

Being a Leader

and the Effective Exercise of Leadership

This is no ordinary course. No matter how effective, accomplished and seasoned a leader you are, you'll be challenged to think in ways you've never considered. There will be moments when you are resentful of, or angry with the exploration of these powerfully counter-intuitive concepts. However, if you are willing to be challenged, and open to expansion, you'll experience multiple "light-bulb" moments that you will never forget and never get over. These unique concepts for leadership, when mastered, leave you *naturally being a leader* without having to memorize anything.

Part I: The Four Foundational Factors

- **Integrity:** A breakthrough in your ability to keep your word in the face of internal rationalizations and external demands pressuring you to break your word. What would be possible if you discovered a way to keep your promises in situations where it appears you must trade one commitment for another? What if there was a way to bring honour to your word no matter what?
- **Authenticity:** The ability in the most challenging situations to be grounded, at ease with yourself, and fully transparent with no agenda. The capacity to hear the most difficult or threatening communication while responding genuinely and effectively.
- **Being Given Being and Action by Something Bigger than Oneself:** Staying connected to a mighty purpose for everything you do. You rarely lose sight of the "why" behind your efforts. Unlike other leaders who experience the corporate "grind", you are fully aware of the difference your leadership makes. You are more than resilient—you are *unmessable*.
- **Being Cause in the Matter:** Responsibility is redefined. Whereas other leaders experience constant burden, obligation, and frustration with people and situations, you see multiple pathways to achieve outcomes. Being Cause in the Matter makes this real in business and life.

Part II: A New Context for Leader and Leadership:

- **No Right Way:** What if all the leadership books are wrong? What if there is no right way to lead? What if it were possible to draw upon all possible behaviours in critical moments? What if you gained the ability to use the strengths others have that you think you don't? What if it were possible to apply these strengths naturally and always within your comfort zone? This is possible when you discover that leadership has **no right way**.
- **Speaking and Listening:** The heart of leadership is communication. Most leadership training deals with what to say to those that follow. What if all your replies are responses to what you *thought* you heard them say. And what if that is almost never what they actually said? What if you discovered the profound impact this has on conflict, retention, loyalty, and performance?
- **A Future not Limited by the Past:** What if your past experiences as a leader aren't just "lessons learned"? What if there's more to it than "what doesn't kill you makes you stronger"? What if your past acts as a box that places limits on your thinking and your ability to be at risk again? What if the quiet internal whispers of "don't trust them...it won't work...it's not the right time" are unseen barriers to creativity, business innovation, and lasting partnership? What if your past no longer limited your future?

Part III: Ontological Constraints that limit the effective exercise of leadership:

- **Perceptual Constraints:** Over 80% of the nerves from your eyeball go to the **memory** centres of the brain. Less than 20% are rendering the actual image. In other words, most of what you "see" is constructed by memories of the past, and it's the same for hearing. There is an incredible advantage in listening and seeing situations for what they actually are.
- **Functional Constraints:** What if your personality is a carefully constructed defense mechanism for you to survive the threat of being judged, the risk of being wrong, and the fear of not belonging? What if you could regain the freedom to be yourself in any professional or personal setting - anywhere, anytime, with anyone.