

# Master The Politics

Boost Political Intelligence®

Learn the skills with  
expert Ruth McGowan

## COACHING FOR LEADERS

Coaching packages available for  
Executive Managers, Team Leaders,  
Councillors and Mayors.

If you are an established leader who is looking to step up into a senior role you must be able to demonstrate you are politically astute. Ruth's mentoring program shows you how.

Ruth also works with Mayors and Councillors as a confidential sounding board when a trusted guide is needed to help manage the 'raw politics' of being on council. Her support helps a Councillor to build their political skills and become a more effective communicator, savvy networker and influential leader.



*I'm better at building my profile and have increased my influence with Ruth's coaching.*

*I'm now much more deliberate in how I do things.*

-Mayor  
Coaching Client

## TEAM TRAINING ONLINE AND IN-PERSON

Understand Political Intelligence® starting with **The Basics** and moving to **Building Your Political Savvy** (Online webinar, 2hr or 3hr options)

Topics include:

- Define positive politics and the skills of a politically astute leader
- How positive politics can improve your effectiveness (without compromising your values)
- Practical tools and tips to build your political muscle
- How to put on your political lens to make a positive impact
- Develop your strategic action plan in your own workbook

**Boost Your Political Savvy** (In-person workshop, 1 day)

Additional topics covered include:

- Understand the types of 'political animals' in the workplace (and where you sit)
- Assess your personal Political Intelligence® Profile
- Identify and develop an action plan to build your political skills

## PANEL AND KEYNOTE SPEAKER

**Authentic and fresh speaker who will lift any audience.**

Some topics Ruth can talk about:

- Political Intelligence®
- Essential Skills for Council Leaders
- Gender Equity planning
- Local Government Induction for new Councillors and Officers
- Effective Online Campaigning
- Put on a Gender Lens
- Politics for Beginners
- How to Get Elected
- Politics 101



*Ruth challenged us to think about flipping our mindset to view 'being political' as a positive way to achieve outcomes. Her engaging and direct style encouraged people to think differently about their approach to organisational politics.*

- Mandy  
PI The Basics Webinar



**Ruth McGowan**

Ruth brings her practical understanding of organisational politics as well as the lessons from the 'raw politics' of public office to her Political Intelligence® training, coaching and speaking. Ruth is a consultant and adviser to the local government sector. She is a gender equality advocate, author of *Get Elected: a step-by-step campaign guide to winning public office*, and an accredited trainer with the UK-based Academy of Political Intelligence.

[www.ruthmcgowan.com](http://www.ruthmcgowan.com)

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