

Living Leadership

A transformational 3-month learning journey
designed to develop leaders to thrive
in fast-paced, dynamic environments.



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Introduction

The *Living Leadership Programme* is more than a training course - it's a transformative learning journey designed to equip leaders across the Irish medtech and manufacturing sectors with the skills, insights and confidence to lead with clarity, empathy and impact.

Blending interactive workshops, personalised coaching, and real-world tools, the programme empowers participants to grow in their roles and inspire others to do the same. With a focus on communication, motivation and practical leadership, it supports leaders at all levels in creating cultures where people thrive and performance follows.

In 2025, we saw the profound impact of this work. The feedback from participants was nothing short of exceptional - with 100% engagement in our evaluation, no negative commentary, and comments that spoke to deep personal and professional growth. Participants described the experience as *life-changing*, *inspiring* and *practical*, with one saying:

"I expect to be able to look back and say that this course was life-changing."

Another shared:

"I've been on many training courses over the years, this is the first one where I didn't lose focus. Right up there with the very best."

From the engaging speakers and skilled coaches to the unique blend of in-person and online learning, the programme consistently delivered meaningful value.

As we launch the 2026 programme, we're building on that success - continuing to partner with Genos Europe to offer a rich, emotionally intelligent and inclusive learning experience that meets the real-world challenges of leaders in our sector.

We're proud to bring this programme to the industry again and look forward to welcoming a new cohort of leaders ready to grow, connect, and lead with impact.



Ann O'Connell

Head of Funded Projects,
Ibec Medtech and Engineering

Programme Objectives

The Living Leadership Programme equips leaders with essential skills, self-awareness, and practical strategies for impactful, engaging leadership.

Through a blend of in-person workshops, personalised coaching, and interactive online modules, participants will deepen their understanding of human-centred leadership, build resilience in themselves and their teams, and take ownership of their career growth.

1. Become a More Emotionally Intelligent Leader

Lead with confidence and authenticity. Learn how to create psychologically safe spaces where people feel valued, empowered, and ready to perform at their best.

2. Drive Lasting Change in Yourself and Your Teams

Develop the mindset and skills to lead through uncertainty with clarity and confidence. Learn how to navigate change, adapt quickly, and support your team to stay engaged, resilient and focused - even when the path ahead isn't clear.

3. Take Control of Your Career and Leadership Path

Define what success looks like for you — and chart a path to get there. Craft a clear, strategic roadmap that aligns with your values, sets purposeful goals, and positions you for long-term growth and meaningful leadership impact.

4. Expand Your Influence and Build Powerful Connections

Strengthen your ability to inspire, motivate and lead with presence. Build meaningful relationships, tap into mentorship, and grow a strategic network that supports both your leadership impact and career progression.

5. Maximise Your Potential with Targeted Development

Tap into personalised coaching and focused feedback to sharpen your leadership skills, amplify your strengths, and uncover new opportunities for growth. Build habits that drive continuous improvement and lasting impact.

6. Learn From Industry Leaders Who Have Walked the Path

Throughout the programme, you'll hear from senior leaders across the MedTech sector who share their personal stories, leadership lessons, and practical strategies for success. Through presentations, panels and interactive breakout sessions, you'll gain real-world insights and fresh perspectives to apply in your own leadership journey.

Schedule

Programme Element	Format	Date
Becoming a More Emotionally Intelligent Leader + Industry Guest Speaker	In-Person Full Day	Tuesday, February 10th, 2026
Coaching Session 1: Debrief of Genos EI Assessment	In-Person, 2 hours	March 2026
Setting Yourself Up for Success	Virtual, Half-Day	Tuesday, March 3rd, 2026
Coaching Session 2	Individual Virtual 1 hour	March 2026
Turning Obstacles into Opportunities + Industry Guest Speaker	In-Person Full Day	Tuesday, March 24th, 2026
Expanding Your Network & Growing Your Influence	Virtual, Half-Day	Tuesday, April 14th, 2026
Coaching Session 3	Individual Virtual 1 Hour	April 2026
Final Celebration Event & Networking Leadership Journey Mapping + Industry Guest Speaker	In-Person Full Day	Tuesday, May 12th, 2026

Living Leadership Programme Overview

1. Becoming a More Emotionally Intelligent Leader & Creating Psychological Safety

This session equips participants with practical tools to lead with greater self-awareness, authenticity, and emotional intelligence. Together, we'll explore how emotionally intelligent leadership builds trust, fosters deeper connections, and creates the conditions for psychological safety - where people feel seen, heard, and valued.

Participants will reflect on their own leadership approach, gain insight into the science of mattering, and understand how small shifts in behaviour can make a big difference in how others experience them. This session also introduces the Genos Emotional Intelligence 360 Assessment, laying the foundation for meaningful personal and professional growth throughout the programme.

2. Setting Yourself Up for Success

In this session, participants will step back to reflect on where they're headed and how they want to grow. They'll define a clear vision for their career, challenge unhelpful habits, and identify what success looks like on their own terms. With practical tools and guided exercises, they'll begin building a personalised career map- one that supports sustainable progress, not just short-term wins.

3. Turning Obstacles to Opportunities

This session explores how mindset shapes performance - and how shifting perspective can unlock new possibilities. Participants will learn to identify and reframe limiting beliefs, harness the power of a growth mindset, and use Conversational Intelligence tools to navigate challenges with clarity and confidence. The focus is on turning everyday obstacles into opportunities for learning, connection and progress.

4. Expanding Your Network & Growing Your Influence

Participants will take stock of their current networks, identify opportunities to grow their reach, and learn how to build relationships that support their leadership goals. The module explores the role of mentors and allies, and provides practical strategies for developing authentic influence across teams, organisations, and the wider MedTech sector.

5. Leadership Vision & Brand

The programme concludes with a powerful focus on reflection and professional and personal growth. Through interactive exercises and action planning, leave with a clearer sense of purpose and a plan to sustain their growth beyond the programme.

Who Should Attend?

The programme is aimed at individuals working primarily in the medtech, engineering and manufacturing sectors.

- Seasoned and emerging leaders
- Work in middle management roles with direct reports and line responsibility for different functions.
- Be at a critical point in their careers when they face particular challenges progressing to more senior roles.

Your Team - Facilitators



Deiric McCann | Lead Facilitator

Genos International Europe, a world-renowned provider of emotional intelligence solutions, is led by Deiric McCann as the head of its EU division. With over two decades of experience in upper-level management at multinational corporations and an additional decade working with international clients, Deiric has helped teams worldwide cultivate emotional intelligence, psychological safety, resilience, and engagement.

He has authored multiple books emphasising the crucial role of employee engagement in achieving business success and is highly skilled in helping clients and partners implement evidence-based EI solutions that generate a measurable return on investment. As an accredited teacher of Google's *Search Inside Yourself* Mindful Leadership Programme, Deiric regularly speaks about these topics at conferences and events worldwide and delivers highly acclaimed training on emotional intelligence, resilience, psychological safety, and mindfulness. Deiric's TEDx Talk on '[The Invisible Epidemic: Worry](#)' has garnered over 1 million views, and he is a highly sought-after keynote speaker.



Mary Ann McGowan | Lead Coach & Facilitator

With over 20 years of experience in leadership development and coaching, Mary Ann specialises in creating human-centered cultures that allow people to bring their full talent, energy and potential to the workplace. She brings a unique blend of industry expertise and practical application to every programme she delivers.

Mary Ann's extensive background includes designing and facilitating leadership programmes for global organisations such as Cook Medical, Aerogen Ltd, and VTG Rail Ltd. Her programmes focus on building emotional intelligence, enhancing communication, and fostering meaningful workplace connections. An ICF PCC-credentialed coach with over 2,000 hours of coaching experience, Mary Ann has guided leaders at all organisational levels. Her coaching philosophy, "Putting 'Who' First," emphasises the importance of valuing people for who they are rather than just what they do. This approach fosters conscious engagement, enabling individuals to show up fully in their interactions and teams, building a powerful culture where everyone feels they matter.

Your Team - Coaches



John Tiernan | Coach

John empowers ambitious individuals to unlock their potential and achieve high performance in all areas of life. With over 18 years in the FMCG industry, he held senior commercial management roles and consistently delivered exceptional results. As Commercial Lead, John was pivotal in transforming a dysfunctional team into a high-performing one within 12 months, leveraging the power of Emotional Intelligence. This firsthand experience fuels his passion for helping others achieve real high performance, both individually and as part of a team.



Una Crilly | Coach

A leadership coach with a speciality in retail and hospitality, Una has over 30 years experience helping ambitious leaders build highly motivated and cohesive teams. Her proven strategies focus on enhancing emotional intelligence, fostering a positive work culture and boosting confidence and optimism. Una Crilly guides participants through tailored coaching sessions, incorporating assessments to provide meaningful insights and practical strategies for growth. With over three decades of experience, Una specialises in empowering leaders to confidently navigate challenges, align personal and professional goals, and create lasting impact within their organisations.



John Murphy | Coach

With over 18 years of experience in blue-chip multinationals and 7 years leading his own High-Performance Coaching Practice, John has a proven track record of delivering outstanding results. Specialising in emotional intelligence, he integrates its principles with strategic coaching to empower individuals and teams to reach peak performance and achieve measurable success. Recognising people as one of every company's greatest assets, John's international experience focuses on working with leadership teams to engage and mobilise effective and efficient employees, fostering more creative and innovative processes and procedures that deliver successful business results and growth.

What people said....

“ This was the 1st course I have taken where I didn't lose focus. Deiric and the Genos team really delivered an excellent course. Mary Ann was my mentor and she really did make me feel important to her and her role as a mentor. I hope to take a lot of actions from this course to help me develop as a manager at Writech. Thank you to the Genos team.

This course is nothing like I could have conceived, even from Day 1. I'm so grateful to meet everyone and learn this. I'm really enjoying today.

“ I really enjoyed the human-ness of the programme, it provided a safe space for sharing our experiences.

Speakers were so engaging, which is very difficult to keep a groups attention but they did so brilliantly. The course really focuses inward on yourself and what you want to achieve and personal goals, not just leadership, felt like life coaching at times which I enjoyed and took a lot from.

“ Amazing presenters in-person and online. I liked the training was very interactive... no death by PowerPoint. Enjoyed the breakout team work, learned a lot from others people's experiences.

I like the positive inclusive atmosphere that was created which make it easy to feel comfortable sharing thoughts and opinions. I liked all the group activities particularly the 1 to 1 breakouts, and I learned a lot from the viewpoints of other participants as well as the presenters. It was nice to know that other leaders have similar viewpoints to me, have go through similar struggles and have similar challenges. I also loved the survey done with my team and the coaching.

“ Very informative and true to life. Different organisations and industries but all have the same common issues and also pathways. Was good to listen to others to ensure we are all not alone and that the way you show up each day can shape your life and career. Speak with conviction is one that will stay with me. Thanks again to all the team of instructor's.

"I've been on many many training courses over the years and this one is right up there with the very best. Keep doing what you guys are doing. The standout for me is the transparency and vulnerability. The vibe was brilliant from a presenters. I expect to be able to look back and say that this course was life changing."