



Official bio

Tui Fleming helps humans create meaning in their work and life, and awaken to the moments that matter. Tui 'woke up' when she became a mum. She says her children led her back onto the path of her inner child's deepest yearning: creative expression, connection and joy. Previously a marketer, she began writing to make meaning out of how her corporate mind and maternal body were synchronising; how the whole was greater than the sum of parts: "of who I am – who I've always been beneath the hats". Words tumbled onto pages in moments of pure flow and authenticity. Her words became her first book, published in 2016, [Dear Mummy, You're Important Too](#). It is the antithesis of 'how to' parenting books with a philosophy that evolved into her authentic leadership practice.

We are all leaders of our own lives, but too often we lead how we think we 'should'. Tui eschews the shoulds and looks beyond the armour into the heart of who you are. Her work 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.

Tui is NZ's only certified Gallup Strengths Leadership Coach who is also a licenced Desire Map facilitator and advanced yoga and meditation teacher (RYT500) – a combination that makes Tui's client coaching successes deeply sustained.

Tui is co-host on Stuff Media's podcast '[Double Strength Mama Power](#)' in which she wrote and produced 18 mindful moments for the first series. She is a regular commentator on TV3's The Café, has been featured on TVNZ and is starting to be recognised further afield with her first international interview on the [Unmistakable Creative](#) and upcoming Masterclass for Danielle LaPorte's team of Desire Map facilitators. She is a natural vocalist with a voice that soothes the soul, and she finds her own soul nourishment and inspiration on the beaches of New Zealand.