

ESSENCE BASED LEADERSHIP™

The comprehensive
leadership development
certification program

from  **TOTALLY
MORPHEUS**
Liberating ● Leadership



PROSPECTUS 2026

Grow your people, profits, and purpose.
With measurable results.

The **Essence Based Leadership™ Certification (EBLC)** equips leaders to deliver measurable and sustainable results in their people, profits and purpose through a personalised, research-driven methodology they can start using right away.

Quick Facts

What problem does EBLC solve?

For leaders: • Leadership capacity • Leadership impact
• Manager engagement • Manager wellbeing
• Authentic personal and professional growth

For organisations: • Employee engagement • Wellbeing
• Employee retention • Leadership succession • Culture
• Productivity • Profitability • Sustainability

Who is EBLC for?

Leaders ready to expand their impact with deeper purpose within and beyond the workplace.

When does EBLC happen?

Start any time with a self-paced 'Fast Start' and join the next cohort for live online workshops.

Where does EBLC happen?

The EBLC is delivered fully online, with the support of live, interactive workshops and a global community of peers.

What is the time investment?

Total coursework spans 60 hours. Daily leadership practices reinforce learning. Participants can complete the flexible program within 8-18 months.

What is the outcome?

Most participants notice results within 15 days of starting the program. Graduates receive the Essence Based Leadership™ Certification and become members of the global Totally Morpheus Alumni network.

Within 15 days

participants shift...



+39%

**Leading
Self**



+53%

**Leading
Individuals**



+22%

**Leading
Teams**



+73%

**Leading
Transformation**

150%

**increase in
Leaders who are Thriving**

**Leadership Team Case Study, 2026*



What Leaders Will Master

Effective leadership calls for more than just knowledge and skills. Leaders need mindsets and tools to guide each context. This is what EBLC participants master.



3 Dimensions of Leadership

3 Dimensions | 10 Leadership Focus Areas

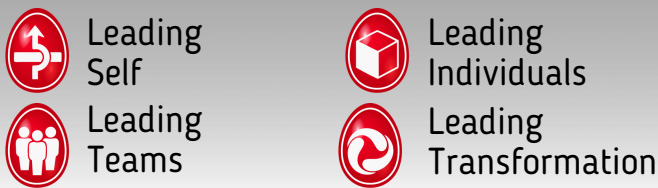
1 Current Leadership State



2 Current Leadership Values

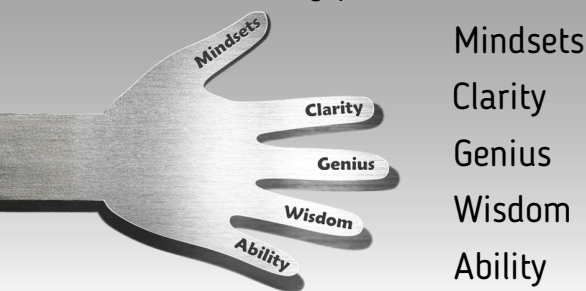


3 Current Leadership Domains



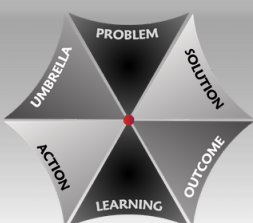
5 Leadership Liberators

The Building for Release™ Hand Model



Mindsets
Clarity
Genius
Wisdom
Ability

1 Storytelling Framework



The Umbrella Storytelling Framework™

Create and tell compelling leadership stories with this practical, adaptable tool.

Why choose EBLC?

Measurable Results & ROI

The EGG3 Leadership Assessment at entry and exit tracks quantifiable leadership growth.

Participants can experience results within 15 days, with a cumulative and lasting impact in and beyond their work.

Leading Content & Methodology

Content builds on decades of field experience with relevant, research-based enrichment for today's leader.

Research-driven, multi-modal methodology overcomes limitations of both traditional and online learning with practical, interactive, iterative learning experiences and community to support diverse learners.

Human focus deepens theoretical foundations through unique individual Essence as fundamental guiding principle

Participants learn with globally experienced faculty offering diverse specialisations across the field of leadership.






























Unique Accessibility & Flexibility

Participants have flexibility to grow as a leader based on personal time and location preferences over 8-18 months.

The EBLC full core program is highly accessible and affordably priced. Participants can choose to add further coaching, workshops, retreats, et cetera.



The EBLC Process: 3 Phases to Liberating Leadership

LAUNCH	LEARN	LIBERATE
<p>Fast Start</p> <p>EKG3 Leadership Assessment (Entry Assessment) </p> <p>EKG3 Instant Report 1st Dimension </p> <p>Micro-Learning Pathway </p>	<p>Workbook</p> <p><i>EKG Based Leadership: The Journal for Liberating Leaders</i> by Ian Hatton </p> <p>Community Support </p>	<p>Insight</p> <p>EKG3 Leadership Assessment (Exit Assessment) </p> <p>EKG3 Focus Report </p>
<p>Insight</p> <p>EKG3 Focus Report </p> <p>EKG3 Focus Report Debrief </p>	<p>Micro-Learning Pathways</p> <p>1st Dimension:  Current Leadership State <i>Survivor; Striver; Thriver</i></p> <p>2nd Dimension:  Current Leadership Values <i>Connection; Freedom; Impact</i></p> <p>3rd Dimension:  Current Leadership Domains <i>Leading Self</i> <i>Leading Individuals</i> <i>Leading Teams</i> <i>Leading Transformation</i></p>	<p>Portfolio of Evidence</p> <p>Culminating Report  <i>Reflexive written report on learnings and impact</i></p> <p>Leadership Story  <i>5-10 minute video presentation of participant's personal leadership story.</i></p> <p>Record of Participation  <i>Document of participant's contributions in each of the live online workshops</i></p>
<p>Launch Workshop </p> <p>Live, online introduction and overview with a focus on how to achieve optimal impact within and beyond the EBLC program</p> <p>LEGEND</p> <ul style="list-style-type: none">  Self-Paced  Personalised  Live Online 	<p>Live, Online Workshops</p> <p>Leadership Liberators  <i>Mindsets</i>  <i>Clarity</i>  <i>Genius</i>  <i>Wisdom</i>  <i>Ability</i> </p> <p>Umbrella Storytelling Format™ and Building for Release™ Hand Model </p>	<p>Graduation</p> <p>Graduation Celebration </p> <p>Totally Morpheus Alumni Program Admission  <i>Lifelong voluntary membership in a global network of leaders</i> </p>

Program Creators and Faculty



Ian Hatton, also known as Morpheus, is the creator and Master Facilitator of the EBLC. A globally respected leadership facilitator, author and keynote speaker, his experience spans the corporate, nonprofit and entrepreneurial realms. Ian received his MA in Organisational Leadership from Regent University, USA, and is a PSASA Southern African Educators Hall of Fame inductee.



Marie Le Roux is the program designer of the EBLC. With training projects online and off across industries on 5 continents, her priority is impact. Marie's research in this field earned her MA (TESOL) from the University of Leeds, UK, with full distinction and top ranking.

Expert Faculty

EBLC participants have access to a selection of expert faculty and coaches with a range of leadership and other specialisations worldwide.



A multi-modal methodology for optimal impact

Overcome the limitations of traditional and online leadership development with an optimised learning process that builds on the latest research and best practices.

The EBLC program design is highly modular and flexible to support every leader's learning.

Three main phases ensure optimal learning, retention and implementation. Each includes self-paced, online micro-learning, live workshops, reflection and community.

I. LAUNCH

Set up for optimal learning and lasting impact right away.

II. LEARN

Master principles with reflection and implementation.

III. LIBERATE

Demonstrate and deliver measurable results that last.



EBLC Full Core Program introductory rate, per person, all inclusive, valid for 2026

US\$1,120 | Emerging Economies: ZAR12,050 or US\$ equivalent | Group rates upon request



The ESSENCE BASED LEADERSHIP CERTIFICATION

from  TOTALLY
MORPHEUS

*Measurable growth.
For your **people**.
For your **profits**.
For your **purpose**.*



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