



Kylee Stone - Brand Builder, Communication Architect, Storyteller & Leadership Coach

Kylee is a descendant of the stolen generation of the Wakka Wakka and Kulluli nations. She is a brand builder and leadership coach with an intrinsic talent for the power of storytelling to help people discover their purpose and amplify the impact they have in business, leadership and life.

Kylee is the CEO for Design House Collective APAC, a global brand building company that brings together the world's leading talent in organisational transformation, design thinking and brand leadership. Working with forward-thinking founders their purpose is to create a world that works.

A former Marketing & Strategy Director with News Corp Australia, Kylee's best known for building some of Australia's most successful national, international and local media brands body & soul, Men's Health, marie claire, The Australian, The Daily and Sunday Telegraph and depending on where you live, one of the many regional and community newspapers across the country.

Described as "one of the most engaging and authentic leaders of our time" and an "effervescent force of nature", it's Kylee's passionate, non-nonsense approach that earns her the trust and respect of others. She has a reputation for disrupting old ways of working and helping people take action in direct accordance with their Vision, Values, Mission and Goals.

She is the founder of a coaching consultancy that specialises in leadership resilience and wellbeing and a not-for-profit organisation focussed on storytelling to bring women together from different backgrounds, cultures, interests and experiences.

In 2018 Kylee featured as one of 13 Indigenous Female Leaders in the National Aborigines and Islanders Day Observance Committee (NAIDOC) "Because of Her We Can" campaign for her role in advancing women in leadership; and was last year awarded LinkedIn's Top 20 Voices.

A mum of three kids with a passion for disrupting the traditional hierarchical model of leadership, Kylee works with high-performance leaders on discovering their purpose and aligning on a shared vision to accelerate growth. She is an ambassador for Barayamal, Driven Resilience, The Mentor Evolution, Flexible Working Day and is host of The Uncharted Leader podcast.

Connect with Kylee on [Linked In](#) or follow her on [Twitter](#) and [Instagram](#)

More to the story.

Kylee is a consummate storyteller. In 2014 she co-founded [TEAM Women Australia](#) - a non-profit organisation specialising in the power of storytelling to bring women together from different cultures and experiences to navigate complexity and advance as leaders in their career, business and community.

In 2018, she expanded her work on resilience to help people advance as leaders while taking care of their own and others wellbeing, to feel a sense of belonging and purpose, and address the issues that matter to all of us - meaningful connections.

As she points out, "85% of people are unhappy in their job (gallup 2019), 77% of leaders believe they're doing a great job (McKinsey); and yet 65% of employees said they'd forgo a payrise to see their leader fired - there is clearly something missing and something must be done".

In November 2019 Kylee was proud to represent her indigenous background and passion for disruption by doing the official acknowledgement of the country for the inaugural launch of TEDx Newtown, focussed on topics of diversity and breaking down social barriers to reconnect humanity.

In 2019, with a mission to disrupt the status quo on the traditional view of leadership, Kylee launched *The Uncharted Leader*, a podcast for executive leaders and entrepreneurs with a passion for disrupting the status quo and advancing as leaders while taking care of their own and others wellbeing.

Kylee has interviewed hundreds of leaders, executives, entrepreneurs, business owners, community and emerging leaders on their journey as a leader, highlighting the changing nature of leadership and the opportunity we all have in being a leader by taking actions in direct accordance with our vision, values, purpose and passion.

It's the insights from these conversations that shapes Kylee's unrelenting campaign for disrupting the status quo on the traditional view of leadership and enabling people to realise their potential as a leader - no matter who they are, what they do or where they come from.

Kylee is a passionate advocate for improving mental health and wellbeing.

In 2019 she became an official ambassador for Flexible Working Day, to have a positive impact on creating a more diverse and inclusive workforce; and in 2020 she became an ambassador for Driven Resilience and The Mentor Evolution.

PERSONAL AND PROFESSIONAL HIGHLIGHTS

2021 - Appointed a brand ambassador and mentor for Baryamal - the world's first accelerator for indigenous entrepreneurs

2020 - LinkedIn Top 20 Voices

2019 - appointed a global ambassador for Driven Resilience, the world's number one resilience app for mental resilience and wellbeing with a scalable technology platform for organizations to achieve a measurable improvements in individual and organisational performance and wellbeing

2018 - Kylee launched an online health and wellbeing program organically growing a private community to 18k followers

2018 - appointed an ambassador for National Flexible Working Day; and featured as one of 13 Indigenous female leaders in the QLD Government "Because of Her We Can" campaign, workshops and speaking engagements supporting International Women's Day, breaking down social barriers, advancing women in leadership and partnering with consultants and entrepreneurs to impact performance, resilience & wellbeing

2013 - National Distribution and Logistics Operations consolidation project. Transformation of an end-to-end supply chain with the objective of aligned functionality with core competencies, reduced operating costs, and improvements in productivity, accountability and employee satisfaction (\$21m project)

2014 - Launched a not-for-profit aimed at empowering women, through storytelling and mentoring, to stand up for themselves and each other advancing in their careers, business and entrepreneurial paths.

2010 - Company & Product Rebrand. 29 masthead brands (delivered to over 1.2m homes every week) to one single brand, effectively migrating from high-cost low-engagement to low-cost high-engagement growing readership +23% in a declining marketing and +\$4m incremental revenue growth

2009 - News Ltd Company Merger & Market Optimisation. Delivering \$8m in additional revenue.

2004 - developed Fitness First's first-ever custom publishing magazine - a JV with the Federal Publishing Company, our launch edition carried 132 pages, delivered 75k+ distribution and over \$100k in advertising revenue.

1995-2001 - launched Body + Soul - News Limited's first-ever nationally aligned magazine-style newspaper insert across all Sunday newspapers, +\$650k revenue in new audience within 3 months; Elle Cuisine, Men's Health, Women's Health and marie claire.

1991 - Runner-Up Miss Gold Coast