



Official bio

We are all leaders in our own lives, but too often we lead as we think we 'should'.

Executive coach, strategist, author and podcaster Tui Fleming inspires established and emerging leaders to let go of those 'shoulds' and dare to lead with authenticity and heart.

Authentic leadership means knowing your values and strengths, acting with intention and setting healthy boundaries. It means favouring emotional agility over resilience. It means bringing your whole self to work, so that others feel free to do the same. Authentic leadership results in highly engaged teams and a work environment that inspires peak performance without compromising true wellbeing.

Tui's work is grounded in science, yet has a heart-centred, mindful approach. She's a certified Gallup Strengths Leadership Coach and trained in Dr Brene Brown's Dare to Lead Curriculum; a licensed facilitator of the Desire Map; and a yoga and meditation instructor. She is NZ's only certified Gallup Strengths Leadership Coach with these other qualifications - a combination that makes her client coaching successes transformational. Her workshops are thought provoking, immersive experiences that prompt deep reflection, rich connection and offer practical strategies for sustained embodied change.

A former marketer for some of New Zealand's biggest brands, she's acted as a leadership and wellbeing consultant for national and global brands like CBRE, LEGO, Kiwibank, ASB, The B:hive at Smales' Farm, Pinehurst School and AGE School, for SMEs like HotSpring Spas, Studio Pilates and The Smoothie Bowl, and entrepreneurs and individuals. Her reach is broad, with a voice that soothes, as the co-host of Stuff Media's [Double Strength Mama Power](#) podcast, a regular commentator on TV3's The Café, and recognised further afield with her international interview on the [Unmistakable Creative](#) and her international masterclass for [Danielle LaPorte](#).

Tui's work is for courageous leaders in uncertain times. It's for people who want to rise. For humanists with heart. And those seeking deep impact.

It is about diversity and inclusion, significance and belonging. It is about creating a place where people feel accepted for who they are, where they are encouraged to embrace their unique genius, and where they are empowered to reach their potential. On the outside, that place might be a business, a school, or in the quiet solitude of your home, but at its core, it's in your heart.