

Natalie Dawes

Founder of Aliferous Leadership Strategies

Natalie Dawes thought she knew what it took to be a highly effective leader.

She was the Illawarra's "economics chick" before joining the Australian Government.

Her career has taken her from the inside of a Minister's Canberra Office to Apple's iconic Cupertino headquarters.



Her international roles in JCI have allowed her to work with business, government, and emerging leaders around the world. But in 2020, as she juggled the challenges of motherhood and a demanding job (oh, and a global pandemic) she thought she had failed.

Because effective leaders are perfect, right? And yet she was a burnt-out mess. This moment changed everything.

Today Natalie is the founder of Aliferous Leadership Strategies, working with leaders to break through the barriers, stigmas and limiting beliefs that are holding them back.

As a coach, facilitator, speaker, and the Less Than Perfect Leader, Natalie inspires leaders to courageously step into their authenticity and unleash their true potential.

- Natalie was the IWIB Young Business Woman of the Year 2011