nucleus Network, Woolworths, Countdown, De Luca Corporation, Coles, Pepper Money and the Virgin Group of Companies, Dan's expertise is in high demand.

With a commitment to serving others and making a real impact, he doesn't shy away from tough conversations.

Dan believes that winners are created at all levels and prides himself on working with leaders to create safe, challenging, and purposeful environments - that's where excellence lives.

Are you at  
**your best?**

Are you being  
**of service?**

What is your  
**contribution?**





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# GROUNDING BELIEFS

## Committed to your excellence

### 1. BELIEVE IN THE GREATER GOOD

We climb higher when we climb together. Every action, no matter how small, contributes to something larger than ourselves. This belief calls us to look beyond personal gain and focus on the collective well-being, creating unity, purpose, and a shared summit worth reaching.

**Like a Sherpa guiding a climber, it's not about one person's victory, but the success of the whole expedition.**

### 2. BELIEVE WE ARE HERE TO SERVE

True leadership is service. The real measure of our worth is how we contribute to others, offering our skill, time, and energy to lift those around us. In service, we find purpose; in purpose, we find fulfillment.

**Service is not a step down from leadership. It is leadership.**

### 3. BELIEVE IN EXCELLENCE

Excellence is the rope that keeps us secure on the mountain. Our ability to help others depends on our own continual growth and mastery. By holding ourselves to the highest standards, we remain relevant, impactful, and capable of leaving a legacy worth following.

**Excellence is not perfection, it's the daily choice to do our best work.**

### 4. BELIEVE IN A VIRTUOUS LIFE

A strong moral compass keeps us on course, even when the path is steep and unclear. Courage, wisdom, justice, temperance, and kindness are the anchor points that hold us steady. Measuring ourselves against these virtues builds humility, strength, and respect for others.

**The climb tests our character. Virtues ensure we pass.**

### 5. BELIEVE IN LOVE

Love is the ultimate force for connection and renewal. It bridges divides, heals wounds, and creates unbreakable bonds between people, teams, and communities. Choosing love — for ourselves, others, and our environment — transforms how we lead and live.

**Without love, every summit is empty.**





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# TESTIMONIALS

We love what **we do**, but don't just take **our word** for it

**15+**  
YEARS  
SERVICE

**\$25+**  
MILLION VALUE  
CREATION

**50+**  
THOUSAND  
HOURS  
COMMITMENT

## New ways of thinking

"Our leaders have been given the tools for developing a high performance environment and challenged in a way that creates new ways of thinking to realise this."

Mario Rehayem - CEO, Pepper AUS

## Dan excels at unifying teams

"Dan excels at unifying leadership teams, middle leaders and front line staff, not only in strategy but also in shared values and daily conduct."

His alignment initiatives have sharpened our focus, enhanced stakeholder engagement, and generated significant momentum."

Cameron Johnson, CEO, Nucleus Network

## Transformed our team operations

"Dan possesses an exceptional ability to cut through the clutter, aligning executive teams with precision and focus."

His team building approach transcends mere facilitation, fundamentally transforming team operations. Our leadership team has become more robust, astute, and accountable due to his influence."

Brett Ashley, GM - Supply Chain and Store Operations, Countdown Supermarkets, New

## Helped us develop and deploy key cultural pillars

"I witnessed Dan gain an understanding of a complex environment and then help us develop and deploy the key cultural pillars that will drive our resurgence and performance."

Pat McEntee - Director, Woolworths Meat Company

## Gold medal performance

"Your steely grit and no-nonsense approach gets great results. Your catch-cry performance is the work currency and love is the home currency will be remembered and never confused, to improve our lives. Hands down a gold medal performance."

Linda Harding - Chair, The Executive Connection (TEC45)

## Revolutionised our approach to performance

"The HPAP process provided us with what most leadership teams lack when faced with a significant challenge — a clear trajectory from problem identification to ownership and execution."

Dan's methodology challenged our perspectives, convened the right experts, and crafted enduring solutions."

It has revolutionised our approach to performance and how we support leadership."

Mark Egan, Former Head of Rugby, World Rugby





**“The journey required a support  
system and rope team of life.”**

Nimsdai Purja MBE

*14 Peaks: A Netflix Documentary*

**Showing that a cohesive team is  
essential for navigating difficult  
obstacles and achieving goals.**



THE ROLE OF A **SHERPA** ISN'T TO LEAD OR SUPPORT FROM AFAR.

IT'S TO **WALK ALONGSIDE** THEIR TEAM, BUILDING TRUST AS SUCCESS IS ACHIEVED.

## CONTACT US

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