



ABOUT ZOE DRYDEN

Zoe Dryden is a business advisor, leadership coach and facilitator with a unique business and personal development perspective. Zoe has spent 27 years owning and successfully co-running her own companies spanning multiple industries including Port and Logistics, Sports, Tourism, and Education, whilst simultaneously learning, training and self-applying the work of personal leadership and growth.

Originally with an academic background and a post-graduate degree in business, Zoe was a lecturer in Strategy overseeing the Master's in Management programme at Victoria University, before becoming a management consultant. Quickly, Zoe's pragmatic style saw her found her first business, International Rugby Academy of New Zealand, before going on to co-own and become Managing Director of Specialised Container Services Group, a consortium of businesses in the logistics sector with a combined turnover of \$12-60m as it grew.

With this early entry into business leadership and company growth, Zoe immersed herself in organisational and culture change principles to balance out her business acumen. This saw her training in values-based leadership work, culture change and human potential. Zoe then founded Second Base Ltd which became one of the pioneer companies leading self-awareness, purpose-centric leadership, and well-being. Her original offering was a flag-ship programme of leadership training based in the Himalayas. This programme merged social and commercial intentions and was set-up to demonstrate the ease and power of impact learning. Second Base has gained widespread media attention and won international awards and is now known as one of New Zealand's most regarded leadership coaches with clients in NZ, Australia and UK.

Throughout this time Zoe founded a charity in Nepal, FACE Nepal, and led the development of women's groups and mentoring programmes in the Chitwan region, building schools, running volunteering, sponsoring children and various other community-driven projects. This charity operates today under both a local board and has registration in UK, NZ and Nepal.

Today Zoe works primarily in governance and continues to provide strategy support/troubleshooting advice, business oversight and leadership coaching to select companies. She designs workshops based on expressed needs and delivers one-to-one support customised to the individual.



SKILLS: Zoe's skill is understanding exactly where a business, project or person is at and where they want to be, and identifying the actions and learnings needed to move it all forward in a grounded and practical way. This includes the development of the skills and qualities of leadership to pull it all off. She is passionate and purpose-driven and balances the holistic and practical aspects of change. This is demonstrated in the success she has in her own businesses as well as the impact with clients she works with. She has a knowledge of both business and personal development and has achieved recognition and media attention for both her businesses, and her personal achievements.

With her depth of tools and experience most of her programmes are customised to suit, and often delivered spontaneously in response to the needs uncovered – she goes “live”. With her practical background in blue-collar industries and personal business achievements, she can deliver an inspiring personal story and a straight-shooting style that is respected from governance level to shop floor.

FLAG-SHIP WORKSHOPS:

- One-day strategy sessions for small teams (operational level or senior leadership) to embody the purpose and values of the organisation. These workshops ensure the practical and cultural steps are identified and, the personal leadership required is understood.
- Two-day private workshops for business owners and individuals looking at themselves and their businesses/roles and finding out what personal and practical steps are needed to move it forward. This workshop is a pivotal turning point for anyone on their personal growth path and is ideal for someone entering or changing a leadership role or, needing reinvigoration and a change of perspective to progress in a new way.
- 14-day Humility-based leadership programme based in Nepal. This programme is a powerful and life-changing experience for anyone of any age or role looking at their own growth, purpose and impact, and will leave a last impression on anyone attending.

PUBLIC SPEAKING: Zoe is an accomplished speaker, often employed for her impact as a woman in business, or as an inspirational business speaker for her work in Nepal. Zoe also leads leadership speaking events/group workshops, with clients including Icehouse, presenting Leadership in Action and behaviour training and tools. Her skill in these events is her relatability and her extensive knowledge that enables her to be present with an audience and respond in the moment to the needs of the attendees with relevant and practical steps.

ADVISORY AND PARTNERSHIP SUPPORT: Zoe works in a guidance role as a business partner to an owner, CEO or Managing Director within companies on fixed-term basis during times of change or growth. She can step in as an external viewpoint, connecting with employees to forward their growth, running team-based strategy work to engage departments in bigger picture direction, and working alongside an owner to provide personal guidance as they navigate change. Zoe also provides guidance into a board, to help identify where cultural change is needed to effect organisational goals and get behind the boldness needed during times of trouble-shooting or transformation.

Opportunities for this engagement is limited and subject to availability.

GET IN TOUCH: If you'd like support in achieving your business intentions and need help to align various teams or work with certain members, reach out for a free first step.

If you are in a business turnaround position, you are welcome to reach out and explore compassion plans to help give you guidance and an external viewpoint during times of extreme pressure.

GROWTH
PERSPECTIVE
CONNECTION

AWARDS AND RECOGNITION

- Stevie Awards Best International New Business category for Women in Business, *Zoe Dryden for Second Base Ltd*
- New Zealand Tourism Qualmark Gold Awards, *Zoe Dryden and Jack Kelly for Abel Tasman Kayaks*
- IOD Emerging Director Award, *Zoe Dryden for Nelson/Tasman Region*
- Top Diverse Board-Ready Director, 2021, *Superdiversity Institute, Zoe Dryden*
- BCA Management Honours (First class)

MEDIA

- Breakfast Show, TVNZ, 30 September 2010, *Interview with Zoe Dryden*
- New Zealand Herald, 27 December 2010, *Life Changing Trips Offer Lessons in Leadership, 4 July 2012, Small Business Managing Burnout*
- Radio New Zealand, 22 May 2009 *Third World Coaching*, 920 July 2015 Audio reading as 10 part mini series *Five Sons and 100 Muri of Rice* by Sharyn Steel and Zoe Dryden
- Stuff, 21 February 2011, *Finding Leadership Soul in Nepal*, 17 August 2020, *Nelson Entrepreneur wins Emerging Director Award*
- Scoop, 17 August 2020, *Motueka Entrepreneur And Philanthropist Wins Emerging Director*
- Leadership Digest, Suzi McAlpine, 4 April 2023
- Institute of Directors Articles, 13 May 2019, *Lifting Lives Through Good Governance*

ASSOCIATES, COLLABORATIONS AND ENDORSED RELATIONSHIPS

- Icehouse, training programmes and networking for small and medium-sized business owners
- Suzie McAlpine, Leadership Digest and her online programmes and guest speaking on Burnout and Resilience, with a focus on systemic organisational contributions
- John Toomey, guest speaker on personal Wellness and human resilience

- Saul Ireland, Zauled, customised training solutions for workplace and personal organisation
- Avatar International, workshops for personal growth and inner leadership work.

CLIENTS

- A sample of NZ large business clients include: *Fonterra, Coca-cola Amatil, Goodman Fielder, Fonterra, Contact Energy, TR Group, Port Nelson, Infratil, Ports of Auckland*
- A sample of NZ government clients include: *Department of Conservation, New Zealand Trade and Enterprise, Ministry of Foreign Affairs and Trade.*
- A large proportion of NZ clients are small business owners/operators often in blue-collar industry.
- International Clients include: *British Gas and BGL.*

TESTIMONIALS:

"A refreshing, challenging and insightful approach that is definitely many levels above what is normally available - I fully endorse and recommend Zoe's work."

Greg Walsh, General Manager Deployment at Fonterra

"We look at the world and participate in life through a lens. The Second Base experience offers the opportunity to look back through that lens and make changes for the betterment of ourselves and others."

Mike Pohio, CEO, Ngai Tahu Group Holdings

"Zoe is an outstanding individual whose passion for people and their development is a cornerstone of her beliefs."

Charles Breslin, General Manager, Centrica



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