

UNLOCK MASTERY JOURNEY



**UNLOCK
SUMMIT**
Unlock Self. Unlock Others. Unlock Change.



Empowering You to Lead with Purpose, Vision & Impact.

WHY THIS JOURNEY MATTERS

As individuals or leaders, we often get caught in the daily grind: managing operations, chasing targets, and putting out fires. But real growth comes from stepping back, reflecting, and investing in strategic personal and leadership development.

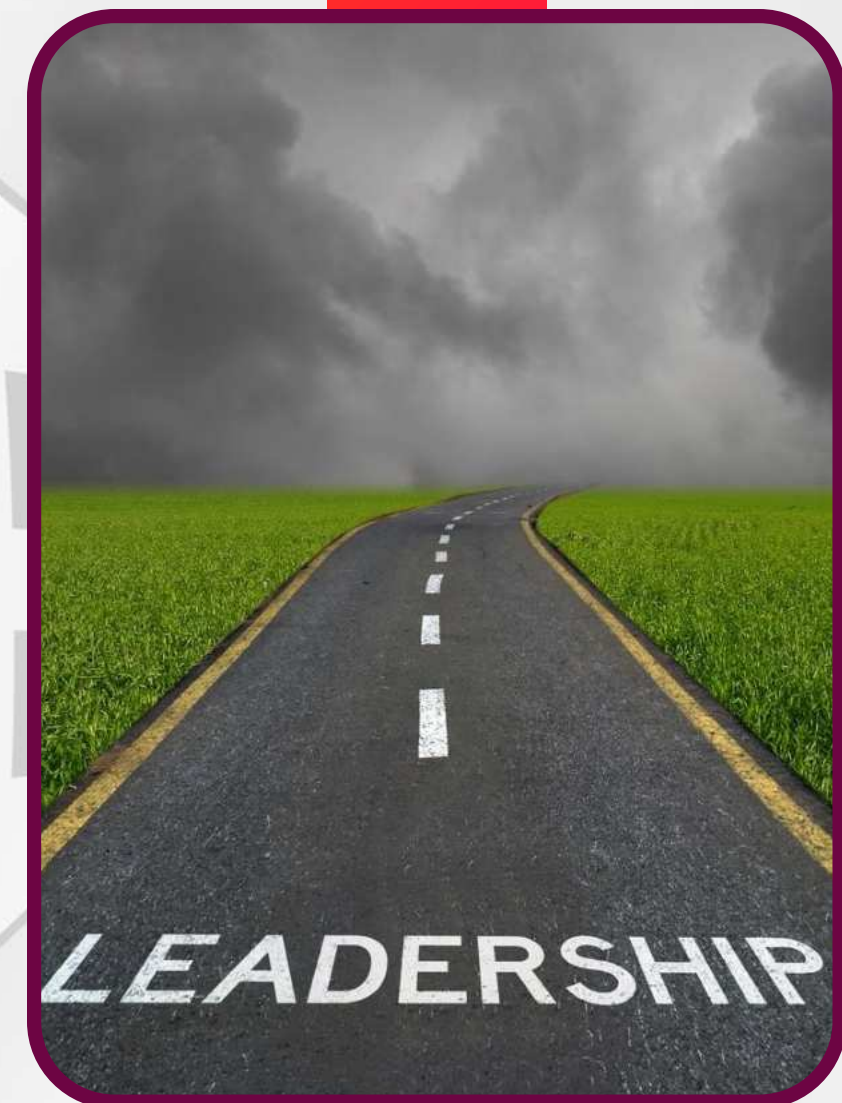
This journey is your opportunity to:

- Break free from isolation and short-term thinking
- Reignite your vision and leadership purpose
- Equip yourself with tools to grow both personally and professionally



WHAT'S INCLUDED IN THE 6 MONTH JOURNEY

- Monthly sessions (4–8 hours) in-person in Eswatini with like-minded business leaders.
- World-class tools and learning methods from The K3Y.
- Accredited facilitators and expert coaching.
- Personalized assessments and feedback reports.
- One-on-one and group coaching.
- Personal and leadership goal-setting and strategic planning.
- Safe, supportive space for reflection, mastery and growth.



For leaders, teams and individuals looking to disrupt old ways of doing business and embrace new ways of thinking.

THE K3Y ACTIVITIES

MONTH

1

Personal
Blueprint™
Online
Assessment +
Group Debrief

2

Personal
Master
K3Ys™
2 half-days

3

Personal
Master
K3Ys™
2 half-days

4

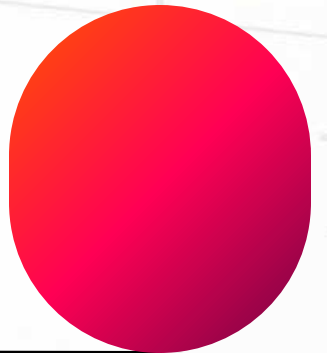
Personal
Master
K3Ys™
2 half-days

5

Leadership
Principles
& Goal-
Setting

6

Unlock
Power
Session +
One-on-One
Coaching



2 Expert Facilitators

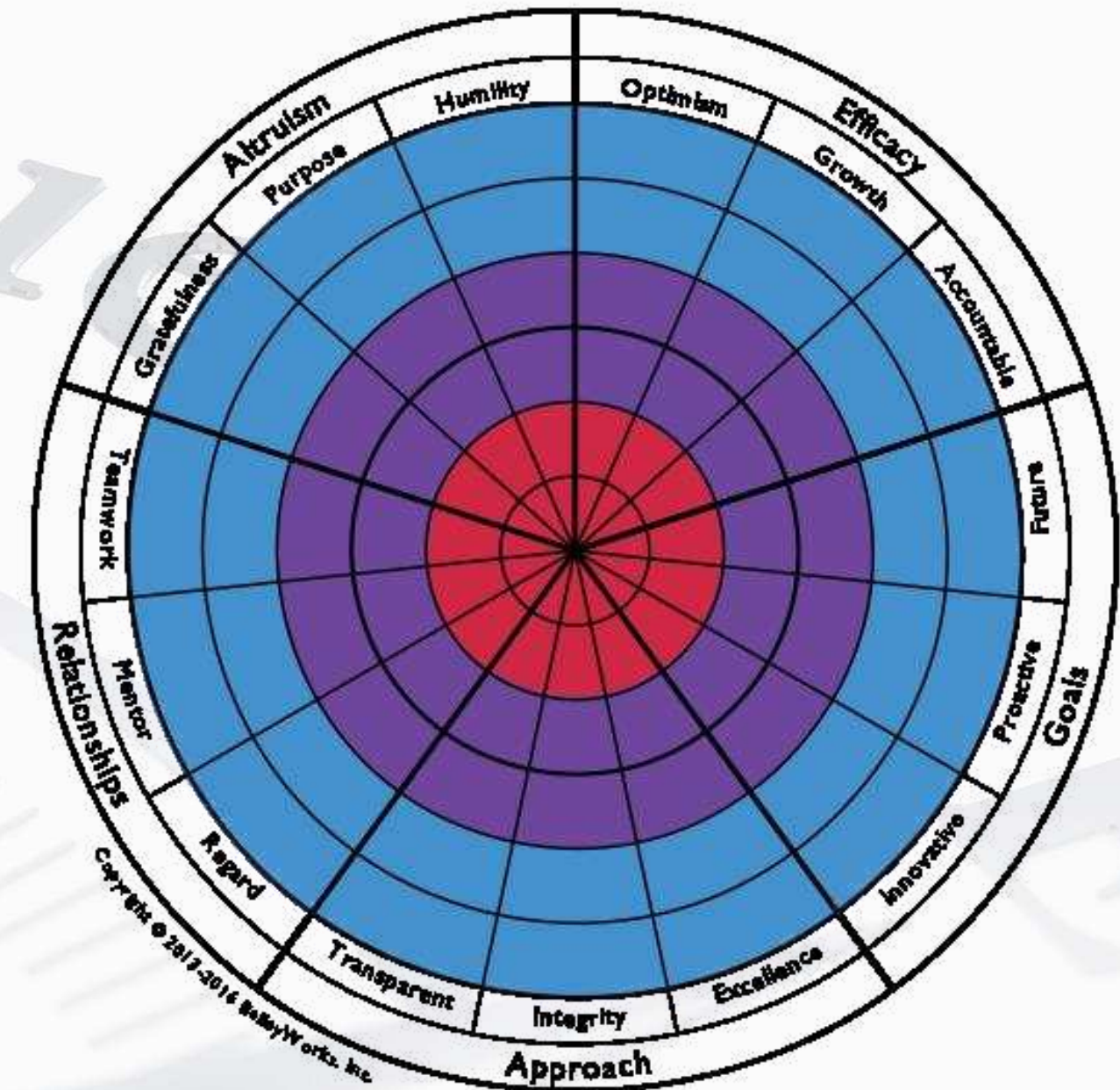
PERSONAL BLUEPRINT™

Focuses on Beliefs & Values

Beliefs can be helpful as they drive confidence: we call these liberating or empowering as they help us perform at our highest levels – the ability to approach tasks with confidence & resilience.

In contrast, beliefs that are not helpful are considered limiting – a tendency to feel helpless instead of resilient. These beliefs limit or constrain & they hold back our performance regardless of our talents or skills.

The PERSONAL BLUEPRINT™ is a snapshot of our current beliefs, which impact the way in which we behave. It provides feedback on our current set of beliefs, which are the parts of our personality that are learned.



PERSONAL BLUEPRINT™

A PERSONAL BLUEPRINT™ assessments provides a visualization of our mindset so that we can take inventory of what we have internalized. Then we can make choices to reject our limiting beliefs & to replace them with more effective, empowering beliefs & behaviours that will leverage our talents, skills & knowledge.

The report & process around it are designed to:

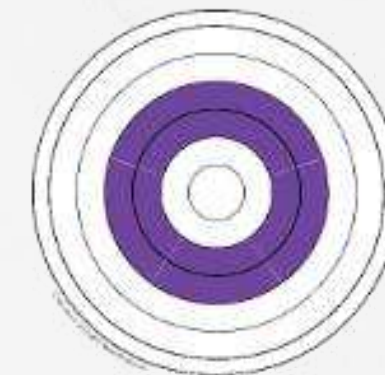
- Build awareness & acceptance of our current mindset & its impact on our effectiveness
- Identify our key liberating beliefs that we currently hold & how to leverage those.
- Identify the limiting beliefs that are holding us back the most & provide a replacement set of liberating beliefs to move towards
- Create individual & professional growth

Limiting Beliefs

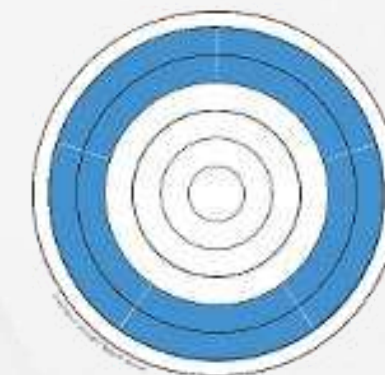


45 Beliefs/ Behaviors

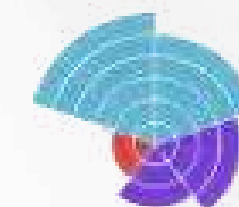
Average



Liberating Beliefs



45 Beliefs/ Behaviors



The
BluePrint
Toolset®



The K3y

Unlock everything

COACHING SESSIONS

Personal BluePrint™ Application Coaching sessions involves a coaching process around understanding one's current mindset (current reality) and what it could be (vision).

By the end of this process, one will have:

- Enhanced self-awareness of personal beliefs and values impacting your behaviours.
- Clarity of areas of growth and greater potential.
- Inspirational goals to be achieved over an agreed period of time.

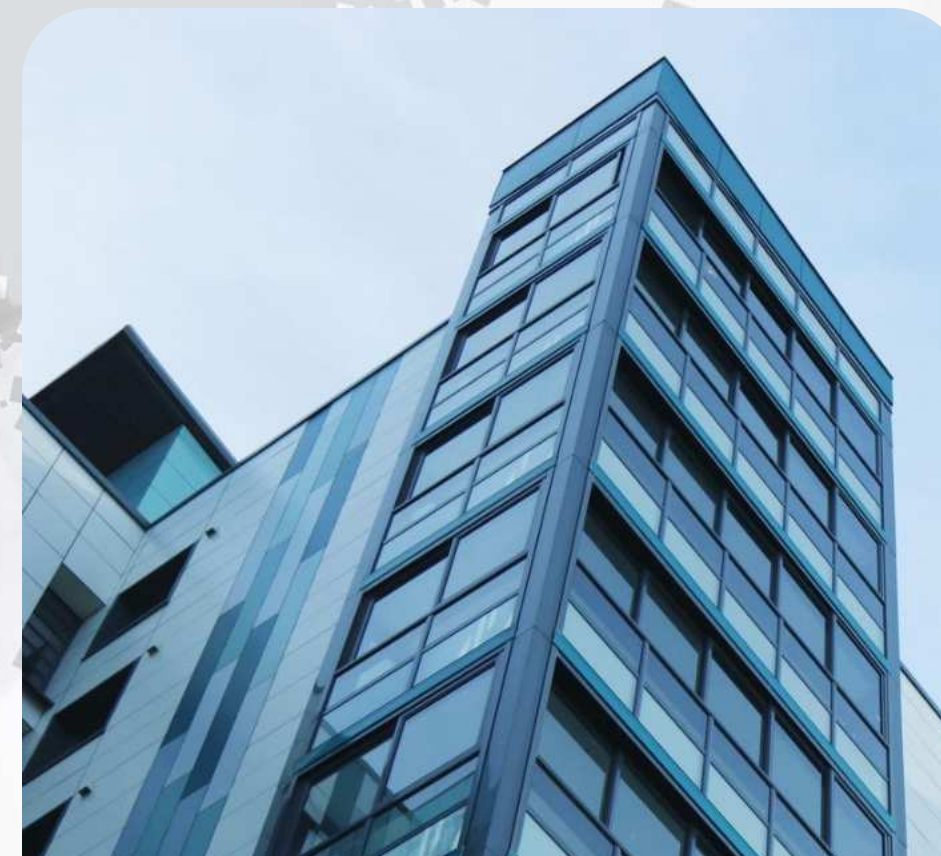
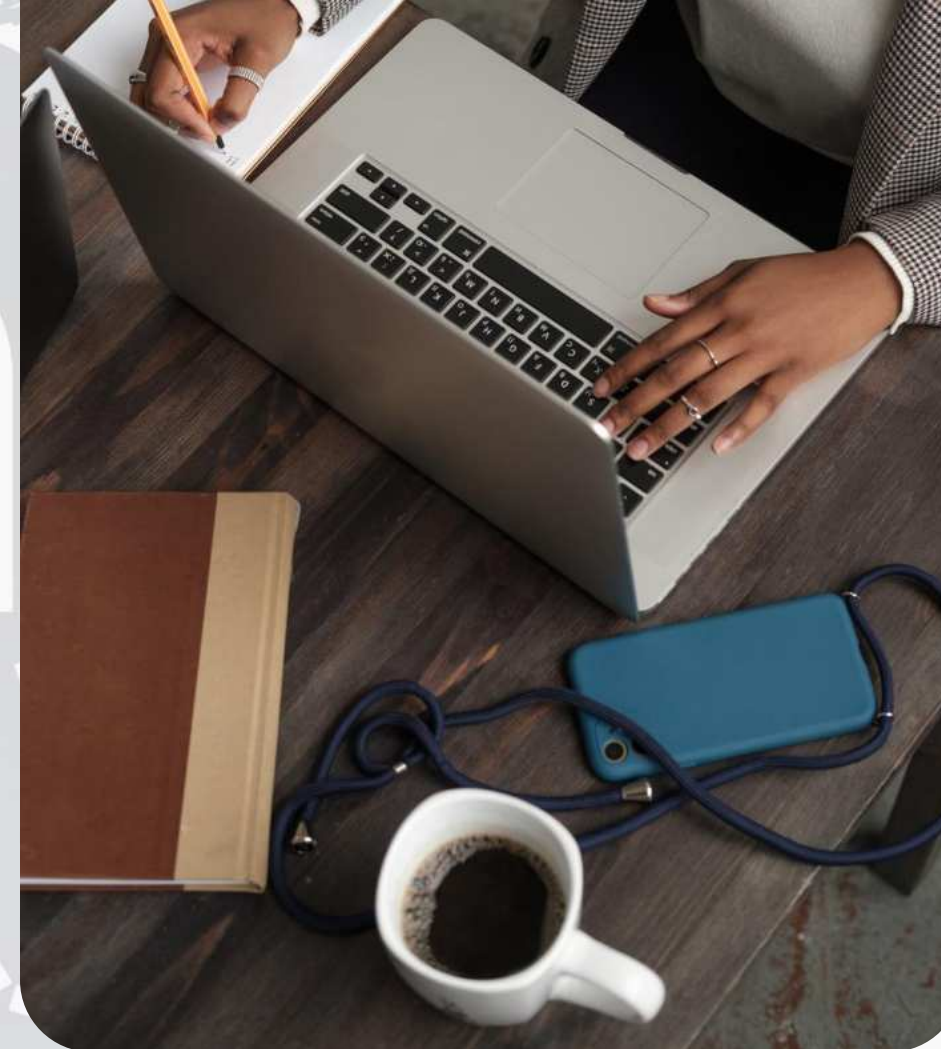


PERSONAL **MASTER K3YS™**

UNLOCK YOUR NEXT CHAPTER

This comprehensive, foundational process enables the time and space to understand your true potential and what might still be possible:

- Tune into your unique possibilities
- Grow in your personal mastery
- Achieve your results
- Master mind-setting tools for change and growth



PERSONAL MASTER K3YS™

Needs the product is solving...

- Those with stuck or limited mind-sets preventing growth and identification of opportunities for change
- Individuals who wish to grow emotional intelligence
- Those seeking to make a change in any aspect of their lives but unclear on which direction to take.
- Individuals who feel demoralized and/or possess low energy (efficacy)

Product end results/outputs...

PMK's structured and energizing process:

- Elevates personal mastery and accountability levels
- Enables awareness of restrictive mindsets that form barriers to unlocking possibilities
- Illuminates blind spots that limit broadened awareness.
- Unlocks understanding of the neuroscience underpinning how our minds work.
- Facilitates the mastering of cognitive tools for change and growth.
- Integrates theory and application for enhanced personal mastery

YOUR PERSONAL MASTER K3YS™ JOURNEY



Unlock your next chapter.

SPECIAL SUMMIT OFFER

Summit-Exclusive Price:
Only E 2,499/month (incl. VAT) for 6 months
(Regular price: E 3,400/month (incl. VAT))

Includes all sessions, materials, reports,
and catering.

Secure Your Spot Today!

Limited seats available.

Email: sue@thek3y.com

Call/WhatsApp: +268 7835 3437



WHAT OTHERS HAD TO SAY

“The journey empowered me with
tools I didn’t know I needed.” –
Bongani, NBR

“It helped me dream again and
lead with clarity.” – Janine, Bakers
Corner

“I now value my team’s input and
lead with purpose.” – Lloyd, NBR



CLICK HERE

TO JOIN BEFORE JULY 31, 2025

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