

MASSIMO BACKUS LEADERSHIP

His name itself, Massimo, is a perfect metaphor for his life's purpose and the work he does with clients through compassionate leadership development, coaching and facilitating. His name derives from the Latin origin for "maximum" and appropriately, his sole purpose in life is to help others achieve their maximum potential and impact; both personally and professionally as leaders.

As a certified professional coach, Massimo Backus offers his clients an invitation onto a lifelong path of personal evolution and creating environments where everyone can thrive. By combining a deep curiosity and expertise in organizational behavior psychology and team dynamics, Massimo cultivates increased emotional intelligence and agility. His coaching combines assessment, skill development, deliberate practice, accountability, and organizational systems thinking to create behavior change that sticks.

Massimo has done the same work for himself that he asks of his clients because he was not immune to similar challenges all leaders face on the path to maximizing their potential. He grew up with Dyslexia and dropped out of college only to return to academia years later and earn a master's degree in organizational behavioral psychology. The years he spent as a leader and people manager at Accenture, Nintendo, Slalom, and Fox Entertainment exposed his strengths as much as his blind spots.

Through his own inward exploration, he discovered the concept of self-compassion. Massimo's forthcoming book "Humans Being Leaders", takes the work of scholars and scientists in the field of self-compassion and distills it to make it accessible and applicable to leaders everywhere.

Outside of coaching, he is a dynamic and powerful speaker at corporate events for high-growth organizations to ignite culture and drive behavior change. He blends the latest leadership and behavioral science, and talent development strategies to help his clients achieve lasting business outcomes.

When he's not focused on the growth and optimal performance of his clients and teams, Massimo loves playing outdoors with his family, donating his time to local philanthropic organizations, and playing the role of mentor and advocate for dyslexic youth and adults. Massimo is an award-winning documentary filmmaker and loves to tell life's great stories. These days he finds creative inspiration as the host of the "Humans Being Leaders" podcast, a show which explores the power of humanity, compassion, and emotional intelligence as the foundation for truly transformative leadership.



SAMPLE INTERVIEW QUESTIONS

- What does it mean to lead with self-compassion?
- What barriers do leaders most often face and how can they overcome them?
- What is the fallacy of an impenetrable leader and how to weave shared humanity into any leadership style?
- Why do leaders fall in love with their intent and miss the impact of their behaviors?
- How can I lead with more compassion for myself and my team?
- What is Emotional Fluency & how do you practice it?
- What are the myths of self-compassion?

DISCUSSION TOPICS

- The misconception of leadership in our culture
- Self-compassion for leaders: What is it & why you should do it
- Maximizing leadership by remembering our shared humanity
- Helping leaders get unstuck from imposter syndrome, fears, and limiting beliefs
- Overcoming decisions fatigue, burnout, workplace stress, and anxiety through values-based leadership
- Emotionally Intelligent Leadership

