



EDUCATION | ENGAGEMENT | EMPATHY

Whole-Person Leadership Case Study
Ricky-Lee Watts



Whole-Person Leadership

Knowledge

Whole-Person Leadership is the practice of leading from your full humanity, not just your expertise, but the lived experiences, values, healing, and self-awareness that shape how you show up in the world.

Purpose

As a certified B Corp, we are committed to elevating the voices of the unheard and underserved. Working with leaders aligned to do the same is our driving purpose with our Whole-Person Leadership Offering. This package is a six-month, personalized approach to helping agents of change realize their own unique offering to the world. With a collaborative methodology, we develop and implement a strategy to engage with key stakeholders and boost their networks.

Collaboration

This package includes:

- Thought Leadership Strategy
- Brand Visualization
- Implementation



Ricky-Lee Watts

Ricky-Lee Watts is a first-generation university graduate, passionate dreamer, traveller, motivational speaker and visionary leader.

Experienced in working with Indigenous communities, universities and government, he oversees Generation Power at Indigenous Clean Energy, an Indigenous youth clean energy and career-training program. He was also an elected councillor for his Nation and models with SuperNaturals Modelling, an Indigenous agency.

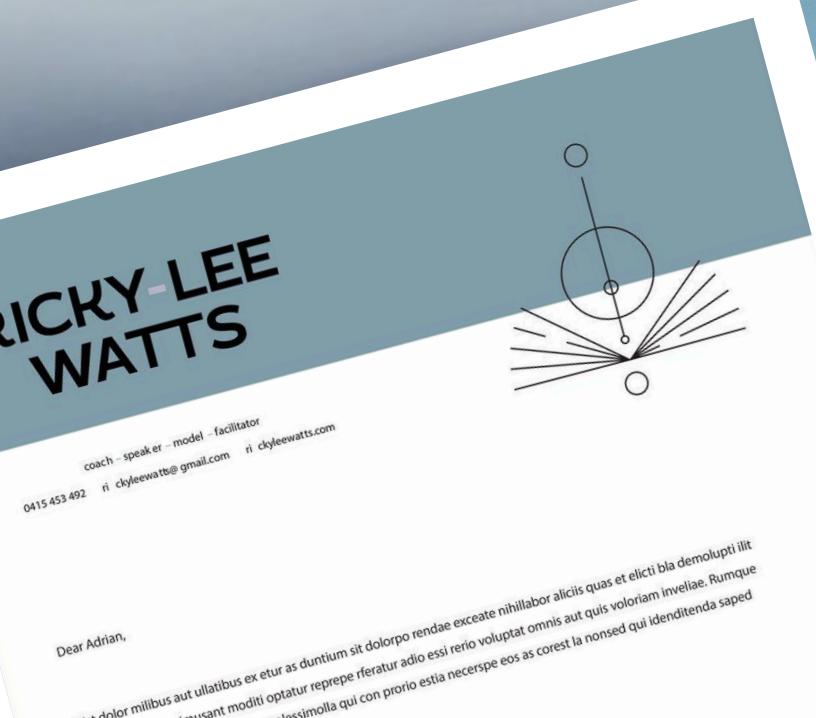
A part of Ricky-Lee's personal mission is to be the role model he needed when he was younger and to inspire people to find beauty and strength within themselves, their community and in the world around us.

We partnered with **Emmiko** to amplify this light through a comprehensive whole-person leadership and social strategy. With a special focus on Instagram and video content, we were able to help him connect with his specific audience and tell his story.

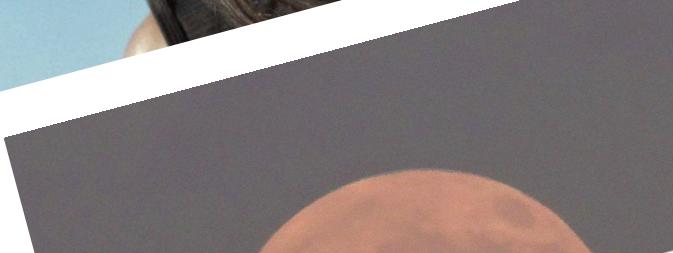
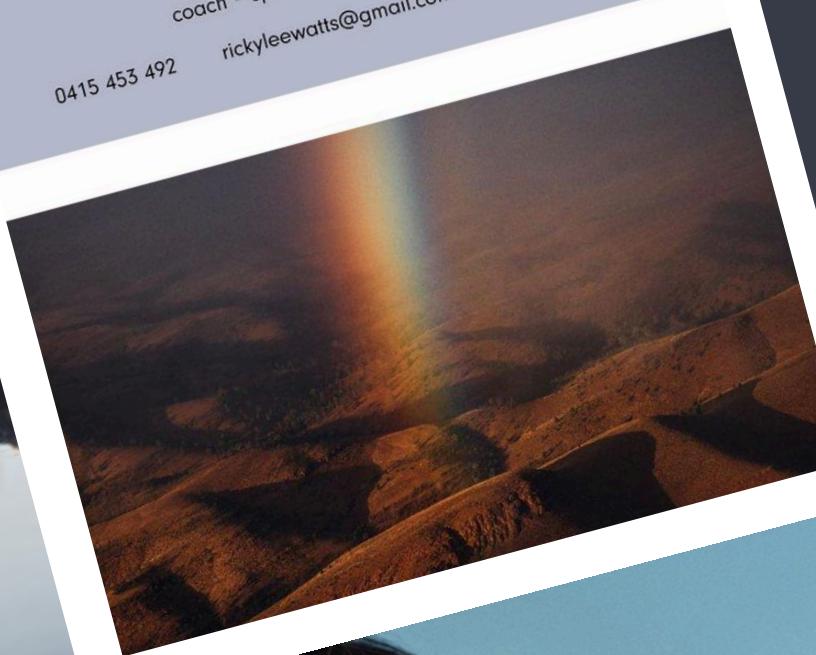
Ricky-Lee has continued using his wisdom and guidance to empower individuals to reclaim their power, rise above life's challenges and embrace their authentic selves.

We are honoured to be a part of his story.





Dear Adrian,



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