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MATINA JEWELL

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LEADERSHIP STRATEGIST & KEYNOTE SPEAKER



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LEADERSHIP IN ACTION

# MAJOR MATINA JEWELL (RET'D) CSP

*Matina Jewell is a transformative leader providing life-changing perspective from the front-line of leadership, resilience and change.*

Matina earned her military accolades in some of the toughest environments on earth. Her courageous decision-making, dutiful leadership style and purpose driven approach to building resilience in teams to thrive through change, continues to transform leading organisations globally.

Matina has been a Prime Ministerial advisor and is a highly sought-after leadership strategist and international keynote speaker. Her incredible life story has also been optioned for a global feature film.

Matina Jewell is **leadership in action**.



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## MAJOR MATINA JEWELL (RET'D) CSP

*Major Matina Jewell (Retired) CSP helps leaders build resilient teams to thrive through change.*

Named in the 'AFR 100 Women of Influence 2018', Matina is also a Telstra Business Awards Finalist and was named a CPA 'Top-10 Australian Smart Thinker'.

Matina is a founding ambassador for Project Thankful, a movement partnered with the United Nations to help empower women and children globally.

Her incredible life story has been optioned for a global feature film.

### MILITARY TRAILBLAZER & PEACEKEEPER

Matina Jewell grew up in the hinterland of Byron Bay, joined the Army at age 17.

Highlights across her 15-year military career include:

- Served on five missions and earned eight medals
- Served as a UN Peacekeeper in Syria and Lebanon
- The only Australian to receive two Republic of Lebanon war medals for acts of bravery on the battlefield and wounded in combat
- Appointed Officer in Command of the Army Department and Diving Officer for HMAS Kanimbla, then Australia's largest Navy ship, at only 23 years old
- The first woman in the Australian Army to complete the physically demanding Navy Ship's Diver course
- Worked alongside elite SASR and American Navy SEALs
- Part of the team that tracked-down a notorious militia leader in the Solomon Islands
- Fast-roped from helicopters and boarded smuggler ships in the Arabian Gulf
- Trained in Bahasa Indonesian and Arabic
- Completed a Masters in Project Management

### ADVISOR & AMBASSADOR

Since being medically retired, Matina has campaigned for change for veterans and others in need through numerous honorary, ambassador and advisory roles, including:

- Prime Ministerial Advisory Council
- National Mental Health Forum
- ANZAC Centenary Commission, alongside former Prime Ministers Bob Hawke and Malcolm Fraser
- National Suicide Prevention Commission
- Australian Peacekeeping Memorial Project, as Ambassador
- Project Thankful, as Ambassador

### CHANGE CHAMPION

- AFR 100 Women of Influence
- Telstra Women's Business Awards Finalist
- CPA Australia 'Top-10 Smart Thinker'
- ABC AUSTRALIAN STORY feature
- Author of *Caught in the Crossfire* (Allen & Unwin) a best-seller
- Certified Speaking Professional (CSP) International Accreditation

**LIFE-CHANGING  
PERSPECTIVE  
FROM THE  
FRONT-LINE**



*“Hands down the best speaker I have ever experienced.”*

NICOLE HATHERLY, COMMBANK

## INTERNATIONAL KEYNOTE SPEAKER

*Hear how Matina cheated death, took command and showed pure courage while leading teams under fire during the Lebanon War and operations around the globe.*

Matina's stories of leadership, resilience and having the courage to see change as opportunity is often described as 'transformative'.

*Matina's keynote put our members in a mindset of learning and possibility."*  
*Brad Busch, itSMF Chair*

Audiences are captured from the first moment with enthralling frontline footage shot by Matina before they are taken on a roller-coaster-ride of emotions.

*"Matina's inconceivable circumstances, raw courage, storytelling and rare ability to package her lessons in risk and leadership into a realm that we could digest and own was a pure gift. The entire room was transfixed and moved within in the 45mins."*  
*Nicole Hatherly, Commbank*

Ultimately, audiences are afforded the opportunity to shift perspective for a renewed sense of purpose and meaning.

*'I recommend Matina to any organisation.'*  
*David Hamilton, Director, Optus*

### KEYNOTE THEMES

Matina draws on her extraordinary experience of conquering seemingly insurmountable leadership challenges.

#### LEADERSHIP

In her relatable, girl-next-door style, Matina reminds us that it takes leaders at every level who are courageous, and who have vision to lead in a direction where they may not be 100% certain what things will look like on the other side.

#### RESILIENCE

Matina weaves the learning she took for herself at each challenge in a way that allows us to take what we need at a number of levels, personally and professionally.

#### CHANGE

Matina reminds us that we can all be leaders who help shift the team mindset from fear and resistance, to embracing change.

**SHIFTING  
PERSPECTIVES.  
INSPIRING  
LEADERS.**

**“We throw around buzzwords like authentic leadership, courage and empowerment. Matina exudes all of it, with humility.”**



## WORKSHOPS & CONSULTING

### GO DEEPER

- Leadership, Resilience & Change
- Decisions, Risk & Responsibility
- Thrive - High Performance - Culture
- Performing Under Pressure
- The Power of Diversity
- The Importance of Humour
- Purpose, Meaning & Fulfillment
- ...and more

### WORKSHOPS

Matina's ability to facilitate from stage can help your group interactively explore:

- Leadership, Resilience and Change
- Your Thrive Culture 'Pillars'
- High Performance Team Essentials

### TRAINING & FACILITATION

More incredible stories and Matina's six key pillars to leadership with blended learning, including virtual, classroom and/or e-learning:

**Sudden Leadership:** Dinner with a warlord

**Delegation:** Off to war... with no manual

**Communication:** 1000 troops, pitch black, no radios

**Connection:** 2 years at sea

**Decision:** Fighter jet attack inbound

**Honour:** The biggest duty

### CONSULTING

Leaders seek out Matina for clarity and conviction, by drawing on her:

- 15-years military experience
- 10+ years corporate advisory, including Prime Ministerial Advisory roles
- Perspective across leading organisations globally, every week

Contact Matina's friendly team for availability



*“Matina Jewell was amazing & brought down the house... THANK YOU for such an incredible presentation”*

JOHN MCGRATH, MCGRATH REAL ESTATE



## ONLINE COURSE

*Would you like to take your leadership to the next level?*

*I know what it is like to lead people under pressure, where the stakes are literally life-and-death.*

I have distilled what I feel are the key elements of leadership, based on my military training, experience, and the latest research into leadership.

These **six key pillars of leadership** are tried and tested in war zones and workplaces, around the world.

There's no better feeling as a leader than knowing you've done your absolute best - and so has your team - to achieve things believed not possible.

- Matina Jewell

### **SUDDEN LEADERSHIP**

Lead, even when it's not your job

### **DELEGATION**

The Arcs of Fire Framework, to get more done.

### **COMMUNICATION**

S.M.E.A.C planning tool, the military planning and comms tool for every situation

### **CONNECTION**

Knowing your team

### **DECISION MAKING**

Decisions, risk and responsibility

### **HONOUR**

Dutiful Leadership

matinajewell.online

Leadership, in your pocket



**LEADERSHIP  
IN ACTION  
IN YOUR  
POCKET**



## THRIVE LEADERSHIP RETREAT

*May I invite you to join me for a fusion of personal and professional development, growth and rejuvenation?*

Let me help with a fresh perspective, for more resilient teams that thrive through change and once-in-a-life-time experiences.

Welcome to Salt Beach where golden sands are cleansed by luminescent, sub-tropical waters and lush rainforests are set to the breath-taking volcanic backdrop of Mt Warning.

I cannot wait to spend time together and to show you around my backyard!



**“From a place of war and violence... Matina Jewell emerges with grace and wisdom and still retains her humour and youthful spirit. A speaker to inspire the young and remind those older what is possible amidst adversity.”**



## PARTNERSHIPS

*With aligned values Matina is proud to partner with:*

**TOYOTA FINANCIAL SERVICES**

**KAILIS JEWELLERY**

**HUGO BOSS**

*Matina Jewell influences at the highest echelons, every week.*

When the Australian War Memorial (AWM) lobbied Government for \$500m to share more contemporary veteran stories, AWM Director, Dr Brendon Nelson requested Matina's help.

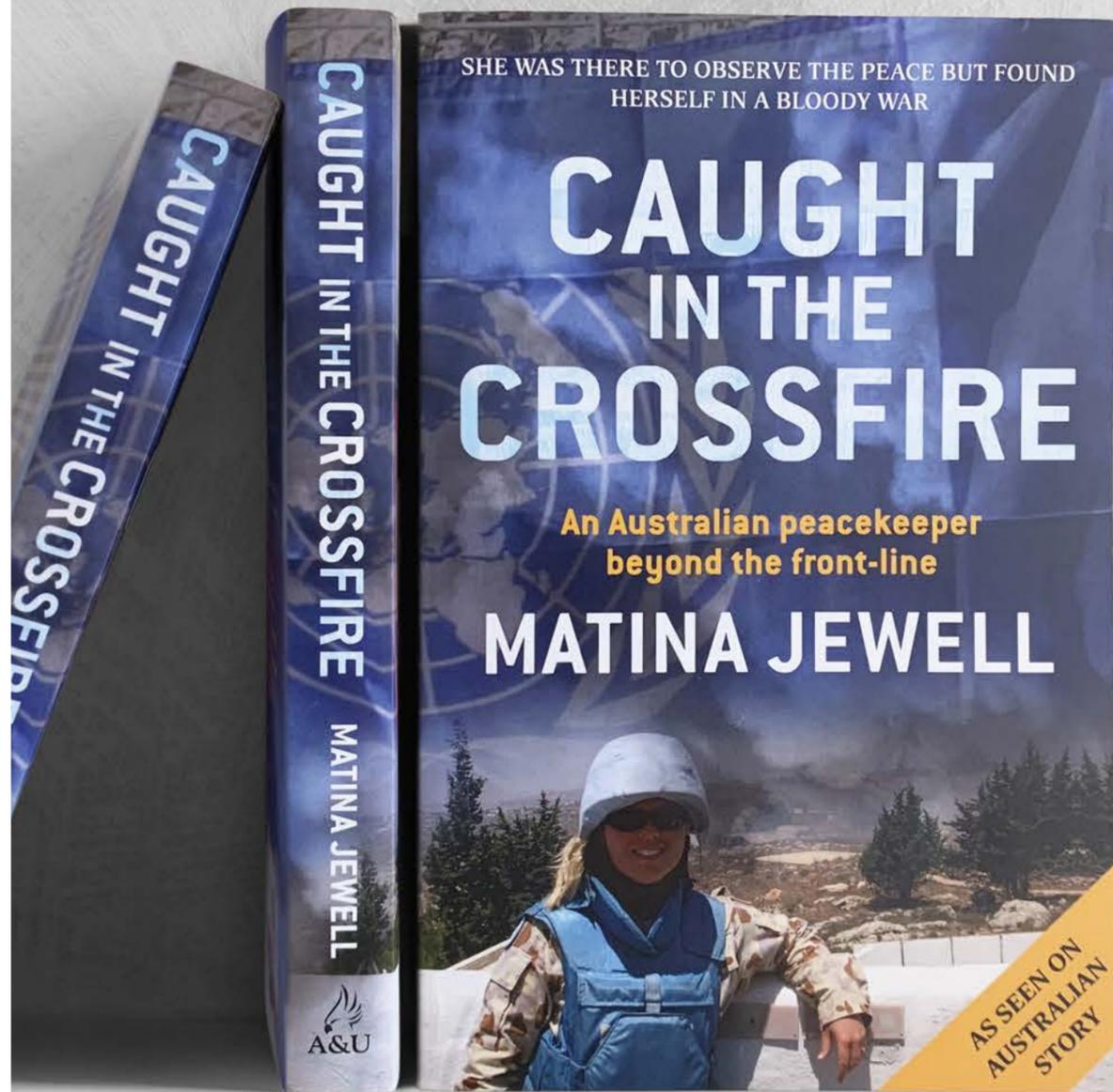
On a 32m-by-6m screen in The Great Hall of Australia's Parliament House, Matina and other veterans shared their stories.

The outcome: \$500m to upgrade the AWM.

Named in the AFR 100 Women of Influence list, Matina is also a Telstra Business Awards Finalist, and has been named a CPA Australia 'Top-10 Smart Thinker'.

***“Readers will travel with you through the emotional roller coaster ride. It will bring tears but it is the triumphs that will capture hearts and minds”***

REAR ADMIRAL KEN DOOLAN 'AO RAN' (RETIRED)  
FORMER RSL NATIONAL PRESIDENT



**BEST-SELLING BOOK**

*Caught in the Crossfire is a frightening first-hand account of the chaos and confusion of modern war and the leadership qualities to survive it.*

Whilst serving as a UN peacekeeper in Lebanon in 2006, Matina was caught in a vicious full-scale war between Hezbollah and Israel. With aerial, artillery and tank fire exploding all around her, Matina led an extraordinary - and fateful - mission from the front line.

Under fire and under pressure, Matina's story is one of courage, resilience and leadership in action.



Scan the QR codes throughout to see Matina's footage on the front line.



***“Over the years we have engaged many talented and high-profile speakers to inspire and challenge our people. Few have connected as Matina did and none have received a standing ovation.”***

**THE REVEREND PETER LAURENCE OAM  
CHIEF EXECUTIVE OFFICER ASC**





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[matinajewell.com](http://matinajewell.com)