

## Energy Leadership™

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### Become an Ideal Leader

... and Unlock Your True Potential

The only constant is change. We all experience changes in needs, expectations, the environment, relationships, careers, economics, business, time demands, and more. There is no one formula that will allow us to effectively manage change, and even less information about how not only to survive, but thrive, in the face of change.

Change affects us everywhere and in everything we live for. Today, the security we seek from the various aspects of our lives is no longer guaranteed on any level. Whether you'd like to protect your relationship, the investment you made in your key employee, your financial status, or your family, you've worked hard to be where you are today, and you desire and deserve to know that all of your personal and professional efforts are secure.

To create an effective personal system for thriving in our ever-changing world, while also securing all you've worked for, you will need to become an ideal leader. To assist you, we have created...**Energy Leadership™**.

**Energy Leadership™** is the process that develops a personally effective style of leadership that positively influences and changes not only yourself, but also those with whom you work and interact, as well as your organization as a whole.

Before we explore the rest of what Energy Leadership may have to offer you, let's define the two key underlined terms above.

**Leadership:** Leadership is how you interact with everyone, including yourself. Leaders are quite visible within small and large businesses. We tend to think of them as business owners and CEO's and managers at various levels. Traditionally, leadership also extends into politics and other global affairs. However, parents, therapists and health care providers, solopreneurs, sports coaches, consultants, mentors, partners in relationship, teachers, authors, and others who interact with people on a regular basis are all leaders. **EVERYONE is a leader either by choice or default.**

If you don't think of yourself as a leader, then you are limited in your thinking. Leading is the way we help move people, including ourselves, into action. **The question is not whether or not we are leaders, but how well we lead.**

**Organization:** Organizations are not limited to business. All of the groups, teams, and people around you are organizations, too. It's the colleagues you work with *and* the family you go home to. Your organization includes all those who are grouped within your many circles of influence. **Each of us is a part of many organizations.**

### There are 2 Streams. Which One Do You Swim In?

A relentlessly damaging stream is flowing through America. This stream is not created by water, but by fear. It is the Stream of Unconsciousness.

Its constructive counterpart, the Stream of Consciousness, flows through only a few of the world's

homes and organizations and is fed by creative and positive thinking that produces questions like "What's right," "What's the opportunity here," and "How can we make this work?" In contrast, the Stream of Unconsciousness is based on only one question: "What's wrong?" This stream is the one most of us have been trained to see, listen to, drink from, and bathe in since birth.

During any typical workday, **most people spend a great deal of time focusing on what's wrong** -- with their family, their jobs, their projects, their colleagues, their relationships, and their lives. At work, it's not surprising that studies show that more than 50 percent of the people in our nation's workforce would choose, if they could, to quit their jobs.

What will it take to shift the pressure and negativity that surrounds not only corporate America but our personal lives and the state of our communities? What will help employees to be productive, content, and have a positive view of both the organizations they work for and the people they work with? It will take a powerful leader who is skilled, highly sophisticated, and versatile, and one who understands the power of energy.

### **Catabolic and Anabolic Energy: The 2 Forces That Create Your World--Every Minute of Every Day**

More than a hundred years ago, Albert Einstein addressed the scientific community, passionately presenting the idea that everything we see, hear, taste, touch, and smell is not matter, but energy. **Everything that "matters" is energy.**

On an energetic and cellular level, *catabolism* usually refers to a breakdown of complex molecules, while *anabolism* is the opposite. When you hear about a person's catabolic or anabolic *energy*, however, it's a broader statement about destructive and constructive forces in an entire person, who is made up not only of individual cells but also of anabolic and catabolic thoughts and beliefs.

Anabolic and Catabolic energy are predominant in organizations as well as people. Many organizations experience catabolic energy by constantly reacting to their circumstances with worry, fear, doubt, anger, and guilt. *And thoughts are indeed contagious.* When even a few people in an organization have negative feelings, it can spread like a virus. "Group think" sets in, and their thoughts become group "fact." Once that occurs, the company can implode energetically in a swirl of gossip, negativity, conflict and contempt.

Remember that "group think" begins with "leader think". **At its core, an organization strongly reflects how its leader thinks, feels, and acts.**

Anabolic leaders have the ability to motivate and inspire themselves and others to do extraordinary things. They have the ability to make energetic shifts in all levels of the organization. The most successful organizations are those that are filled with powerful, positive, anabolic leaders, and that means everyone in the organization, not just the "ones at the top." No matter how effective or ineffective you currently are in your role, you can transform yourself and others, as well as your organization, into a thriving, inspired, positive, productive, and successful entity. And, thus begins your journey to become the Ideal Leader.

## Become The Ideal Leader

The Energy Leadership Development System is firmly rooted in 7 levels of awareness, which will catapult your energy and performance to a level that is perceived by all those around you as the "ideal" for your role.

The Energy Leadership Index (E.L.I.) is a one-of-a-kind assessment that enables leaders to hold up mirrors to their perceptions, attitudes, behaviors, and overall leadership capabilities. It is the only assessment of its kind and one that has a complete, clear, customized coaching program associated with it. The coaching program is the Energy Leadership Development System. This system is made of an introduction and twelve developmental segments. The program is completely customized to each leader, and offers a baseline for current level of awareness, performance, and effectiveness. Leaders create their personalized developmental roadmap and quickly progress toward becoming an Ideal Leader.

### Your Development Program: Building Your Foundation

The first part of the Energy Leadership Development System consists of the foundational segments that help you know where you are, realize where you want to be, and recognize and break through any of the blocks that are in the way of your success.

- Assess yourself with the Energy Leadership Index
- Undertake a program orientation and plan your roadmap
- Learn the 7 levels of leadership
- Identify strengths and gaps to achieve your ideal image

### The 8 Building Blocks of the Energetic Leader

The next 8 segments in your program provide the accelerated training needed to master the areas necessary to become an ideal leader.

- Emotional Intelligence
- Dynamic Communication
- Influencing and Engaging Others
- Problem Solving
- Productivity and Decision Making
- High Energy Relationships
- Health and Wellness
- Time Management and Balance

The most successful leaders in the world truly enjoy what they do. In fact, when asked, they consistently say that they feel *they* rarely ever "work."

### The Result of Energy Leadership?

**More production, less effort, with more fulfillment!**

## Energy Leadership™ Index Assessment: A Mirror That Reflects Your World

The Energy Leadership Index (E.L.I.) is a one-of-a-kind assessment that enables leaders to hold up mirrors to their perceptions, attitudes, behaviors, and overall leadership capabilities. The E.L.I. forms the initial launching point for the Energy Leadership Development System, helping

give you a baseline for your current performance and situation. Whether you proceed through the full system or not, the realizations that you'll gain from the Energy Leadership assessment and debrief process alone will change the way you view your world.

### **Background: An Attitudinal Assessment**

There are two main types of assessments: Personality and Attitudinal. Personality based assessments, such as Myers Briggs and D.I.S.C. are very valuable tools that pinpoint certain personality types so that people can have more of an understanding about what their strengths and weaknesses are. By understanding your personality and how it relates to what you do, you can adapt your behavior to "work with what you have," to function effectively.

The E.L.I. is an attitudinal assessment, which is based on an energy/action model. This assessment differs from personality assessments as it is not intended to label a person and have them work well within that label. Instead, it measures your level of energy based on your attitude, or perception and perspective of your world. Because attitude is subjective, it can be altered. By working with a coach using the E.L.I., you can alter your attitude and perspective, make a shift in your consciousness, and increase your energy and leadership effectiveness.

There are no limits as to the potential growth that you can achieve. Once you realize that your level of consciousness is directly related to your actions, you can move from functioning effectively, to functioning optimally.

As part of the Energy Leadership Index assessment and debrief process, you'll learn about the 7 levels of leadership and how much energy you currently have in the catabolic-suppressing range and in the anabolic-inspirational range. You'll be debriefed on the findings of the assessment, and coached on how to navigate yourself to higher performance.

If you proceed on to the Energy Leadership Development System, you'll be coached on how to become your ideal image of who you need to be as a leader for your situation, division, team, and/or company.

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## **Welcome to the Law of Being...**

### **EVERYTHING IS ABOUT TO CHANGE!**

The Law of Being is all about getting to the core of change, so that you can tap into the true potential of who you really are.

#### **The Law of Being states that:**

*"Who you are being is based on your level of conscious awareness of who you really are. This determines what and who you are going to attract and what type of life you will live. It is a formula that determines your reality. It's how you create your world."*

### So think about this...

- What kind of relationships do you have?
- What are your friends like?
- How do you communicate with family members? With colleagues from work?
- What is your business or career like?
- What is your income?
- How is your health and overall energy?
- What do you THINK about how happy and successful you've been to this point in your life?

### Now, ask yourself, who are you being in all of these areas of your life?

That's a question you probably don't know quite how to answer right now. The Law of Being program will help you find that answer. And why is that important? Because who you are BEING repels and attracts everything you want in your life. Your relationships, friends, family, career, finances, health . . . in fact, your entire world is created by the way you are being in your life.



The way you are being determines your thoughts, which cause your emotions, which lead to your actions (or sometimes, your lack of action), which lead to your results . . . and those results reinforce your belief system. It's a revolving cycle. By getting to the core of who you really are, the Law of Being helps you recreate that cycle to realize the life you desire.

### THE LAW OF BEING: A Complete System for Unlocking Your True Potential

The Law of Being is a system of automatic attraction that can be used to create happiness, health, wisdom, and wealth in your life and in the lives of those you work and live with. It is a system for full engagement in your life, including on the job and in your relationships. It is a system that helps you remember who you are and why you're here, and helps you live to your potential and share that with others. It is a system of being who you really are, instead of acting in a way that you believe will get you what you want. Finally, it's a system of self-development that will help you realize dreams you may never even have had, and break through any obstacles that prevent you from making those dreams a reality. It is a program . . . quite literally . . . just for, and all about, YOU!

#### Within this program, you will receive:

- 11 Audio CDs that walk you through a step by step system for unlocking your true potential. Your personal guide, Bruce D Schneider, explains all the concepts, principles, and exercises, and helps you make the Law of Being work for you to create abundance in happiness, health, wisdom, and wealth.
- A bonus CD containing the most powerful technique available for manifesting what you desire.
- A 200+ page full-color Self-Mastery Workbook so you can take this work further and more fully implement the Law of Being into your life.

- The one-of-a-kind Energy Leadership Index Assessment which will help you understand exactly who you are being, and why, in this very moment in your life.
- A one-on-one coaching session to help you understand your assessment results and devise multiple strategies for you to start being your true potential.
- A copy of the fast-selling book, Energy Leadership, which will further deepen your understanding of how our Energy and thoughts shape our reactions and thus our results.
- A personal journal that will help you track your progress and continuously increase your awareness of who you are being+at each moment.

**Picture this scenario and ask yourself: “What would this do for my life?”**

Imagine a situation arises that strikes a chord in you. It pushes an unconscious button from long ago of a person who you believed took advantage of you; or maybe that time you feel you failed at something important. Instead of reacting to that button, you consciously choose to understand it, and use it to help you reach success. You actually embrace this challenge, and all others that follow as an opportunity, and use your newfound wisdom to succeed in ways you never have before. You have total confidence in who you are, so much so, that any situation or challenge that arises is relatively easy to navigate through because you know, without hesitation or doubt, the guiding principles and beliefs that you’ve consciously chosen to guide your behaviors and actions to lead you to success.

So, if this were true, what would it do for your life? How would your life be different if you consciously responded, instead of automatically reacted, to everything that came your way?

What would be the biggest challenge you’d want to tackle next because you knew you couldn’t fail? And, what impact would this have on your relationships, your stress level, or your overall enjoyment of this game we call life?

That’s what the Law of Being is all about . consciously creating your world so that it responds to you. You are the cause of your life’s experience. This program guides you through a powerful process of positive abundance, where you can create more happiness, better health, more wisdom, and greater financial wealth, and all without effort!

*“I never thought this could be my life... and, in fact, that was one of the beliefs holding me back from enjoying every experience at every chance. I remembered being this creative, audacious kid growing up but somewhere along the line I allowed life to dictate to me who I should be, how I should view my responsibilities (and obligations!) and I stopped being me. I’m happier now than I’ve been at any point in my life. I’m enjoying every moment with my children, my husband, and my work too. Life is a game and I’m playing it instead of it playing me for the first time in my life.”*  
- Gwen Mills

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