



Leading from the Inside Out - *The Keynote*

A powerful trend is gaining momentum in business today; the contemporary employee is coming to work with a new set of expectations. All measures and surveys* present the same data - monetary remuneration has now been firmly supplanted by *purpose, meaning, recognition* and *personal satisfaction* as the primary matters of concern in today's workplace. Followers—employees—are leaving their leaders behind as more and more of them come to work with a new set of expectations.

New times demand new kinds of leadership. Gone are the days of command and control, leaders whose authority stems from power and position. Leaders who lead 'from the inside out' connect employee fulfillment to the bottom-line through authenticity, caring and clear values. They are inspired personally and inspire others through example.

Fortunately, some leaders—like Jeff Salz —are addressing this shift. In this entirely new presentation, Jeff proves that the trend is, in fact, mounting, why it matters, and how you can become a Leader from the Inside Out.



Jeff Salz writes:

*Only the best person makes a good leader.
When the leader is good, the community thrives.
Therefore it is up to us as leaders to become
the best person we can be, so that our community will thrive.*

Replace 'community' with 'team', 'organization' or even 'family' and you have the insight I have heard from the lips of a half dozen CEOs of the world's leading companies, Sherpas who guide clients up Mt. Everest and a coach for one of the 'winningest' teams in NBA history:

* US News and World Report, Fast Company, BusinessWeek,

Great leaders are great people. They lead from the inside out. They confidently 'depend' on themselves - and their personal inner compass - to guide them across the most savage seas.

One of the most powerful tools for transcending culture and reaching deep into the heart and mind of our common humanity exists in the wisdom lore of traditional people from the Dakotas to Peru. It is an ancient teaching called the Medicine Wheel - common yet with profound implications - that has seldom before been investigated.

Timeless Certainties for these Uncertain Times

I first experienced the ancient Medicine Wheel while spending time on the coasts and in the mountains of South America in the 1970's. Building a boat to circumnavigate Lake Titicaca, the world's highest navigable waterway, Nevada Wier and I were introduced to the magicians of the Andes, yatoris. With chants and coca leaves they blessed the construction of our craft and forecast - quite accurately, it turned out - both the hardships and ultimate success of our quest.



Building the Reed Boat, Lake Titicaca

*Further studies led to the discovery of a wheel divided into four quadrants said to encapsulate the most significant aspects of a human. During my apprenticeship with Eduardo Calderon, the Peruvian shaman called *Wizard of the Four Winds*, I was further schooled in its use. But it was a surprise encounter with a nearly identical 'wheel' many years later and a world away in the mountains of Baja California that impelled me to integrate this model into my life and work.*

*Today that discovery and subsequent exploration of the wisdom of the Medicine Wheel, is the core of much of our work at *Way of Adventure*. In the form of the new **Leading from the Inside Out** keynote as well as one, two or even three day trainings that continue to garner rave reviews from executive teams at places like **Wal-Mart, Disney, Microsoft and eBay**. It is a testimonial to the archetypal insight and efficacy of this model with its roots in antiquity that it serves as a cutting edge tool for today's most forward thinking organizations.*

At its core, the Medicine Wheel invites you to ask four deceptively simple questions:

What is your highest vision?
What gives you greatest inspiration and vigor?
What is your deepest strength?
What really matters to you?

Take a moment to answer these deceptively simple questions and you will find yourself embarking on a thrilling 'in-venture that will help you create a personal leadership style which is both inspired and inspirational. You will discover that the "deeper we go - the higher we climb".

Leading from the Inside Out we become the Indiana Jones of our own interior worlds, unearthing treasures that lie half-buried within. We are only as good leaders as we are people. Expand the foundation of your own inner core and you will be unshakable as a person... and as a leader.



Here are the business implications of Leading from the Inside Out strategies:

Reward: In times of diminished access to resources, reward systems must become increasingly intrinsic: job satisfaction – and *retention* – are based around such themes as personal congruence, purpose, contribution and recognition.

Values: Business has more opportunity to influence the future than any other institution in the world. Leaders from the Inside Out choose to make business an instrument for positive change and enlist active participation around a mission.

Vision: People want to work for a Vision that inspires the soul. A Vision acts as a magnet for passion. It articulates the higher purpose of an organization, it describes how we serve. Vision creates enthusiasm.

Colleague as Customer: Leading from the Inside Out means devoting even greater attention to meeting the needs of employees than for customers! This goes beyond the usual incentive and reward systems —to practices that awaken passion and satisfy the soul. The result is a dramatic improvement in profitability.

Adventure: People are looking for more than a paycheck. They seek exuberance, meaning and fulfillment from their work, an environment in which “work” and “life” are not just “balanced,” but blended into an integrated, seamless whole. Living and working adventurously results in a sense of engagement that nourishes and expresses our souls. In turn we move an organization forward. The leader’s mission is to enable each follower to find, grow and excel in her or his own personal quest.

