

# LEAD

When making a Difference is as Important as making a Profit

DR. DRAGOS  
BRATASANU

How to DISCOVER your  
PASSION, make your dreams  
a REALITY and THRIVE  
in the FUTURE

“Education is the greatest  
service one can offer to  
heal our country”

MAYA

SHAHANI

The WOMAN who is LEADING from the FRONT

The Essence of Leadership / A front seat view of the captains of industry



## WELCOME TO THE INAUGURAL EDITION OF LEAD MAGAZINE

LEAD is all about 'when making a difference is as important as making a profit.' It's been a dream of mine and the team at Rock Your Life & Infinite Publishing to have our own magazine for many years.

**LEAD is not about us. It's about you... the leaders, in your community, industry, country and the difference that you make every single day.**

We love and are committed to the concept of conscious leadership. This is not about spirituality, as your religious or spiritual beliefs are your own. It's about the need for everyone in a Leadership Role, and that is most people on the planet as parents, coaches, teachers, businesspeople or en-trepreneurs, to understand that we each leave a massive footprint during our lives and because of things such as the 'Butterfly' effect that footprint may be good, bad and in some cases even dread-ful.

Consider the teen who just wants to be rich, ends up a banker and has to make decisions about people's lives and businesses. It's not what they may have ever considered, but it becomes their reality. We are all able of response... responsible.. but are we informed, are we conscious, do we consider the impact of what we are doing on a daily basis.

Along with Evans Manyonga our publication consultant and the team we had many stories to choose from for this first edition.

In doing so we simply all agreed on Maya Shahani for the cover. Mike met Maya in 2006, a real life slum dog millionaire whose journey and realisation about what she could do for the planet is an inspiration to all of us. We long ago lost count of her awards, the sheer number of schools, hospitals, charities she is involved in, but we will never forget her interaction with President Clinton upon her being invited to join the Clinton Global Initiative in 2008. Maya is a brilliant and appropriate cover girl for what we stand for.

**Please share the magazine with friends and associates. This is one way of helping people stay on track and making our world a better place now and in the future.**

Landi Jac

*Editor in Chief*

Mike Handcock

*Publisher*

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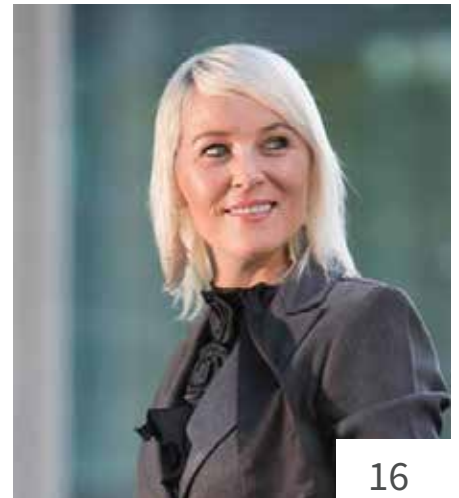
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# CONTENTS

LEAD - JANUARY 2018



38

10. SECRETS OF EGYPT  
SELLING FROM THE STAGE

12. DUSTIN MATTHEWS  
AND THE BRAIN

16. LANDI JAC  
AN ERA OF CHOICE

20. MAYA SHAHANI  
A RAGS TO RICHES STORY



34



12

30. ELIAS KANARIS  
COLLABORATION AND SACRIFICE

34. DISCOVER YOUR PASSION  
AND REALISE YOUR DREAMS

38. CHANGE THE CHANNEL  
IT'S TIME FOR A SHIFT IN MEDIA TO MEET THE SHIFT IN  
CONSCIOUSNESS.

54. FROM RESILIENCE  
TO ROCKSTAR

66. DAVE ROGERS  
SOULFUL IMPACT



54

---

CONSCIOUS LEADERSHIP (PG 6) ,

JAMES REID (PG 8),

MIKE HANDCOCK (PG 42)

ERIC LASSARD (PG 66)

# INTRODUCING THE CONSCIOUS LEADERSHIP MOVEMENT

**Imagine a world that is connected and focused on levels of social responsibility, environmental sustainability and spiritual well being. Individuals have developed the courage to embrace reality and make decisions with wisdom and perspective, without the influence of emotional narrative..**

Automatic response to external stimuli is replaced with conscious awareness choosing the response.

Einstein stated that “we cannot solve our problems with the same consciousness that we created them”. The starting point towards embracing a future where man embraces the universe with all living creatures and nature lies in identifying, exploring and building the Self. We accept that the Self is never constant, always changing, never boxed. We are shaped by external impacts in our life. It is our ability to understand our internal responses that

will allow us to build bridges towards others. These bridges will become an infrastructure built on the ability to respond to conflict, feedback, etc without emotional narrative.

But the much needed traction required to move ahead effectively remains a distant, unattainable goal. Daily life remains in the same, continuous, worn-out groove and life appears bleak without light at the end of the tunnel.

How often do you hold the above conversation with yourself, your team, your company?

Enter: The Conscious Leadership Movement (CLM)

The CLM’s vision is to shift leadership from unconscious operand behaviour towards conscious mindfulness in a global perspective. Defining leaders that represent integrity and humility, reshape the future using win-win negotiation skills and open dialogue and focus on personal effectiveness of not only self but the world around them.

The first purpose of the CLM is to assist you establishing the fundamental value of awareness, the Self. Self-awareness is a prerequisite of a conscious leader. The CLM will help



you understand and develop clarity around your current reality and then work with you to re-align you towards exuding the positive energy required to embark upon greatness.

Your year will be filled with learning from and dialogue with a global community embarking on a journey to grow awareness and redefine existing interpretation on current and future needs. Topics will range from coping with rapid change, uncertainty and complexity to dealing with ambiguity, conflicting polarities and paradox.

You will learn to combine discipline with empathy, trusting intuitive energy and the wisdom it releases.

The CLM introduces global certification as a Conscious Leader, to highlight that the journey is not an investment, but a future to believe in. This qualification is back by the most stringent standards out of Australia

and there are three levels one can get certified at.

Level One: Certified Associate Leader (CAL):

The fundamentals of Personal Mastery. This can be done totally in an online environment.

Level Two: Certified Professional Leader (CPL):

Identifying and finding new effective solutions to existing challenges. You will need to attend one of our many seminars globally to activate this level

Level Three: Certified Senior Leader (CSL)

The ability to build leadership through conscious mentorship. This certification is perfect for coaches and consultants who want to bring conscious accreditation to their

clients and invoke a new and relevant way of doing things.

In many accreditations you simply go through the hoops to get the accreditation and pay for the renewal every year.

The CLM is very different. We show you how to apply that accreditation and even how to use it to make money as a coach, speaker or consultant thus creating a unique imprint in your expertise backed by solid expertise, access to materials and much more.

Goto. [www.consciousleadershipmovement.org](http://www.consciousleadershipmovement.org)

***Christine Tworeck is the Global Manager of the CLM.***

***She has a background in consultancy and business operations.***



# CHANGING THE WORLD, ONE SONG AT A TIME



**James Reid reached the milestone of forty years old recently, but the singer/songwriter and frontman of 'The Feelers', New Zealand's most successful rock band shows no sign of slowing down. In fact his recently vibrant solo tours with his album 'Saint' have shown New Zealand a new part of the complex mind and heart of James Reid.**

Entrepreneurship and Business can be difficult enough, but what about in the music industry, where it can be fickle, notoriously filled with shady characters and broken promises? Surely after 20 years at the top one would have a healthy dose of futile contempt for even new promises to be broken? Not for James. As the writer of twenty top twenty hits and ten top ten hits James has found a way to rise above all of that and focus on the one thing that has driven him his whole life: The music.

Born in Christchurch he started The Feelers with a few college friends and in 1997, after what is always called a lucky break in the music industry, but what really means - someone with influence actually saw how good they were. (They won the South Island Battle of the Bands) The quality of

the musicianship, songwriting and James' voice were unquestionable and their first album 'Supersystem' started a cavalcade of awards for the band and James. Way too many to put into this article but include Album of the Year, Songwriter of the Year and also included five albums that went to number one. Enter James Reid into what many would see as the dream life.

Summer in New Zealand wouldn't be the same without a Feelers tour. It's a much a part of summer as a Gin and Tonic or day at the beach. All this from a boy whose first rendition was at the age of four, on his fathers knee at a party singing 'Rhinestone Cowboy'. It would be fair to say that James has a voice and timbre that if he was born in the midwest would have seen him as much a global household name as John Mellancamp, Denver, Diamond or any of the big names. Yet New Zealand suits James, who you may spot with a fishing rod in his hand, or in the high country of the South Island getting inspiration for his next album.

Like any 'rockstar' he has not been without his critics, the media isn't always kind, because James himself is an artist. He can be irreverent, aloof, mystical and in his own mind, but for those that know him, this just makes up the beauty of the man and the power of the lyric. The media has always struggled to understand genius, and boxing it is one of their forlorn efforts over the years.

These days James is a family man who steers away from the mass media and prefers the intimacy of his close friends, studio and own heart. He also is a talented painter and expresses himself through his art which sits close in hand with his

music. So, how does James Reid, whose band 'The Feelers' has sold more albums than any other New Zealand Rock Band do it? How does this musical entrepreneur exist and prosper in one of the most fickle industries on earth, and has done so from the era of CD's to online to free downloads and piracy?

The answer lies in the most conscious of all business traits: Connection. James and his band have



always held that connection for people. It's not just the music. For those of you reading this from outside New Zealand, The Feelers sit in the post grunge, indy rock genre with classical hooks that you will find people singing in their hearts any day of their lives. It's not only that you go to a Feelers show and everyone sings every word of every song, which they do. It's that you see people strolling through K-Mart on a Saturday morning and their families are singing James' songs because they are playing on the in-store

sound system.

People grew up on The Feelers. They had their first date with them, lost their virginity to them, had them as a loyal friend at the family barbecues and the songs themselves were doused in everyday life, love, loss, surrender and magic. That's how James connected with his audience, from the very first shows to the albums, live radio performances at home and then every winter on their European tour. It was always the same. Connect - let the audience know you are one of them.

One could say, that if James had the big budgets, like are available in the UK and USA for management and investment, he would be a global household name. That is most likely, but in many ways New Zealand wanted this for themselves. It's for them. An iconic part of the Kiwi journey, like New Zealand's

tribal culture, Bach's (Holiday homes), fish and chips on the beach and idolisation of the All Blacks.

It's timeless, the music, the man. There is no joy in being the one hit wonder, the ice cream pop artist that people forget. Leadership is about legacy and James Reid can never part with the legacy he has left on New Zealand and it's music. Many will come, many will go. James will always be. If you have not heard music from the Feelers or James Reid simply go to You Tube and type in The Feelers - The Fear or go to [www.jamesreid.co.nz](http://www.jamesreid.co.nz)



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# LEADER SHIP & LEADERS

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**In my politics studies we surmised that the basic definition of politics is the process by which a group of people makes a decision and comes to a conclusion.**

**At the top of all this is leadership. There are different forms and styles of leadership. Ultimately the most appropriate leadership style depends on the function of the leader, the followers and the situation.**

There are various forms of leadership styles. Some - populist and ineffective, others autocratic and effective and others democratic and ultimately progressive. An argument can be made that leadership has no set standard or values as styles are ultimately forged based on context.

The conscious leader ultimately combines elements from different styles that fit into a new form of leadership, built within context and effective in value.

This article briefly explores the notion of different forms of leadership.

# FORMS OF LEADERSHIP

## ***Autocratic Leadership***

Autocratic leadership style is based on one center of power. This form of leadership advocates for the leader to hold all forms of authority and responsibility. Leaders make decisions on their own without consulting subordinates. They reach decisions, communicate them to subordinates and expect prompt implementation. Autocratic work environment normally have little or no flexibility. This is essentially the king and subjects kind of scenario.

## ***Democratic Leadership***

This is an inclusive style of leadership. Subordinates are involved in making decisions. Unlike autocratic, this leadership is centered on subordinates' contributions. The democratic leader holds final responsibility, but he or she is known to delegate authority to other people, who determine work projects.

The most unique feature of this leadership is that communication is active upward and downward. Democratic leadership is one of the most preferred leadership styles and has core elements of creativity, courage, fairness, competence, accountability, intelligence and honesty.

## ***Strategic Leadership Style***

Strategic leadership is one that

involves a leader who is essentially the head of an organisation. The strategic leader is not limited to those at the top of the organisation. It is geared to a wider audience at all levels who want to create a high performance life, team or organisation.

The strategic leader fills the gap between the need for new possibility and the need for practicality by providing a prescriptive set of habits. An effective strategic leadership delivers the goods in terms of what an organisation naturally expects from its leadership in times of change. 55% of this leadership normally involves strategic thinking.

## ***Transformational Leadership***

Unlike other leadership styles, transformational leadership is all about initiating change in organisations, groups, oneself and others.

Transformational leaders motivate others to do more than they originally intended and often even more than they thought possible. They set more challenging expectations and typically achieve higher performance. Statistically, transformational leadership tends to have more committed and satisfied followers.

This is mainly so because transformational leaders empower

followers.

## ***Team Leadership***

Team leadership involves the creation of a vivid picture of its future, where it is heading and what it will stand for. The vision inspires and provides a strong sense of purpose and direction.

Team leadership is about working with the hearts and minds of all those involved. It also recognises that teamwork may not always involve trusting cooperative relationships. The most challenging aspect of this leadership is whether or not it will succeed. According to Harvard Business Review, team leadership may fail because of poor leadership qualities.

## ***Cross-Cultural Leadership***

This form of leadership normally exists where there are various cultures in the society. This leadership has also industrialised as a way to recognise front runners who work in the contemporary globalised market. Organisations, particularly international ones require leaders who can effectively adjust their leadership to work in different environments.

## ***Facilitative Leadership***

Facilitative leadership is too dependent on measurements and outcomes – not a skill, although it takes much skill to master. The

effectiveness of a group is directly related to the efficacy of its process. If the group is high functioning, the facilitative leader uses a light hand on the process.

followers get immediate, tangible rewards for carrying out the leader's orders. Transactional leadership can sound rather basic, with its focus on exchange.

leader manifests his or her revolutionary power. Charisma does not mean sheer behavioral change. It actually involves a transformation of followers' values and beliefs.

### **The strategic leader fills the gap between the need for new possibility and the need for practicality by providing a prescriptive set of habits**

On the other hand, if the group is low functioning, the facilitative leader will be more directives in helping the group run its process. An effective facilitative leadership involves monitoring of group dynamics, offering process suggestions and interventions to help the group stay on track.

#### ***Laissez-faire Leadership***

Laissez-faire leadership gives authority to employees. According to azcentral, departments or subordinates are allowed to work as they choose with minimal or no interference. According to research, this kind of leadership has been consistently found to be the least satisfying and least effective management style.

#### ***Transactional Leadership***

This is a leadership that maintains or continues the status quo. It is also the leadership that involves an exchange process, whereby

Being clear, focusing on expectations, giving feedback are all important leadership skills. According to Boundless.com, transactional leadership behaviors can include: clarifying what is expected of followers' performance; explaining how to meet such expectations; and allocating rewards that are contingent on meeting objectives.

#### ***Coaching Leadership***

Coaching leadership involves teaching and supervising followers. A coaching leader is highly operational in setting where results/performance require improvement. Basically, in this kind of leadership, followers are helped to improve their skills.

Coaching leadership does the following: motivates followers, inspires followers and encourages followers.

#### ***Charismatic Leadership***

In this leadership, the charismatic

Therefore, this distinguishes a charismatic leader from a simply populist leader who may affect attitudes towards specific objects, but who is not prepared as the charismatic leader is, to transform the underlying normative orientation that structures specific attitudes.

#### ***Visionary Leadership***

This form of leadership involves leaders who recognize that the methods, steps and processes of leadership are all obtained with and through people. Most great and successful leaders have the aspects of vision in them.

However, those who are highly visionary are the ones considered to be exhibiting visionary leadership. Outstanding leaders will always transform their visions into realities.

**Evans Manyonga** is an academic, media practitioner, writer, editor and publisher.

He was recently voted as one of the hundred most influential people under 40 in South Africa.

# DON TOLMAN

## SECRETS OF EGYPT AND THE BRAIN

### INTERVIEW

A lot of people don't question 'why am I here, where did I come from, where am I going?' 'What's this life all about?' We have moved from the ancient world of scholars, which have been replaced by academics now and the root of that word literally means trivia. Academic Trivia is what they're pushing in educational circles now and it has to change. We have been dumbed down purposefully.



**Scholars meant the observers. They knew about the brain and wrote about it. Your brain works in pictures. If you don't get a picture of something in your mind you're lost and confused.**

You can't even speak unless you can see a picture in your mind as to what it is that you want to express and the ancient scholars watched the way of the two-edged sword, which today is called the tongue.

Your tongue, when you make certain sounds, is in a special position in your mouth. Your mouth was the entrance to the temple and when you use the two-edge sword, even today people realize you can speak words that can cut somebody to the core or you can use words that can heal them and lift them and make them feel loved.

They wanted to build out of stone in a very special way the symbols so that any human brain looking at it and thinking about it would have moments of pure intelligence or downloads of their own mental software activating apps in the brain that otherwise just sit dormant. We call these symbols hieroglyphs.

The position of the tongue is everything. When a conscious person sees hieroglyphics you'll know the sound that it represents. That's what everything in Egypt was built for is to get you to look at not at face value, but to engage it and watch where your tongue was in your mouth and expressing what you're seeing all of the sudden.

In Brodmann's Scale of Neurosciences and the anatomy of the brain, it's Area 39 of the brain right behind the right eye (at the base), that's the area of imagination. Imagination is everything! It is absolutely everything and every child born into this

world is a natural scholastic genius. Unfortunately children are in what they call today a fade-away 90% of their waking hours. In other words, they're seeing things as modern adults closing imagination. Most of us went through public educations, and they closed us down and shut us off because of chant memorizing useless academic information that we end up using about 5% of.

The Egyptians understood in the spine that there is 32 vertebra, also 32 teeth and then there's 72 angles or angles as known as the 72 joints of

**Imagination is everything! It is absolutely everything and every child born into this world is a natural scholastic genius.**

the human bodies, they had counted them anciently. Your body is your spaceship and your temple.

That's why they built temples in the ancient world and it why we take journeys in our bodies. It's why our insides under the microscope look like the universe. They were honouring us, the human body and when you understand how to bring the fuel into this body, which today is the study of enterologies, the entrances and exits from the body, you can reactivate imagination.

You have 13 entrances and exits and that was what they taught and that's where the sphinx comes in.

They wanted people to remember the enterologies and the ancient alchemy of overcoming in a given lifetime your 13th time around how to get rid of the red blood out of your body because it would no longer be necessary, it would push right out of the epidermis of the skin, the integumentary system, your blood would just shove right out when you did a

very particular thing that prepared yourself for it. The sphinx itself was the symbolism of that whole process. That sphinx used to represent four astrological signs. There used to be 13 signs of the zodiac We no longer have 13 moons or 28-day periods in a lunar calendar but there were 13 months.

Pope Gregory VIII got rid of one of the O's in there and made it months and made it 12. Well, you take 13 x 28 it adds up to 364. Three plus six plus four is

13 and it goes back to the 13 entrances of the body and it all had this meaning of how you go from mortality into an immortal state and there are still people on the earth today studying this; science is even looking at it, how could we stop dying? Is there a way?

That's what was taught anciently and these immortal beings came down to this earth and taught and they built all of the stuff that you're seeing in Egypt according to the collections.

It's wild I know, but just imagine for one minute if it were all true. Einstein knew imagination was the forefront of everything and that it had to be encouraged and nurtured. It's time we looked back.

Our ancient forefathers weren't as cave like as you may think. In fact in many ways their civilization was more complete, long-lived and conscious than ours.

# 4

## WAYS TO MAKE AN IRRESISTIBLE OFFER

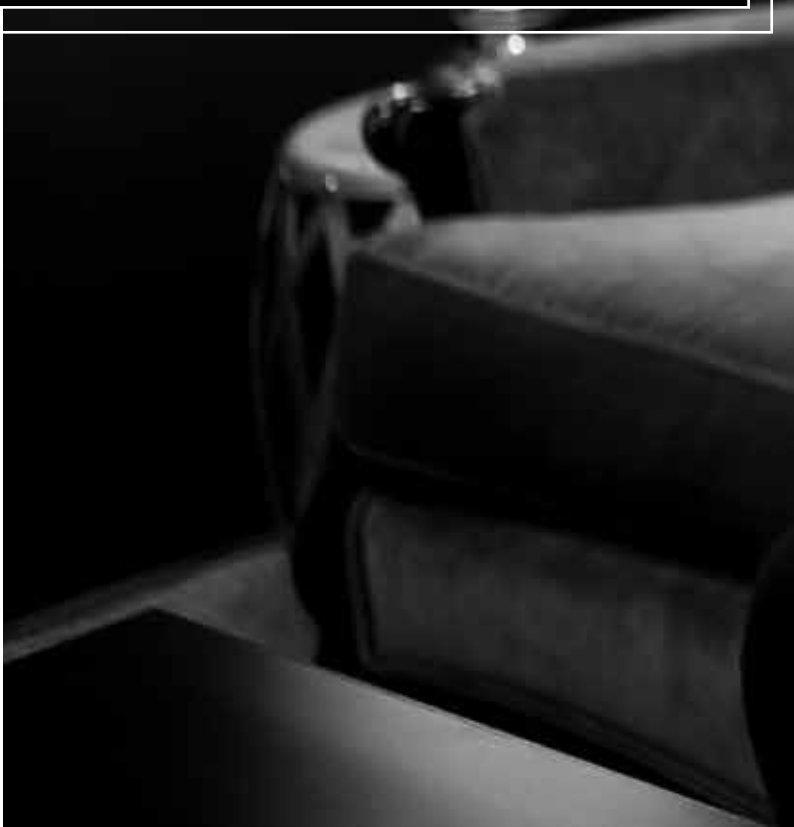
## WITHOUT SELLING

**According to most studies, people's number one fear is public speaking. Number two is death.**

Death is number two. Does that sound right? "This means to the average person, if you go to a funeral, you're better off in the casket than doing the eulogy," said noteworthy comedian, Jerry Seinfeld. However, there is something even more fear-inducing than public speaking.

***How do you feel about selling from the stage? Exactly.***

But what if I told you that there was a proven formula for delivering powerful selling presentations without coming off as the dreaded slick







salesperson? I bet you'd be a little more excited to get up on that stage, webinar or live stream and start selling. No matter if you're selling products, booking one-on-one sessions, or even trying to raise money for a charity, consider what I'm about to share with you.

It may shock you to learn that I used to dread speaking and selling. But once I learned these 4 key points, and discovered the power of selling one-to-many, I was hooked. That's why I co-founded Speaking Empire: to encourage other reluctant entrepreneurs to sell their products and services from the stage.

Try these strategies—you won't be disappointed in your results.

### **1. Start backwards.**

A powerful presentation starts with the end in mind.

Most people make presentations starting at the beginning. First, they think of the introduction, then, they teach the audience something (which by the way, doesn't make for great sales). Finally, they put their pitch deck together.

I turn that on its head. Instead of beginning with the introduction, I start by creating an irresistible offer. Every great presentation should call their audience to take an action with an irresistible offer. When you make the right offer to the right audience, you will sell. And when the rest of your presentation is built around that offer, you will sell more than you ever thought was possible.

Once you have your irresistible offer, think about how to sell it with transformational stories. Tap into your audience's emotions by showing them their problem and then presenting your perfect solution. Then, when

you've created the rest of your presentation, make an attention-grabbing introduction video that you can use for your introduction.

### **Tell stories that overcome their objections.**

If you're looking for a way to really engage your audience, keep their attention, and answer their objections, tell great stories during your presentation. Remember to tie your stories back to your offer, and think about your audience's main objections. They usually come down to not having enough time or money, not trusting you, or not knowing who you are.

The best stories speak directly to those objections. For example, you could share how you were once living out of a van in the Walmart parking lot, and then you became successful using the exact steps your offer provides. When you share your transformation, your audience will see themselves in your story, and they will believe that they can be successful, too—if they purchase your offer. Don't underestimate the impact of the right story.

### **Be (seen as) the authority.**

When you go on stage and act like the authority, even if your "knees are knocking" from fear, people will believe and respect you.

I gave my first speech a few years after college, and having a baby face, I looked like I was about 16 years old. That didn't matter. All of these business people looked at me as an authority just because of how I presented myself. You can do that, too. I once went to see Christie Frank at a real estate meeting. She had just become the Apprentice, and everyone there looked at her as the ultimate authority. In the middle of her speech, she hadn't even made the offer yet and an 80-year-old woman

got up to give her a check. Christie looked at it and said, "Ma'am, you haven't even filled it out yet."

It was a blank check.

This woman just got up and gave her a check because she was seen as such a celebrity. So when you show up to speak, show up like you're a celebrity.

### **Relax and rewind.**

I see so many speakers who go to conferences and wait until the night before to prepare their presentations. I've seen them in the lobby, typing feverishly away at their PowerPoint slides late into the night.

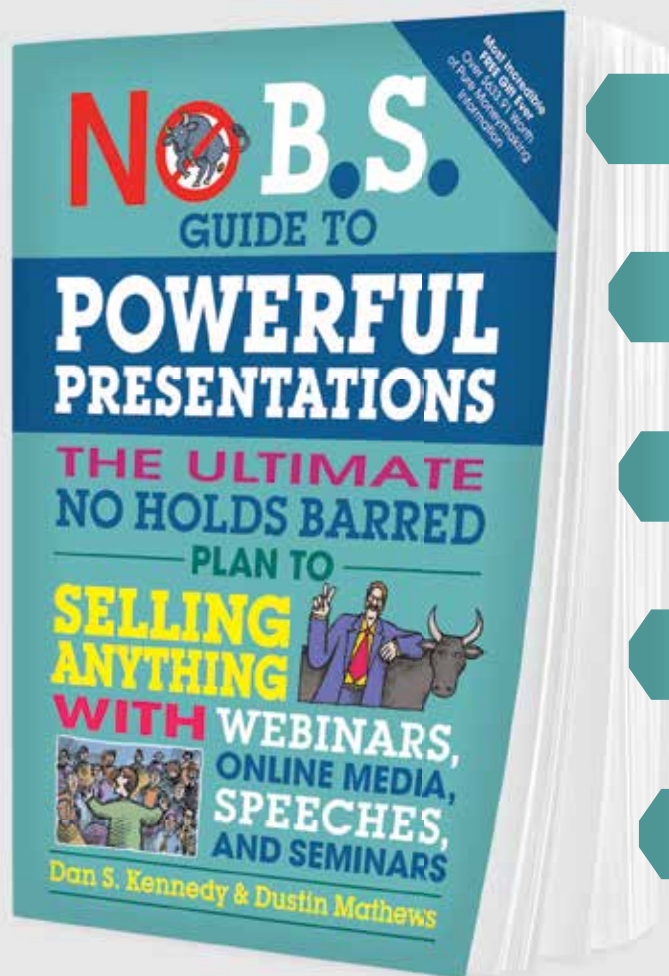
That's because they're not thinking about their speaking engagements as sales opportunities. If they knew how much money they could make on stage, I bet they would prepare a lot more ahead of time.

According to Boundless' textbook on delivering speeches, "While rehearsing, you simulate the real speaking experience so you know what to expect...and ultimately feel more secure with your ability to perform in the actual speaking situation." Your audience will feed off of your energy while you speak. So make sure you're prepared to give them your best.

The next time you do a presentation, try these 4 strategies. Your audience will love your energy, they'll be convinced by your storytelling, and they will buy from you—all without feeling like they are being sold.

**DUSTIN MATHEWS** is a direct response marketer known for his unique ability to transform businesses and brands and the co-author of *No B.S. Guide to Powerful Presentations* with Dan S. Kennedy (Entrepreneur Press 2017). He runs Speaking Empire, a disruptive company in the leadership training and education space.

# CAN ONE GREAT PRESENTATION MAKE YOU RICH?



**The 12-Step Speaker's Formula** PAGE 27

**Blueprint for Creating Irresistible Offers** PAGE 41

**The 4 Secrets of Mass Persuasion** PAGE 61

**The 7-Minute Rule of Audience Engagement** PAGE 64

**Automate Your Webinars and Your Profits** PAGE 115

## THE ANSWER IS YES.

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# TOO MANY OPTIONS LEAD TO POOR QUALITY DECISIONS

**WE ARE ENTERING THE ERA OF CHOICE, AND WE ARE SPOILED FOR SURE**

## OPINION

**Globalization, technological advancement and easy access to business intelligence is giving business owners and executives a whole new range of career opportunities, ranging from lifestyle entrepreneurship to international consulting.**

In reality, we base our professional and personal decisions on the sum total of what we have been exposed to, up and until a certain age. A classic case of career choice is to become an architect, simply because your father and his father comes from the same profession.

Personality testing in the wrong hands is another dangerous guide, especially if so-called professionals start telling you what you can and cannot do. Each one of us have

a skills portfolio – a combination of will, talents, qualifications and experience that can very successfully be morphed into a service or solution for an ideal buyer. Your potential is as unique as your fingerprint, and there is no real reason why you cannot have the type of career that is a true expression of who you are.

### ***Unless you consider options.***

The options that you have when you are making career choices, but that you are probably unaware of. And in all honestly, who can blame you? Especially after getting bombarded with media and advertising on a daily basis. A study conducted at the University of California under Roger Bon has now revealed that the human brain is exposed to the amount of information that is

equivalent to 34Gb (gigabytes) per day, enough to shut down a laptop in one week. If that is true, do you still wonder why the correct information does not necessarily reach you? You cannot make smart choices about the things you are going to spend your time on or the direction your professional life is going to take if you are inundated with masses of uncensored information.

The quality of your decisions are therefore reliant on the filter system that you choose for yourself.

Sounds great, but where do you find a filter system? We work actively in over ten countries with many business owners and leaders, asking that same question. Over the years, we have discovered that it is the people with the most well-defined filter



systems that enjoy balanced success more often than not. Why “balanced”, because they seem to be much happier than the average person too. The future leader cannot afford to waste their time on doing all the wrong this right, so take a moment and consider incorporating one of the following filter systems into your career and life.

### ***Your Value System***

Most of us have a fairly good idea of what we like and dislike. We sort of know what we hold dear and have opinions about what we perceive to be right and wrong. Yet understanding your unique value system is so much more than having a vague idea of what you think is really important to you.

A strong, healthy and well-defined value system is the ultimate code by which you live your life. It becomes your compass, similar to the navigational system that makes an airplane find its way when soaring through the expanded blue skies. Without a clear knowledge of what exactly your value system is, you are living your life without a navigational map.

### ***In fact, you are flying blind.***

Your values are your ultimate filter system. They allow you to prioritize what is right, for you – and wrong for you too. They become your own personal watchdog, therefore allowing into your immediate environment only those things that are really important to you, and naturally the things that are not serving you.

### ***Without self judgment.***

Making an effort to discover what your value system is will have a massive impact on your career, bank account and sanity. It will clear things up, help you understand why you prefer the company of certain people, and



probably should avoid others. It brings you the gift of self-understanding and makes decision-making easy and of higher quality.

### ***Cards on the Table***

With so much data and information around us, it is easy to get overwhelmed, and eventually burnout. You cannot really be the king (or queen) of your castle if you

live a “hit-and-miss” type of life.

### ***Let me explain.***

How many of us get up in the morning and start the day by attending to our emails? Next thing you know and a few hours have passed, and still you have not achieved much with your day. Before you know it is lunchtime, and you feel that you deserve a break. You are worried sick because

of deadlines looming, unfinished projects and everyone who needs your attention – now!

This type of day will never bring you any success, or happiness for that matter. The reason being that you are just responding to other people’s demands, as opposed to being a proactive, self-sustaining individual who uses their own brain. It is for this very reason that I made the decision to not make use of email for communication purposes anymore, and in doing that for the past two years, it has changed my perception of time completely.

Throwing your cards on the table increases your awareness towards all the important projects that you are currently working on. By ring-fencing all the tasks on your to-do list that are keeping you so “busy”, you allow an honest conversation with yourself to take place. Start with questions such as “which of these projects are income-generating” and “which ones are wasting my talents and can obviously be outsourced”.

In summary, if you want more success and happiness, you need a filter system that helps you to make quality decisions. Finding your value system will not only make you a more centered leader, but someone who people can respect because of the choices you make. And finally, by throwing your cards on the table, you master awareness and start spending your time on the projects and people that deserve it.

Start investing in the quality of your decisions today. You will never look back again.

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# MAYA SHAHANI

**“MINE IS A RAGS TO RICHES STORY, WHICH AGAIN TOOK A MIRACULOUS TURN TO CATAPULT ME INTO THE LIVES OF THE RICH AND FAMOUS. DESTINY PLACED ME THROUGH MARRIAGE INTO A FAMILY KNOWN FOR ITS PHILANTHROPY. TODAY I LIVE IN A BEAUTIFUL APARTMENT BY THE SEA AND HOLD MANY RESPONSIBLE POSITIONS.”**

## INTERVIEW

**A Hindu, born in a Muslim country and brought up by Christian nuns. Maya Shahani's family fled from Pakistan to India during the partition of Pakistan when she was barely 2 years old and settled in India as refugees. Her rags to riches story makes for fascinating reading.**

***Can you tell us more about yourself?***

I am the Chairperson of the Shahani Group which has a vision of building educational institutes of repute in India and globally, and a Trustee of the Thadomal Shahani Trust, the CSR arm of the Shahani Group. I am also the Governing Member of the HSNC Board running 27 prime educational institutes in Mumbai with over 50,000 students graduating every year. Even though I work on several initiatives, the one I am primarily focused on is

the Thadomal Shahani Centre for Management (TSCFM) founded by my son Akhil Shahani, a graduate of the Kellogg School of Management. TSCFM imparts global quality management education to create industry ready, heart centric, ethical business leaders.

As the Founder Chairperson of the SAGE Foundation the CSR arm of TSCFM which educates and empowers the under resourced, I work closely with the Clinton Global Initiative with a commitment to build model villages which could be replicated globally. In this initiative I am helped by Mike Handcock's Rock Your Life Group which has promised to raise five million dollars for the project.

“Dreamcatchers” a film by Mike Handcock showcases me as an

ordinary person living an extraordinary life. I was a motivational speaker at the Celebrity Cruise of “Dreamcatchers” and am now working with Mike Handcock's team on “Arjuna”, an International Film based on the teachings of the Bhagavad Gita.

***How has your background influenced who you are today?***

I led a traumatic childhood because of war and the partition of our country. Wars are one of the greatest tragedies of human kind, simply because they need not happen at all. If you analyse the situation, all the wars and upheavals that take place, are hinged on economy. Where there is poverty, there is dissatisfaction. It is not a fight between religions, it is a fight between the ‘Have's’ and the ‘Have Not's’. Religion is just a factor



that people with agendas have thrown in. So once economies are stabilised in countries, there will be a world of peace and prosperity.

If you provide the right education to everyone and they have economic independence, people should in general feel fulfilled and satisfied and why should there be any more wars then. By right education, I don't mean education that gives only financial gains. If you educate the child as a holistic being, a good, spiritual human being with the right values, there will be no clash of egos, anger or greed to create war like situations.

This is why I feel that education is the greatest service one can offer to heal our planet, and setting up high quality education institutes which teach the right values and mindfulness has become my passion. Education is the key to everything. It begins with spirituality of course, but the next fundamental is the right education. Once you give an education to a child, you empower that child for economic independence and employability. Another way I work towards world peace is as the Vice Chairperson of Global Dialogue Foundation in collaboration with the United Nations Alliance of Civilizations to bring in a Unity

in Diversity through love, understanding and dialogue. I help GDF in setting up Peace Gardens globally. By working with UNAOC on Unity in Diversity, by celebrating all cultures and reaching out to each other, we should be able to put an end to all conflict and war.

“So, my ultimate mission is to build one world, one people, a world filled with peace and prosperity”.

This is a tall order. But God always sends you the right person at the right time because if your intentions are pure he wants you to succeed. For me, to achieve this goal, Mike Handcock has come as a mentor and guide. He is also on a mission to build the world's biggest group of Transformational Leaders. Like the internet, our group is growing organically and straddling the world. Together it is possible to achieve miracles. I've always been a seeker. When I was a little girl I asked my mother why I was here and she gave me a beautiful reply. 'You are here to bring smiles into peoples' lives'. This made me want to do something good every day so that somebody somewhere would smile.

My rollercoaster ride from rags to riches made me realise that money is not the true criteria of happiness. What matters is your attitude and how you adapt to situations. If you know how to adapt, you will know how to survive no matter where you are put. I also learnt a lot of empathy because I had seen life from both perspectives.

This is what helps me with my work in the various Trusts and NGO committees that I am a part of. You will find as you look back upon your life that the moments you have really lived, are the moments when you

have done things in a spirit of love.

I feel so fortunate as the past events in my life have helped to orchestrate the present symphony in my life.

***As LEAD magazine we believe in conscious leadership. This form of leadership ensures making a difference in society is as equally important as making a profit. Do you identify with these principles? If so why?***

I certainly do. Leading from a higher state of awareness, conscious leadership allows us to provide the four things most needed of a leader: Trust, Compassion, Stability and Hope. Conscious leadership provides a way of keeping people engaged far beyond economic resources. Bonuses, stock options and other financial benefits do not make our work force emotionally connected to us. They play a part in motivation, but to be successful as leaders, we ourselves need to engage with our people, becoming increasingly aware and conscious of their needs. A more engaged workforce is a more productive and loyal workforce.

If we live and lead with money as the driving force, when our people see or receive a better offer they will leave us. But as a leader if we ensure people's basic needs are met first, and continue to support their progression up the ladder of personal growth and fulfillment of higher needs, there will be employee engagement and loyalty.

Conscious leadership goes beyond the office environment to embrace society at large, as a conscious leader understands we are all connected and our actions have far reaching consequences. This is the reason why our Shahani Group founded the Thadomal Shahani Trust and the



SAGE Foundation.

***Which values define a capable leader and a great leader to you?***

A leader who left a deep impression on me was my Father-in law Kishinchand Thadomal Shahani, the Founder of the Thadomal Shahani Trust. His leadership style was predominantly inspirational. He considered the employees in his company as extended family, and in turn they treated him like a father figure. Family values and loyalty tend to be deeply ingrained in the minds of most Indians. So even if this “firm as family” concept is alien to the Western way of thinking, it worked very well in the Indian environment.

He showed his concern for his employees by trying to develop them and being empathetic to their personal problems. They regularly came to him for advice. The managers in

the company were blindly loyal to him and were inspired to do their best without expecting any tangible rewards.

This relationship between him and his employees could have easily promoted an autocratic style of leadership. However, his personal humility prevented his ego from superseding the good of the firm. My father in law did not encourage politics in the company. He did not play off one manager against another for his personal gains. He tried to arbitrate inter office disputes in an impartial manner. He was not swayed by sycophants. His style was a mixture of consensus building and authoritarian leadership. His leadership was not totally centralised, nor decentralised.

He tried to enable his managers by giving them a free reign in their departments. His only expectation

of his employees was their loyalty to the firm and their execution of the major decisions he made. In return he gave them considerable job security and a chance to develop in the firm. He was a servant leader who worked for the good of his employees and company. He always kept a balance between his personal and work life and kept time for his children and grand children.

My father-in-law’s guiding principle was the upliftment of the needy and the underprivileged. He was a great believer of Mahatma Gandhi’s “simple living and high thinking” tenet. He did not seek to acquire material wealth simply for his own gain, but to better help others. He had his own set of ethical principles which he refused to compromise.

He fought anything or anyone who went against his sense of ethics. His business and philanthropic activities



always conformed to this set of ethics and easily stood up to public scrutiny. This personal credibility contributed greatly to his success.

However, his high ethical standards did not detract from his political savvy and understanding of human psychology. An example of this would be that although he usually had a calm disposition, he knew the value of creating an uproar to gain public support for his activism.

Kishinichand T Shahani mainly wielded reverent power. People generally listened to him because they identified with and admired him. His reputation was a major asset in his dealings. His arguments tended to appeal to people's emotions and ethical standards rather than their logic. This gave him real motivating power to get his work done.

He believed in the maxim "Knowledge is Power". He continually tried to keep himself well informed about business and other

affairs to remain one step above his contemporaries. He also maintained a strong network of friends. Most of his friends were people with whom he could share a mutually beneficial relationship through the exchange of help rendered.

His strong ethical standards created enormous goodwill and when he put his weight behind a cause it was readily accepted by the rest of the community. He had excellent communication skills because he spoke through the heart. His willingness to take risks, and his belief in order to get anywhere you have to be willing to make mistakes along the way was the attitude that helped him found and build his empire.

His faith in his followers made them feel they had to live up to his expectations. He exercised daily and ate healthy vegetarian food.

This gave him tireless energy that helped him work much longer hours than many people half his age.

I have written at length about my father-in-law's leadership style because he was a classic example of a conscious leader. He led by example without imposing his will on others and since I worked closely with him I am trying to emulate his qualities.

***What are your thoughts on creativity, collaboration and networking within the business realm? Are these factors essential and if they are to what extent are they?***

Creativity is the driving force behind the success of a business. Every business wants to stay ahead of its competitors by keeping aware of the latest trends or through innovation. Creative thinking, ie dreaming up new and unique ways of doing things is a part of that process. This creativity quotient matters enormously to the success of any business. Companies that actively foster creative thinking outperform their rivals in revenue growth, market share and competitive leadership.

This is the reason why apart from domain knowledge, we at TSCFM teach our MBA students skills like creative thinking, critical thinking, problem solving skills and other soft skills which make them employable. Equally important is collaboration or team work within companies.

Progressive companies are increasingly realizing the value of collaboration and looking for ways to foster it within their teams, both traditional and virtual.

Collaboration promotes self-analysis, makes you look at the bigger picture, and results in problem solving. It enhances employee retention and job satisfaction and improves employee efficiency.



The Shahani Group collaborates with other organizations in a big way. We have Founders and CEO's of top companies coming as Guest Speakers to our campuses. Apart from Indian companies, we work collaboratively with the UNAOC, Global Dialogue Foundation, The Clinton Global Initiative, Rock Your Life, Buy1Give1, PATT Foundation amongst others. These collaborations help us to leverage on each other's strengths because we all have value to offer each other. Networking definitely helps businesses to grow. But networking is not measured by how many visiting cards you collect. At the Shahani Group we have a genuine interest in people and companies.

***We nurture relationships and are always there for each other. We are one of the most highly networked institutions working closely with Governments, Corporates, Educationists, Religious Groups, NGO's and even Bollywood! You are a trustee of the Thadomal Shahani Trust. Can you tell us more about the trust and its objectives?***

Thadomal Shahani Trust was founded in 1958 by my father-in-law to promote quality education, health care and housing for the under resourced. As a young child he was guided by his father Thadomal Shahani who told him that the only way to live life was to give back to society and the best way to do that was through education. The Shahani Trust has been instrumental in the formation & development of several Schools and Colleges in and outside Mumbai.

The most prestigious College to come up with the active support of the Trust is the Thadomal Shahani Engineering College which is among the top engineering institutes.

The Trustees of Shahani Trust are on the HSNC Educational Board which controls around 27 prime educational institutes in Mumbai, besides which the Trust helps towards the education of the under resourced by providing financial support and scholarships to deserving students. Prestigious Hospitals like Jaslok, Hinduja, and Tata Hospitals were founded with the active support of the Trust. A center for the early

educationists and environmentalists ensuring that all organisations work in synergy to build a better tomorrow. The Founder Trustee's children and grandchildren have pledged them selves on the occasion of his birth centenary to see that the good work started by him will continue for generations to come.

Shahani Trust has not accepted donations from any other charity

**Collaboration promotes self-analysis, makes you look at the bigger picture, and results in problem solving.**

detection of cancer and a diagnostic center for the under resourced were also built with financial support from the Trust.

The Trust has constructed Housing Colonies for the low income groups as well as a health resort for families who cannot afford a holiday. It runs a home for the aged and supports mentally challenged children. The Trust sends hundreds of cheques every month to needy families for educational aid & relief of poverty. Currently the Shahani Group has started an initiative called "The right to MBA" where we will be granting scholarships for a global MBA degree to meritorious, needy students. If the number of scholarships grows in a cascading manner and we get more and more companies to join hands with us, "The right to MBA" can become a global movement which can showcase to the world that money should not act as a constraint for getting quality education for future transformational leaders. Shahani Trust has joined hands with people of the same vision to form a networking base of all NGO'S, industry, government bodies, spiritualists,

and has managed its philanthropic activities strictly through family funding. With the intention of widening its scope and vision, Shahani Trust has recently started the SAGE Foundation which accepts donations from India and abroad. The Sage Foundation is an acronym for Shahani Academic and Global Empowerment Foundation. It gives enlightened education to children and wealth generating skills training to their families. Sage Foundation has adopted major slums in Mumbai, and villages in the outskirts of Mumbai and is part of the Clinton Global Initiative. It works closely with Global





Dialogue Foundation and the UNAOC to bring all cultures and communities together through love, understanding and dialogue.

***What would you note as one of your major challenges on your journey to success?***

As the cliché goes, I take every challenge as an opportunity, because if I stop doing what I do it would be like stopping my breath, or my heart from beating. Challenges crop up as road



bumps all the time, but this is what makes the journey more interesting, and reaching the goal more fulfilling.

My greatest challenge has always been finding a work/life balance. My biological family is important for me, but the bigger family outside also beckons, so there is a pull. This is something most women face, so I can't call it a compelling challenge exclusive to me, but yes it is definitely there.

I was paranoid about travelling alone, which restricted me in my global outreach. I got over the fear factor thanks to Mike, Dave and the Rock Your Life Soul Journeys which were really life transforming and tempting enough for me to travel alone. Thanks to Mike's prodding and insistence, I travelled alone for the Clinton Global Initiative in the thick of terrorist attacks in Mumbai.

I have also made trips to Doha and Baku for the UNAOC Unity in Diversity events where I shared the stage with Gordon Brown amongst

others. The Shahani Trust has never taken any donations and has been carrying out its philanthropic activities through family funds. But the demand is always more than the supply. So we have started accepting funds in SAGE Foundation which is the global arm of the Shahani Trust. I have been handling all the administrative costs out of my own funds and passing on 100 % of the funds raised to the causes they are meant for.

As we take on more and more causes raising funds could become a huge challenge. What would you consider as one of your greatest successes to date?

The Shahani Trust has existed since 1952 so there have been many success stories, which makes it difficult to pinpoint just one, as we have assisted thousands of families during this time. In worldly terms, every milestone becomes an achievement. However, in the final analysis, living a life of purpose by giving back to society and leaving a legacy behind is the ultimate achievement.

Building transformational leaders through our Thadomal Shahani Centre for Management and helping the under resourced students with their MBA's gives me a deep sense of achievement and purpose.

If I had to pick up one success story it would be the story of Varalaxmi Pillai, a housemaid's daughter who was nurtured by the Shahani Group and earned the Sheriff's scholarship to the University of Westminster.

She is a great inspiration and role model for other aspirants and this was hugely covered in the media. Today Varalaxmi tells people her story and assists other children on how to stand on their own feet.

***You were born in the year World War 2 ended and also the same day The United Nations came into existence. What does this symbolise to you personally?***

We all come here with a purpose, a special contribution we came to make. My purpose in life was defined the day I was born, which coincided with the day the United Nations came into existence and the year World War 2 ended. This made my parents tell me that I was responsible for world peace. As a gullible child I believed them and so working towards world peace became the *raison d'être* of my existence.

As a kid I used to broker peace between children in our neighborhood when they had their juvenile fights.

Immediately after 9/11, Ram Maheshwary, the then Director of the Times Group inducted me as the first Chairperson of the Women's Movement for Peace and Prosperity under the aegis of the Times Foundation. This was founded on the premise that if a voice is given to the voiceless women, there would be no wars.

Women work through compassion and if given a chance through gender equality, non violence would prevail in the home, the work environment and the world.

An opportunity arose when Mike Handcock, Chairperson of Rock Your Life asked me to join Global Dialogue Foundation, (GDF) an international organization based in Melbourne. Working in collaboration with the United Nation's Alliance of Civilizations, GDF tries to bring all cultures and communities of the world together through Unity in Diversity.

This is of paramount importance in today's dangerously devious world.

Peter (Pece) Giorgievski, the CEO and Co-Founder of GDF asked me to become the Vice Chairperson. We are working together to build



Peace Gardens, Unity in Diversity Campuses, and Unity in Diversity Companies. The ultimate dream is to build United Civilizations headquartered in India. Just as the United Nations works at the Government level, United Civilizations will work at the grass roots level, and the third pillar for bringing people together would be United Religions.

It amazes me no end that my birth coincided with the creation of the United Nations, and now I will be instrumental in starting United Civilizations which could be even more powerful than the United Nations as it is a citizens movement.

Can you imagine a world filled with love, peace and harmony. What a beautiful legacy we would leave behind for our children. I received the Global Peace Award 2016 for my work connected with Global Dialogue

Foundation.

***You are renowned for practising business in a fair and credible way. What is the key to you achieving this?***

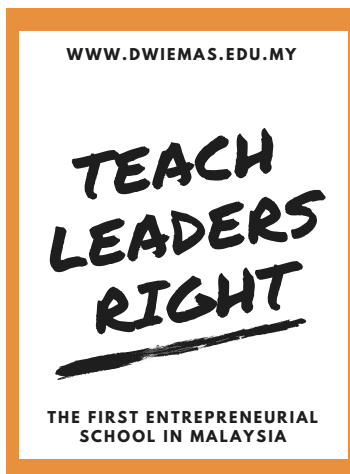
I remember asking my mother-in-law the secret of my father-in-law's fearlessness. Her reply was simple. "He is not afraid of anyone because he is honest." In human relationships and businesses, trust and ethics is the basis of a solid foundation. Companies that believe in fair play are respected, loved and successful. The others fall by the wayside.

The Thadomal Shahani Trust received the Jamnalal Bajaj Award for Fair Business Practices at the hands of the late President of our country, Dr. Abdul Kalam, with former Chief Justice Sreekrishna as one of the judges. This is one of the most prestigious awards that an organization can receive.

The Trust also institutionalised the Ethical Excellence Awards on the occasion of our Founder's Centenary Year Celebrations. The first recipients



of the Ethical Excellence Awards were Ratan Tata, Chairperson of the Tata Group, and Mr. Narayana Murthy, Founder of Infosys, at the hands of our then deputy Prime Minister, L.K. Advani. We were amazed, humbled and gratified when they accepted the award. The term Ethical Excellence touched their heart and I am sure they wished to spread this message to everyone.



***What does it mean to you to help those in need?***

God has placed me in a position where I can help those in need. As a kid I was on the other side of the fence. Having experienced both, I have realised happiness does not depend on how much money we have. It is our attitude that makes us happy or sad. I may be more needy than the slum children I nurture. So if I have helped anyone in any way, I have been equally enriched by them.

***What does the future hold for you in business and making a difference to society?***

Our business as is promoting quality education. Therefore on the educational front I see the Shahani Group as a front runner in creating centres of excellence globally where every child has a right to holistic education. The in house Foundation of all our educational Institutes is SAGE Foundation. I would like to see every

child becoming a SAGE child (pun intended).

But of course, all this cannot be achieved single handedly. We need to reach out to each other to make this happen. We already have committed friends all over the world starting with the United Nations, Global Dialogue Foundation, the Clinton Global Initiative, Rock Your Life, and many more. Our alumni have spread all over the world and occupy high positions. We have 50,000 students graduating every year from colleges of our Board. So all this is possible. We just need a catalyst! I can see a collective global consciousness emerging. A huge wave is gathering, a wave of transformation to sweep across every level of our lives. We can ride this wave to create a new world order based on love, compassion and wisdom.

The Shahani Group is aiming for a world where there is no poverty, injustice, environmental damage, war and terrorism. After September 11, 2001, the only guarantee for safety from human threat is to have no enemies. To ensure that we are understood, we must understand. To understand, we must have compassion. When we are aligned with our purpose, we become magnetic to other people, and this is how Universal Power works. When we partner in service of the Emerging Global Transformation, we are serving the purpose of all humanity, and all of the resources of the planet become available to us.

We are all working together towards bringing in the Golden Age.

When two or more of us align with a shared vision that furthers the Emerging Global Transformation, we become a channel and a conduit for synchronicity.

## Leaders' corner

### **Your favourite book?**

Without any doubt it is the Bhagavad Gita, a universal scripture and one of the best management books on how to live life.

### **Your favourite quote?**

"The best exercise for the heart is to bend down and lift others."

### **Your greatest role model?**

When I was young I had many role models, but as I grew older I realised that I was chasing shadows. As human beings we are all fallible and so I started the journey within. I would say that

subconsciously we all have a role model and that is our own Divine Self. Once we reach that state of self realisation, we achieve Nirvana, after which there is no need for an external role model.

### **Your favourite destination?**

I love travelling and have an affinity for places with a history or romantic appeal. The French Riviera, Nice, Monaco, Greece and Rome all have a charm of their own. London and Paris are so full of history and déjà vu. The US lacks this feeling of nostalgia, except for Washington DC. In recent times I loved the life transforming and meaningful

Soul Journeys to Egypt, Mexico and Cambodia with Mike Handcock's Rock Your Life Group.

But my favourite destination? Without sounding repetitive, I am currently on the journey of my life... and that is the journey within. I have almost reached that state of bliss, but not quite.

### **One unforgettable moment?**

As a mother I would say the greatest joy is the joy of creation. So holding my son and daughter in my arms when they were born was unforgettable.



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# COLLABORATION AND SACRIFICE

**I** creature comforts (like a roof over their head and a good night's sleep), add a \$1 million prize and you expose an individual's character.

The contestants get to mingle with each other. Alliances are hurriedly entered into (often to the detriment of many players) and back-stabbing (portrayed as 'blind-siding' an opponent) becomes the modus operandi.

At tribal council, one of the most common statements made is that players are looking for "someone they can trust". This is said behind a backdrop of scheming and broken promises where contestants openly confess to the camera in private that they are making promises that they

have no intention of honouring.

## ***55% OF CEOs ARE CONCERNED WITH A LACK OF TRUST***

PwC announced that over half of the CEOs surveyed (55%) are concerned with the lack of trust in business today (ref: 19th Annual Global CEO Survey, PwC). This troubles me. I'm a firm believer in integrity and values. Especially if you combine this with the fact that CEOs are seen amongst the least credible sources of information (ref: 2015 Edelman Trust Barometer).

Are we now shaping our Boardrooms on the same basis as Survivor – to Out Wit, Out Play and Out Last?

For us to develop stronger boardrooms, we need to develop stronger leaders. Leadership requires collaboration and that comes together with trust. If we're trying to become the sole survivor in the Boardroom, we might as well give up the game before we create a killing field.

Promises of 'going all the way' are made only to be broken at the sight of a better offer.

How can you make a decision about somebody at first sight? It takes time to get to know someone and to see them for who they are. Yes, it is possible to make a good first impression, but it takes discernment and wisdom to judge someone over a prolonged period.

As a conscious leader, make sure that you don't make rash promises that you will be unable to deliver on at the start of a relationship.

### **III. TAKE THEM WITH YOU ON THE JOURNEY**

If you want to get somebody onboard, don't start off by vision casting. The #1 problem with Survivor is a player that talks up a strong and aggressive game-plan from the get-go. Spend time with your people to get to know them first and then start to sell yourself and your vision to them. As John Maxwell says, "People buy into the leader, then the vision".

Make sure that you are investing in your people and getting to know the real "them". People will respond more favourably to a leader when they know that there's a vested interest in themselves.

### **IV. ACCEPT YOUR MISTAKES**

We all make decisions that, with hindsight, we regret. The question is: How do you address the consequences of those mistakes? What I'm about to say next might shock some of you. It is OK for you or your team to make a mistake! As long as you learn from it. Learning is your responsibility.

According to Jennifer Shakeel, our attempts as parents to shield our children from making mistakes can be detrimental to their development. Shakeel says; "It is important to teach

a child that making a mistake isn't fatal, and that they can use mistakes as a way of learning to find better ways to be successful."

As a leader, do you apply the same principle to your team? Are you encouraging them to take calculated risks and to grow? Do you take them through a debrief once a mistake has been identified that empowers them to learn, or do you create an atmosphere of retribution? How you handle mistakes and failure creates an important cultural expectation that can attract or repel people.

### **V. REMEMBER THAT SOMEONE'S ALWAYS WATCHING YOU**

Social media has brought us even closer to each other. Today, it is becoming alarmingly difficult for you to post something that doesn't have a chance of going viral.

When I was speaking at a conference in Stamford, Connecticut, Des Hague, opened the conference by sharing a timely tale of his misfortune at the hands of social media. Its power became apparent when a video obtained from the CCTV footage from a Vancouver hotel elevator went viral.

Hague was the CEO of the U.S. catering company Centerplate when he was caught on camera kicking a small, cowering dog five times and swinging it up from the ground by

its leash.

Hague pleaded guilty to animal cruelty, resigned from Centerplate, and was ordered to donate \$100,000 to animal welfare following the public furore over this incident.

With an estimated 500,000 public cameras in London alone, you need to ensure that you are always on the right side of the law, irrespective of where you live.

This applies to both your public as well as private persona. It is no longer taken for granted that a home is a man's castle. Are you the same person at work as you are at home?

### **PROTECT YOUR REPUTATION TO SURVIVE**

If your focus is primarily on the profitability of the organisation, you may

**“For us to develop stronger boardrooms, we need to develop stronger leaders. Leadership requires collaboration and that comes together with trust.”**

**“As a conscious leader, make sure that you don’t make rash promises that you will be unable to deliver on at the start of a relationship.”**

be doing yourself a lot of damage. As Richard Goyder, Managing Director, Wesfarmers, Australia said “When we measure success, clearly we look at the financial performance: our profits, our cash flows, our return on capital or equity, our dividends to our stockholders.

But at the end of the day, the most important measure for me is our reputation.”

Make sure that you lead your people ethically and get them to buy into your culture, which includes your values, ethics and codes of conduct. This way you can be a survivor and leave a profitable legacy.

## ***About the Author***

Elias Kanaris is a thought leader in the area of leadership and team building, specialising on the topics of cultivating values-based leadership, developing trust and making more profit.

With over 25 years’ experience in sales and marketing roles (culminating as a senior consultant in the Telecommunications & IT sector), Elias has used that experience to understand how to develop C-level connections and to transition relationships from ‘commodity supplier’ to ‘trusted advisor’. He was part of a team that serviced 24 clients, turning over \$450M per annum for his company. To give some context, the next 3,200 clients COMBINED billing was slightly over twice as much at \$1B.

Elias is the CEO and Founder of the Global CEO Summit and is a Founding Member of the Conscious Leadership Movement. He is passionate about tackling the issues caused by the lack of trust with businesses and is providing mechanisms to empower CEOs and their leadership teams to address this gap.

Elias is the Vice President with the Global Speakers Federation (GSF) and is the Immediate Past President of the National Speakers Association of New Zealand (NSANZ). He is also a Founding Partner of the John Maxwell Team (where he served on the President’s Advisory Council).

His latest book, ‘Liberating Your Leadership Potential: Changing self-limiting beliefs to lead your team, organisation or country with influence’ allows the reader to apply Nelson Mandela’s character traits and wisdom to lead more effectively.

# DRAGOS

**HOW TO DISCOVER YOUR  
PASSION,  
MAKE YOUR DREAMS A REALITY  
AND THRIVE IN THE FUTURE**

**A single entrepreneur, a single artist, a single author, a single startup or a single company cannot change the world. But what about 900 million of us? There are 900 million people in 142 countries who are unfulfilled with what they do in life [Gallup]. In the U.S. alone, 70 percent of people working are unhappy and don't care for what they do [Gallup]. Millennials are the most unfulfilled and care least about what they do at work.**

This is an enormous squandered potential, a lot of misdirected minds and many unhappy people. Just think about the positive impact these people can make in the world if they started doing something they valued. The majority of the 79 million U.S. Millennials are either unemployed, underpaid, or weighed down with student loans. One in four Millennials has more debt than savings, according to Bankrate.com. Some 94% of college students currently graduate with debt [read more] What will they do when they graduate?

According to research at MIT and Oxford University, almost half of the jobs will be mated in the next 20 years. Google's top rated futurist speaker Thomas Frey predicts that 2



# BATASANU

Billion jobs will be automated by 2030. What will all these people do when a robot or an app will replace them? Here are three important points to keep in mind for the future:

**1. Focus intensely on living in truth.** Living in truth is the foundation on which you will build everything in the future. If you build on a lie, on the hunger to make money, to heal some old hurt), everything you build will crumble.

The foundation must be Love. Living and doing meaningful work gives you the necessary drive to keep learning, to work harder and invest your resources (time, money, energy) into building something that you are proud of, something that you want to share with the world.

You might have to defeat social resistance and silence what others demand from you. If you are not sure what your passion is, fill in the gaps:

Before I die, I will to...

I come back in 100 years from now to live another life, what change to do I want to make today to make sure my future is the way I want it?

**2. Develop skills and knowledge in the service of your passion.** The results you get in life are in direct proportion with your knowledge and abilities AND with your willingness to do the work. Build everything in life

from the profound knowing that you are perfect just the way you are and if results are not as you want them to be, understand that you need to learn what you don't know. Once you know and have the willingness to apply this knowledge, success will follow.

Passionate learning is the secret to your mind's eternal youth and the honored mystery of the alchemists.

No matter what age you are, when you stop learning and exploring, you instantly begin to grow old. Reality will rush by you. You will begin to live in the past, believing a truth that has now become a lie and wondering around in a world that no longer exists.

**3. Understand the difference between pain and suffering.**

If you follow your heart in life, you will not have regrets.

You will be defeated, you will suffer, but you will not have regrets. You know what you most value in life. You know what brings you meaning. As long as you are alive, you know what brings you joy because that's the voice of Spirit talking to you.

Spirit will never leave you, and always answers your questions. But you do have the choice not to listen. You always know your truth and you know what your will is.

Pain shows up every time you deny, ignore or rationalize away your will and your truth.

Pain is unbearable because truth is denied and lies are made real in your mind.

"I want to travel but..."; "I want to work with children, but..."; "I want to help others, but..."

But creates pain because you are not using your mind to think of how you can do your will, but rather to make real the reasons why your will should be ignored or dismissed. Pain leads to anxiety, anger and depression. Pain leads to abuse, drinking and violence.

Why don't they take pain away? Because your truth cannot be denied. Is that simple. Suffering leads to love and understanding. You are aware of your truth and the fight to make your dreams real, and also embrace them in others. When you fully embrace the truth of who you really are, pain goes away instantly.

Suffering might show up but will come as nothing more than small blows you receive along the way.

Suffering comes in a battle that's worth fighting. Pain comes by running away from it.

Pain brings regret in the end. Suffering brings joy in the end.

# SOUL JOURNEYS









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**Confidence in journalism and other media is about as high as confidence in politicians. Both suffer from a perverted sense of values and a deepening abuse of power. We have allowed our messengers and our civil leaders to grossly misbehave. We have given them permission to put profits over purpose. They have thrived. And, we are often the losers.**

And yet, at the same time, the world has changed. It has become more conscious. More of us are looking for greater personal and global sustainability, a more purposeful life and a more diverse, global vision of shared, universal values. More of us care about our planet. It doesn't mean we're all tree huggers, greenies, spiritualists and worshippers of self-proclaimed gurus. It's actually much broader than that.

# CHANGE THE CHANNEL, CHANGE THE WORLD

**IT'S TIME FOR A SHIFT IN MEDIA TO MEET THE SHIFT IN CONSCIOUSNESS.**

This is all mainstream now. Billions of us have shifted. We – and not only Millennials – are increasingly becoming more discerning consumers, more active, global citizens, and more conscious about balancing the money and the mission. It's time for us to demand our representatives and informants become our agents of change in the shifting world we are catalyzing. It's time for those of us within the industry of influence to become those changemakers, ourselves. Some of us have been media disruptors when it wasn't so fashionable. We were called rebellious. Even fools. The media establishment told us music wasn't meant to be watched and that nobody would want their MTV when we launched it.

The traditional entertainment community said that there was enough kids programming on PBS and Saturday mornings when we created Nickelodeon. That it was a sin to air R-rated movies during the day, when we started all movies, all the time with The Movie Channel. And that a more positive, pro-social and thoughtful channel like A&E wouldn't

work. Although there's no more "M" in MTV, and the "A" and "E" are all but gone from A&E, these networks, and others – equally criticized at their inception – including CNN, HBO and Discovery – greatly impacted pop culture, the media and entertainment industry and the lives of billions.

Through all of the doubt and criticism, there were companies like Getty Oil, Warner Communications, American Express, ABC, NBC, Hearst Corporation, TCI, BET and Time-Life who were brave and visionary pioneers.

And individuals including Chuck Dolan, Steve Ross, Ted Turner, John Lack, Bob McGroarty, Jack Schneider, Herb Granath, Ray Joslin and John Hendricks – those who believed in new ideas, new financial models and taking risks – became global media changemakers who had an unimaginable impact on society and set the bar high for leaders of tech companies like Facebook, Google, Uber, Amazon and Ebay who followed. And then, the inevitable, yet not

unexpected, happened.

Over the years, bigger, fatter, greedier public companies acquired these once-independent and formerly super-creative assets and assembled their portfolios to fuel their quarterly profits. Part of the result of this overall industry trend was that Cronkite-era loss-leading journalism learned how to be a (big) profit center and lost its way. TV Programming departments (like their future software counterparts) became "me-too" cloning organizations of copy-cat TV series.

Reality television, once somewhat unique, became fake entertainment. Deeply, well-funded, star-studded new networks that promised something more meaningful and different fell into seas of off-network, off-mission reruns. And, much of "news" has become a disgrace. Now, I'm the first to admit that each stage of media and entertainment – broadcast, cable, VOD, streaming and connected TV has brought better and better options. Better choice, convenience and control and higher

quality. But, much of media today insults the audience and ignores the massive shift that has already begun. And, for us, that's actually the good news. This is the moment when conscious leaders and media experts have the opportunity to join together like never before.

This is our time. This is our chance to lead the industry to use the power of media to show our commitment, our values, our responsibility. To "change the channel." To "change the world." For too long, television, media and entertainment so called "leaders" have dismissed terms like conscious, sustainable, transformational, shifting and social impact as being "soft," "weak," "nuts and raisins," "Northern California" and "too niche."

But, like most of the news media was with America, these media titans grew out of touch with the incredibly shifting world around them. And, on the other hand, those who believe in "the space," "the changing lifestyle" and "the shifting consciousness" have hated what the media is, does and stands for. There was never a strong enough "meeting of the minds" to bring together the "media and the message."

There was never a chance to present a real plan to balance the "money and the mission." Until now.

Over the past 10 years, I have had the privilege to get to know about a dozen creative, brilliant and passionate media people who "get it." Who are dedicated to making this happen. The media shift is on. It's now profits with purpose. It's mainstream now. And, it will be massive. There are hundreds of exciting, global media and entertainment content initiatives underway, integrating brands with socially responsible campaigns, corporate social impact efforts and

the United Nations Sustainable Development Goals.

A few examples: There's a global music contest to encourage support of socially responsible efforts led by changemakers in Austria and Australia; a global film competition on the shifting world to be announced at the October South African Film Festival in Cape Town; global artists from around the world participating in the Independent Music Awards at Lincoln Center in January; a new digital global television network, LOOKtv, celebrating the shifting world beginning next year; an emerging community "where the filmmakers go," called FilmUp, birthed by two college students; a Boulder-based online community for self-expression on all sides of diverse issues, "Revolution Universe";

In its 10th year, the global music super-performance platform, "Playing for Change" looking to expand its media and entertainment presence; and a new-paradigm, worldwide television ecosystem that will change the way people watch TV, the way entrepreneurs build social impact companies, the way global citizens make equity investments and the way audiences directly influence the outcome of entertainment programming.

In my years in the media and entertainment industry, one of the great

areas of expertise I was given the opportunity to develop was learning how to build content brands by understanding the audiences, becoming familiar how they used technology and building media, marketing and merchandising that delivered the experiences they wanted and the revenues we needed to be sustainable. That's what all of this is about. I call on media and entertainment leaders to take the inevitable step: to understand where audiences are going, get there now and provide content and experiences that meet their shifting world.

By year end 2017, you will hear about a new, global media industry effort called "Shift Media 1%." It will be encouraging global, national, regional and local media and entertainment entities to pledge to shift their content over the next 10 years by 1%, to include content that is aligned with the UN Sustainable Development Goals. (<http://www.un.org/sustainabledevelopment/sustainable-development-goals>).

Something so small as 1% will make a world of difference.

I call on my colleagues in the media and entertainment industry to become team of conscious leaders who leave a positive, meaningful impact on our fellow citizens and our planet. We can do a lot of good while doing great – in fact greater – business.

Andy Orgel is an industry leader in the areas of Media, Entertainment, Technology and Arts; a founding start-up executive at MTV, A&E, Nickelodeon, CBS FM National Sales, U.S. West Interactive Video Enterprises, The Movie Channel, The Box and QOL Media, Inc.; an entrepreneur and innovator; and a lecturer, advisor and consultant to META companies, universities and organizations looking to increase their commitment to social responsibility, global impact and 'profits with purpose.' And, Andy is a proud founding member of the Conscious Leadership Movement.] <https://www.linkedin.com/in/andyorgel>

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**When I first started talking about Quantum and Business over a decade ago, some of the larger corporates would turn a blind eye, sticking with formulas and material that they learnt in the 1970's in university. Firstly let's have a quick look at academics.**

We would all agree there are nuances in flying aircraft, playing lead guitar or being a neurosurgeon, but as many people have come to the realisation. If things become complex 'they are stringing you along'. Why does an MBA cost over \$250,000 at the best schools and even a gazillion in places like South Africa which do not have a strong currency? The answer is because there is 'MONEY in MYSTERY'.

Let's break all that down with Quantum Physics.

To understand Quantum Physics you may need to just understand three things:

- 1.** Matter comes from light and light comes from sound. This means that the fundamental basis of everything from you, to the Queen Mary to the Pine tree in your back yard is simple

# QUANTUM PHYSICS AND YOUR ORGANISATION

frequency, sound and therefore music. You my friends are just a song looking for a Radio Station that will broadcast your genius to the world.

2. The concept of quantum is about getting from A to B in almost no noticeable time. This is what the facility CERN below the Swiss/French border has been studying for years.

3. We are a microcosm of the macrocosm. What this means is even in the biblical laws: As Above So Below, As Within, So Without. Every creation of God, the Universe or whatever you believe in is an aspect of the creation and therefore in direct relationship and aspect to itself.

Let me give you an example. Where does Money come from? - Yes Yes - China was the first to have coins, but the first money was water. 70% of you and the world is made up of it. That's where we get the words currency, bank, cash flow, liquidation etc from. So in quantum physics, if you want to study wealth creation then study water. This may seem weird but think about it. The market is a current.

Fight against it and you may die. Go with the flow and chose a relevant position or exit and you can really capitalise on that flow. The middle of the river is the greatest flow generally, and around the sides a whole lot of rubbish collects. So stop clinging to the sides and the past. If you want

to grab some flow, be like a hydro dam. Let the water flow through you, stop clinging onto it or it will become stale, lifeless and stagnant.

## **Music and Business**

There are 8 elements of music and they relate to business. Pythagoras was the first person around 500BC to study music. In his academy there were two types of students. The Acoustika and the Mathematika. The Acoustika studied music and from there he developed his idea of the Music of the Spheres and the Harmony of the Universe and he has been proven correct by Science.

His work was then researched by John Dewey in the early 20th century (John Dewey University) and then in the 1970's an Aucklander named Ray Toombes took that work and applied it to the financial markets. What he was able to prove is that markets moved like musical scales. It seems our reality in inside one big musical instrument.

If this is the case then each element of music must relate to an element of business and it does.

Surprisingly when you focus with simplicity on each element you get answers which help you identify and grow your organisation and the results come much more simply and are much more pro-found that if you involve some formula you spent

\$250,000 learning.

## **The Elements of Business**

**Pitch** - This is the key idea behind your business. Most people get this wrong. If you are a travel company it's unlikely you are selling cheap airfares or great accomodation. You are more likely to be creating memories that last a lifetime and that's far more exciting than a hot shower and clean bed.

**Timbre** - This is the quality of your voicing, meaning the joy and soothing tone of your message and the way it is shared in the market place.

**Volume** - This is the noise you make in the market. Your social media imprint, your advertising, customer awareness and the result of your PR. How loud is your Volume? By the way, excruciat-ing may not mean effective.

**Rhythm** - This is the vibe of your business. Fashion stores understand this. So did that company FISH in Seattle that was in the fish market and used to yell and throw the fish around. It created a vibe that was very attractive for people. They wanted to be there. In the '70's Branson did it Virgin records by having Bean Bags and Coffee so people could chill and listen to sounds.

**Texture** - This is the quality of the layers of your organisation. Do they



integrate well. Is it in tune or does it sound like your adding a Bassoon solo to Hey Jude... it just doesn't fit. Your departments will have a certain texture. Are they in tune on rhythm or are together do they just create noise?

**Harmony** - Remember the Beatles or the Beach Boys memorable three part harmonies, the perfect third and perfect fifth on a solid and compelling base. Does your internal and external team fit together. Do they understand each other, when to support and when to back off. Just like music it's not how much you crowd a song that gives it impact it's the creation of space for each instrument in the song to identifiable shine. Are your relationships harmonic or a cacophony of noise?

**Melody** - This is your organisations individual sweetness. In music its a string of notes. In business it's your signature, your hook, what you are always known for, like Apple is for cool funky products.

**Tempo** - This is simply the pace of results. Is your expectation of Tempo right. Does it need to change? Are you above or below the natural beat of your organisational pulse.

By looking at the natural world we can make a huge impact in our internal day to day lives. When Emperor Fsu Hsi sent his scholars out across China 5,000 years ago he had just one mission. To see what the Macrocosm could teach the Microcosm of daily Chinese life. You as the Business Leader should do the same. Keep it simple. Quantum experiences will show you the answers you search for and they will be right in front of you all the time.


**Mike Handcock is the Publisher of Lead Magazine and the Chairman of Rock Your Life. he has worked with over 250,000 entrepreneurs in 46 countries. [www.rockyourlife.net](http://www.rockyourlife.net)**

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WHATEVER HE  
GROWS UP TO BE...  
HE WILL GROW UP  
THANKS TO YOU

Sometimes we can make the most amazing things happen – even when we're not around.

And that's what a legacy gift to the Children's Hospital Trust in your Will can do. It will provide critical care for little patients in the wards at the Red Cross War Memorial Children's Hospital. It can buy new medical equipment, upgrade hospital facilities, provide professional medical training and it will help to save the lives of children just like Keano Rhodes, so that they become living examples of your legacy.



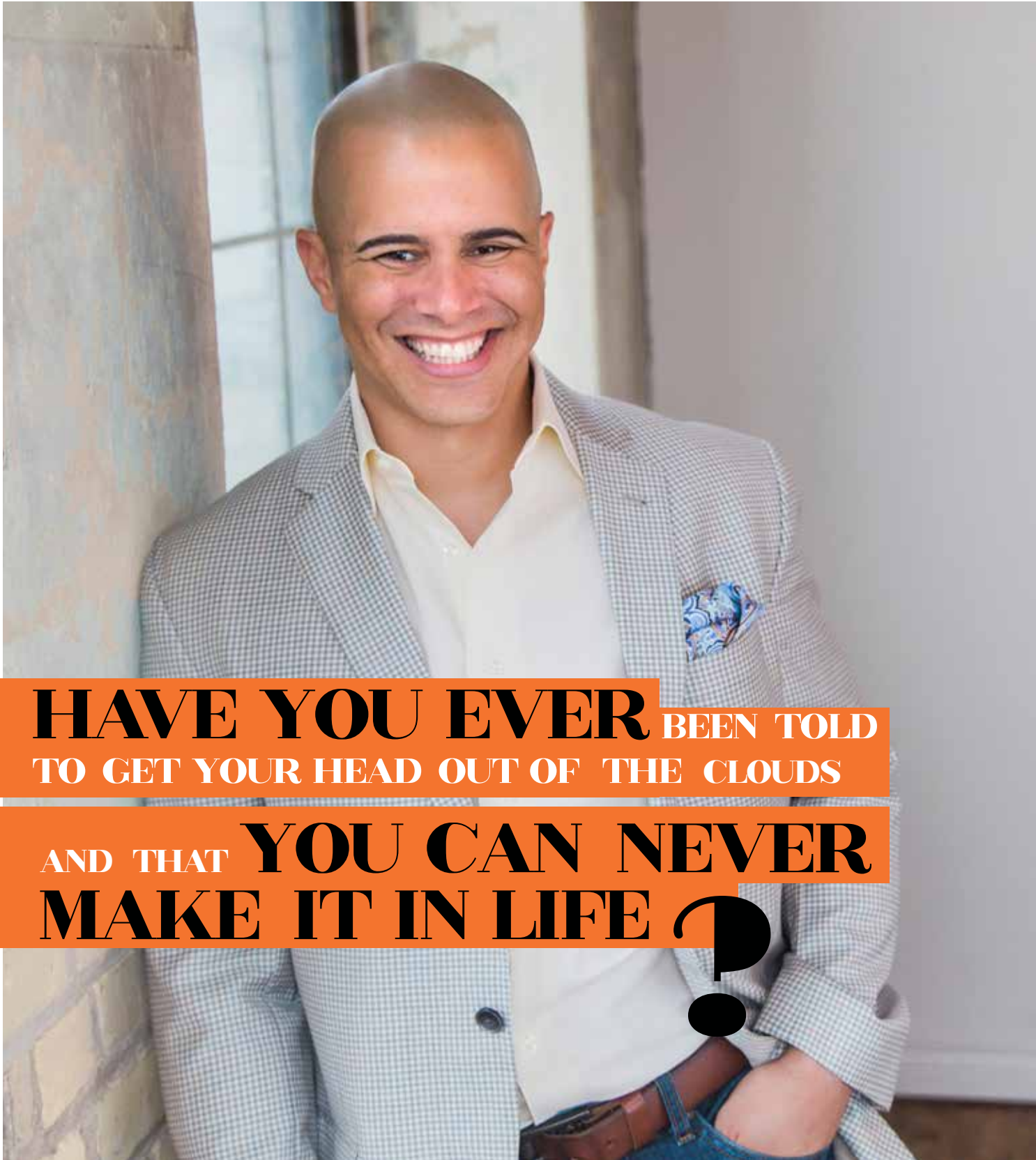
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**Call +27 21 686 7860 or visit [www.childrenshospitaltrust.org.za](http://www.childrenshospitaltrust.org.za)**

Fundraising for the Red Cross War Memorial Children's Hospital and Child Healthcare. The Children's Hospital Trust is an independent charity (PBO No. 930 004 493) and works in partnership with the Western Cape Government: Health, who finances the running costs of the Hospital.







**HAVE YOU EVER** BEEN TOLD  
TO GET YOUR HEAD OUT OF THE CLOUDS

AND THAT **YOU CAN NEVER**  
**MAKE IT IN LIFE** ?

## Have you ever felt trapped by your situation?

**I think most of us have at some stage of our life but what if you can from a small Caribbean island and your dream was to become a fighter pilot. Do you see that as even possible?**

This is the Leo Melendez story.

Leo hustled right from an early age. He mowed lawns and did chores around the neighbourhood on Puerto Rico.

But Leo never let go of his dreams, no matter how unlikely they were.

He wanted to become a Marine Corps fighter pilot, but there were quite a few obstacles in his way.

He couldn't speak English, and he didn't have the money to go to college. But he didn't let that stop him. He reached out for help from organizations and good Samaritans until finally, he was able to join the Marines as a mechanic.

It took eight years for him to work his way up to pilot status. Even when he did start training to fly an airplane, he had to work his way up step by step to become a fighter pilot.

Through patient persistence, he finally achieved his dream of becoming a Marine, fighter pilot.

He served his country and the USA in several tours that saw him stationed in Japan and throughout the Pacific. It didn't stop there for Leo.

He had another dream.

He knew that being a fighter pilot would come to an end so he dreamt of becoming an entrepreneur.



He studied everything he could and attended various courses throughout the USA.

He wanted to be on stage. Leo realised that the ticket to his dreams was to help others achieve their dreams, so he started a company that helped people build and produce their own expert products.

He became very sought after and the material he built for others was of the highest quality. This led him to being on stages himself, talking about how he could help people who wanted to

be on stages. Sometimes it's strange how the universe works, but his confidence and surety that he was on the journey led him forward. In fact his first event ever he sold his ability to do Facebook ads. You see, Leo realises that every step is a step to your dream. Whether you are mowing lawns, being a mechanic or learning Facebook, provided you keep at it and focused on your goal you will get there, but not always by the same route as others. Today Leo is a sought after speaker, coach and product creator with clients throughout the USA and Globally.



### Can you give us a brief background of your history?

I started working in international freight forwarding at age 19.

Early on, I learned that the excitement for me would be in business development. I'd get a buzz from making appointments for my boss and him going out and securing the business. I needed more and within a few years, I moved on to a company who's incoming leader had extensive international experience and he was successful.

I followed his style and together we built the team and doubled the business within a few years. At 24, I took over the office as the youngest State Manager in the industry.

Within 3 years, I was promoted to Vice President, Asia, and Evdoxia (my wife) and I, with Claudia - our 1 year old daughter at the time, packed and

moved to Hong Kong. My responsibility was to develop the business in the region across 9 countries. I continued to work hard, traveled every week, and had heaps of fun building the business. "Go to each country and understand our business like you do in Australia, turn over every stone, and then come back and let us know how we're going to make more money", was my order.

I loved it. We had a huge few years. Our son Christian was born in Hong Kong. My next task was to go to Singapore, where I'd oversee the merger of 3 group companies. It was tough, but an incredible experience. Shortly after, I left the company and came back to Australia with my family and entered into a partnership to set up a new business. The company was well-established in the USA. I hired my very first supervisor, and we started the international division, working from a small office in Melbourne.

The business grew quickly and within 6 years, we'd opened 7 offices in 6 countries. In 2007, and after reevaluating the direction of my life, I decided it was time I give back to society. By the end of the year, I sold my interests in the business and and threw myself into it. Evdoxia and I travelled. We joined the entrepreneur group XL, attended courses and met like-minded people. It was during that time, I met the Founder of the Global Dialogue Foundation, and was blown away with his life's work and vision.

Things then started to come together.

We incorporated Global Dialogue Foundation as a charitable trust to continue his unique work and soon after, the "Unity in Diversity" project was partnered with the United Nations Alliance of Civilizations.

Since then, our team has worked tirelessly on organising major Unity in Diversity events; also presenting the vision internationally on various platforms; launching community initiatives; inaugurating peace gardens; establishing country assemblies; and finalising the movement's framework which includes a global presidency representing 19 countries, a consortium/advisory body, a general assembly and members from over 50 countries.

The GDF Unity in Diversity project serves as the nucleus of a nascent "United Civilizations". During this time, I was also looking for more personal development. As luck would have it, I did The Avatar Course and went on to become a licensed Avatar Master and to this day, contribute to its mission. Just 4 years ago, I began to fulfill one of my life-long dreams, which was to build a family business with my brothers. Today, I share the majority of my time between our business, Global Dialogue Foundation and Avatar.

### What are your principles in business?

**Excellence** - Be the best we can possibly be in our market. Value our customers and give them an excellent experience.

**Reliability** - Make sure we meet expectations and exceed them. Also, ensure our people are part of the team, feel its safe to learn, grow and succeed.

**Build trust** - Choose the path of honesty

**Respect** - assure our stakeholders of our highest regard for them

**Loyalty** - be kind and provide as much support as possible. Make

nothing too difficult. If someone is not happy, no problem. Return it for a full refund. Make doing business with us easy and enjoyable.

**Work hard** - persistence, determination, commitment. They're all good for the soul.

**How has your background influenced who you are today?**

Well, I was never interested in other people before unless they'd benefit me. I would never had thought, even 15 years ago, that being kind and truly honest would be at the top of my agenda. Nowadays, I prefer to be aligned rather than aim to lead from the front. Also, my goal is to continue to learn and grow so that I can help others make life better and more fulfilling. These days, I'm much more inclined to reflect on errors and own my part.

**As lead magazine we believe in conscious leadership. This form of leadership ensures making a difference in society is as equally important as making a profit. Do you identify with this principle? If so why?**

Yes. Without meaningful interaction, which I believe is about "service to others" and "contributing to a worthwhile cause", progress is limited and there is no true fulfillment. What would be of the world if everyone was only ever interested in making a profit for the sake of having more money than they need and at the expense of others?

That's probably the direction we've been heading. It's troubling to think about it. Moving towards a peaceful, caring and compassionate human experience on our planet is a goal worth living and working hard for.

**What are your thoughts on collaboration, forward thinking and community?**

Reflecting my thoughts through the work of Global Dialogue Foundation.... Basically, we're all in it together and collaboration makes success possible. In our work, we help communities to better organise and strengthen.

We help people from different cultures to integrate while maintaining their individual cultural identity and heritage. While these efforts are lead by citizens themselves, they are mostly undertaken in collaboration with representatives of local/state/federal governments and international organisations. This means the work is enabled at all levels and builds a sense of togetherness. Working together in an environment where people support each other, rather than aim to demonstrate who may be right or wrong is forward thinking. Especially when they are committed to addressing the needs of the community, as determined by the community itself for improving living conditions.

**What would you cite as a major challenge in establishing yourself in business?**

Being the 'new kid on the block' in a market where competitors are well-established. In community development, where other stakeholders are well-established and may perceive you as a threat.

**How did you overcome this?**

Mainly by being aware of the competition/major players, but not focussed on what they're doing. For me, it is to stay committed to our fundamental values and operate from this place, and keep moving towards

our goals. Also, by being prepared to explore new areas, e.g., investing in social media, hiring professionals for certain tasks, expanding product range, empowering teammates into leadership roles, offer more service options.

**What would you consider as your greatest achievement to date?**

My family's well-being, which includes working together towards a purpose that is bigger than us.

**What is the key to ethical business practises?**

Honesty - become more and more honest, all the time.

**What does it mean to uplift your community?**

To create an environment which is safe, caring and nurturing, where people meet on a continuous basis, to help improve living conditions. To empower people to grow and increase their own personal levels of responsibility, to promote an attitude of "being in service to others". To inspire the community with a vision for their betterment and work with them on their path towards it.

**What does the future hold for you in your sector? Any words of advice?**

In business, it's to continue expanding across Australia and positively impacting all our stakeholders. In personal development, its to help people learn to manage their difficult life situations and improve their ability to conduct their life successfully. In community, it's to continue promoting and developing inclusive societies and building a culture of peace around the world. Words of advice - Enjoy!

# BUILDING WEALTH OUTSIDE YOUR BUSINESS



**Lisa Hudson**, Financial Educator and CEO of [www.ifindproperty.co.nz](http://www.ifindproperty.co.nz) and [www.acumen.co.nz](http://www.acumen.co.nz)

**People go into business for a range of reasons; they are passionate about something, have a strong desire to control their destiny, want more freedom and flexibility and of course to make a good income.**

I have been a business owner and financial advisor for almost 20 years and one thing that I often come across is that business owners have all of their wealth in their businesses. Many hope that if they work hard or smart enough that at some point in the future they will be able to sell their business for enough money to provide financial security for themselves and their family. Unfortunately in my experience this is rarely the reality for most people.

When I have the conversation about having a second investment strategy and diversifying outside of their businesses, the main reason for not doing so is the perceived lack of time and the belief that all resources need to go into their business as that is where the best returns are.

I agree that you need to put most of your resources into your business.

However I also think it's wise to gradually over time take some money out and invest elsewhere, just in case the business doesn't deliver high enough returns. The challenge is to work out how much is prudent to invest elsewhere.

Most investment options require you to have the actual cash to invest whereas with property investment you can borrow all or most of the value of the asset but get the return off the entire asset not just the money you put in. Let's look at the key benefits of property investment in more detail:

## **1. Leverage**

Leverage is when you buy an investment property using borrowed money instead of using your own. Leverage can accelerate your investment return as you get your return based on the amount invested not just the money you put it.

There are very few investments where you can borrow as much as you can against property as bankers see it as one of the most secure types of investments.

## **2. You can use the equity in your home**

If you have equity in your own home then you can use this to borrow against to purchase an investment property. This means you don't have to save a deposit. If you do have your own home and have enough equity in it, then it's ideal as you don't have to take money out of your business to get started. However depending on the rent you receive you may need to add a small top up each month to cover the costs. And if you do have a little more spare cashflow you can pay down the mortgage faster which means you can build wealth faster and possibly have enough equity to purchase more property over time.

## **3. Tax Benefits**

There are several tax benefits for investing in residential property. For example the expenses you incur to generate your rental income will most likely be tax deductible.

## **4. Rental Income**

Rental income is the money your tenant pays you to live in your investment property, or work from if it's a commercial property. If this is over and above the expenses you incur to own that property then you will make an income. It's a wonderful thing that your tenant can pay all or most of your costs of owning the property.

## **5. Capital Growth**

Over time your property investment will mostly likely go up in value. Sometimes property values will go down but the majority of time they increase over time. Ideally you need to be thinking at least 10 - 15 years plus. The great thing about capital growth is that you get the growth on the entire value of the investment and you may have put only a small deposit down or nothing if you used the equity in something else to use as your deposit.

## **6. You can have control over most parts of your investment**

One of the biggest advantages of buying an investment property is the control you have unlike other investments. Ideally you would want to use a professional property manager to manage the day to day running of the property but you can be involved in the decision making process with them if you like and you can physically see your investment unlike investments in the sharemarket.

## **7. The security of bricks and mortar**

When you buy an investment property you're buying a physical asset. Banks really like property as a security and property almost always goes up in value over the long term. So now we have looked at the advantages of property and why it can be a great option for business owners let's

look at the how. As mentioned previously another key reason business owners don't invest outside of their business is lack of time.

There are two options to manage this. One is that you make investing important. I believe if something is important to you then time is far less of a barrier. Or the second option is to outsource the purchase and management of the investment to a professional. What about the cost of this you might say? Yes there is a cost of outsourcing but the important thing is to weigh this up against the opportunity cost of not investing because you don't have the time or skills to invest.

When you are a business owner or leader in your field you will no doubt often find yourself in the position of having more things to do than you have resources to do them. You are constantly trying to prioritise where to spend your energy to get the best results. Being in a strong financial position gives you freedom of choice and this is a key driver for most people. The question is, is your business going to provide you with this and if not what is plan B?

All successful people consider risk. The question is should you put all your eggs in one basket or should you diversify to increase your chances of financial success if Plan A (your business) doesn't work out the way you hoped?

**If you are not living on the edge, you are taking too much space. When you live on the edge, you are alive, vibrant and enjoying life, but remember living on the edge is challenging and sometimes scary.**

**Let me tell you how I got there. First some of my life's mistakes**

### *Mistakes*

No life is complete without a few mistakes. So

**No. 1:** Letting parents talk me into becoming an accountant---In the Genius test, I am a creator start a million miles from a Lord. The real mistake was spending most of my life working as an accountant until I was 65 then along with 3 others was made redundant by a new CEO after 25 years with the firm.

**No. 2:** In my late 20s, my boss's nephew tried hard to get me into buying renovating and flipping property. He was making more in a month than I was making in a year

**No. 3:** I ran a very successful commercial cleaning business making more part time than my full time accountant job. Ego got in the way and I got out of cleaning. Any way you get the picture enough on mistakes (there were others)

### ***How did the fun begin?***

Was very low after being made redundant. A friend suggested opening a discount tobacconist shop in Lower Hutt. So I consulted my intuition and it said go for it.

So research done. Let's do it, so looked around for a shop found one looked through the window. Yes that will do and signed the lease before I



went inside the shop - we were off. My friend helped me set up and three weeks later, we were open and that's how it started.

I am a disruptor and all my life have not been able to follow rules (quite often get me into strife-but what the hell) So the process of idea, brand, team, partners, etc. has mostly been ignored by me. Any way as expected the business prospered and grew quite rapidly and soon I had a full time and a part time. Then one of

my customers asked me "when are you going to open another shop?" He was closing his Kilbirnie Store and wanted someone to take over the lease.

So I did my research went to Kilbirnie looked at the shop location and decided this would work. So I convinced my part time worker that she was capable of managing the shop which she did for three years and built a solid business--- shop is still No. 2 in turnover. The business

has continued to grow and now has 6 shops. The last one was the only existing business I have purchased and after 20 minutes chat we had agreement put it on a sheet of paper and we both signed---Job done.

Should you follow my example? I would say definitely NO. Follow the proper methods-remember for me 45 years of business experience and while I have no fear and no boundaries and absolute confidence in myself to make the right decision.

Many years ago, my assistant CEO said to me: "You know your problem Chamberlain?" "No but I am sure you will tell me" "you never ever consider the possibility you could be wrong" "Tell me when I have been wrong?" He walked away without comment. My success comes from the freedom to fail and the lack of fear of failure.

### ***What is important to me?***

#### **Passion**

For everything I do loving what I do is all for me and not a day goes by without at some time thinking of how lucky I am

#### **Integrity**

The most important thing in my life, it's how I live life. I have friends who have their life the same. They have rich and fulfilled lives and almost all are very wealthy

#### **Loyalty**

To people and suppliers who treat you fairly, this is an important reciprocal quality

#### **Study**

I have had a lifetime love of learning.

Everything today changes so fast. We need if we are going to keep up to keep learning. For me I subscribe to the Harvard Business Review Fortune and Bloomberg Business Weekly.

Then I work with the best entrepreneur trainers in the world the Rock Your Life (RYL) team of Mike Hancock, Landi Jac and Dave Rogers

#### **Staff**

More important than anything else in business is your staff. To me they are like family and must be nurtured, protected and educated in their jobs. To find the right staff is critical for your business because they can make or break it. For me where possible I always employ staff who are smarter than me who have the right attitude to life and work. How to we can teach. Attitude is personal and must be there in bucket loads.

Twelve months ago, I was running five shops but not well. So I appointed two managers (both with master degrees) to help me out. Then Mike Hancock suggested I take them to Cairo with me for 2 days one to one training with master coach Dave Rogers, then join us for three days business training. I did this and both greatly increased their knowledge.

We also look to help other staff and the opportunity to take most staff to a two hour training session with Mike Hancock and Landi Jac in Wellington was not missed. Very few people at that level get the benefit of their knowledge.

#### **Wealth**

Wealth is what you have left if you lose all your money I have it without losing all my money. When I asked

a senior manager where she got her strong confidence from she blew me away when she said you. She opened and ran my second shop. I gave her the authority and support to deal with everyone except general managers. That level of support allowed her to grow and develop. Then a message from another staff member, great news, I got my resident visa today, I am very appreciative that you have helped me a lot since coming to work for you. I am very pleased I am working for you as you are the best boss I have ever had. I love the job and really enjoy working for you.

### ***What more does one need in life?***

#### **Purpose**

To build my company to a level of 100 million per annum turnover which will generate sufficient profit for me not only leave a legacy but also help deserving causes and people over the next 20 years.

This is the first step I also need to help as many other people as possible to find their true purpose in life. I will have more successes in this aim if I help build a small community and create a sense of purpose for everyone in that community.

#### **The future**

I am 75 years old and am so energised happy and enjoying life I have revolved that in 20 years' time. I will review where I am at. In the meantime, I am going to greatly expand my business operations in order that I can create wealth to help those most in need of help.

If this article has inspired one person even in a small way that will be great.



# FROM RESILIENCE TO ROCKSTAR

**Growing up in the Social Republic of Macedonia that hadn't gained independence from Yugoslavia was a very different world than I live in today.**

I am now blessed to call Melbourne, Australia home thanks to the courage of my mother who packed up here meager belongings and decided to try for a better life for herself and her only daughter.

I was left in the care of my auntie in Macedonia for almost 2 years while my mum worked her backside off to be able to reunite us and become residents of Australia. During that time apart, I was becoming a teenager and although I had a loving family I lived with in Macedonia, I missed my mum greatly. This time apart taught me two things that have shaped the person I am today and they are resilience and independence.

When I moved to Australia at age 14, a strange new reality set in as the culture and language barrier was very real as I arrived without speaking a word of English. It was here that I learnt my next valuable lesson, 'every beginning is hard!' I threw myself in as much as I could; in fact I was a member of the High School

debating team in just 12 months. I had to be the lead off speaker as I didn't have a good enough understanding of the language and couldn't think fast enough on my feet to re-butt an argument yet we still made state finals and it increased my confidence ten fold. After graduating university with a Bachelor of Applied Science in Psychology and Psychophysiology I started working in the optical industry where I eventually managed one of Victoria's largest OPSM stores.

I met my future husband who was managing one of the other stores and we enjoyed a few competitive years striving to 'out do' each other's stores.

After several years my husband was head hunted by the new player in the optical market Specsavers and soon after I joined them as a manager at another store close to our home. Things were going great until one day I got a call from out of the blue from my husband with some shattering news.

He has made a poor decision and had lost the business. It hit me hard as I felt that our security and lifestyle we were creating had been ripped away and here we were back to square one.

We had some issues we had to work through individually and together as a couple for us to survive this and I made a spur of the moment decision to become a 'life coach' and promptly enrolled in a Diploma in Life Coaching.

Little did I know it at the time but I had to help myself before I could help others and over the next 12 months I devoted every spare minute to my education and setting up my new business in between being a mum to our 2 young kids and wife to my husband. It was tough and I struggled to make any money or get the number of clients I wanted to feel 'safe'.

I invested a lot of money in my education and had mentors from day one. My then mentor told me, "Nat, you have so much knowledge you should write a book as that will help you gain credibility in your industry (I had chosen weight loss as my niche) and help you be known as more of an expert" Well, aren't we supposed to do what our mentors tell us?

So, I wrote a book in 3 months and had it in my hands in 6 and from the moment I became an 'author' the world as I knew it changed forever.



Suddenly had a waiting list of clients that wanted to work with me. I was able to raise my prices, I was asked to write articles for National publications and my social media blew up as I learnt how quickly I could leverage the power of my book and being a published author. Time was the biggest challenge I was facing, as there were only so many sessions I could do and although I loved my clients, I wasn't passionate about weight loss.

My passion was business and very quickly I wrote my second book, Ninja Couch Marketing as more and more people in the service based business scene was seeking me out for help to grow their own businesses. I licensed my Ultimate Weight Loss business and had 26 coaches using my system I had developed while I focused on business coaching and niched further into creating products for profits. As my book was

such a big part of my success, I developed a system that became what it is today, The Ultimate 48 Hour Author Blueprint. It was almost 4 years ago, The Ultimate 48 Hour Author was born. There was no fanfare, no grand launches and certainly I had no idea what was to come. It was my second defining moment in my business life after the loss of my husbands business as I could see just how many lives I could touch if I could help others with a message they wanted to share do so by writing and publishing their own books for their niche.

Many people want to write a book as they have a bigger purpose than they feel they are currently delivering. I feel privileged that I am able to help them share their message on a local, national and even global scale with their experiences, learning and expertise. From overcoming domestic violence, cancers and un-named horrors to paths of enlightenment

and healings, my authors have seen their books sold in almost 100 countries worldwide, stories that would otherwise never have been told. Now I speak on stages all around Australia and have recently launched my business in America and UAE with New Zealand and Singapore next in 2018.

My message is a simple one.

Writing a book will change your life and the lives of so many others if you just back yourself and do it. The fears and the doubts, they are all bullshit! I tell my authors, once you stop making it about yourself and making it about those that you can help, the decision to write your first book is an easy one.

Your reward for all of this is well worth the effort personally and professionally, as you will become a Rock Star in your client's eyes and a thought leader with your peers.

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5 children under 5 years of age dying every minute

**2/3** DEATHS ARE PREVENTABLE : **1/3** OF DEATHS ARE IN THE NEONATAL PERIOD 

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IT MANAGES **260 000** PATIENT VISITS EACH YEAR 

1/3 of Red Cross Children's Hospital patients are UNDER THE AGE OF 1

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THE TRUST HAS HELPED FUND THE TRAINING OF  
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These trained paediatric specialists take their skills back into African countries

**Clinical research at the Hospital has influenced global WHO guidelines**

OVER **R100m** WAS RAISED  
IN **2016** FOR AFRICA'S LARGEST  
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# FAST TRACKING ENTREPRENEUR SUCCESS THROUGH A PROJECT APPROACH

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**S**uccessful entrepreneurs are people who see opportunities and take the necessary action to turn them into commercial outcomes. Effectively, entrepreneurs are project managers who bring products, services and businesses alive.



Todd Hutchison

The challenge for entrepreneurs is to pick their projects carefully. Not all opportunities are worthwhile to pursue. Some may seem a great idea, but the timing is not right to maximise the investment in time and resources. This requires good selection decisions to determine which projects should be given a priority, which ones are not worth pursuing immediately, and which ones should be avoided.

Project management is the formal discipline for planning and executing new initiatives, it is the point of execution of strategy. Projects cover anything new, from progressing research, establishing a business, running a marketing campaign, through to creating a product. This is why entrepreneurs are project managers – they are implementers, and knowing the more formal principles of project management can be used to fast track entrepreneur success.

Projects have four phases to their life cycle. The first phase is called the ‘initiation phase’ where the idea is documented and an indicative cost and

schedule is determined, as well as providing a high level clarity to what is the outputs and who is involved. Sometimes this phase causes the project to be cancelled or postponed as it considers the business case to whether the idea has any commercial validity or usefulness, and if it is the right time to progress.

The second phase is called the ‘planning phase’ where detailed planning is undertaken and the Project Plan is produced so you know with clarity what you are achieving, the exact steps to take (known as tasks), who is to be involved and the defined budget. This is where the funding has to be secured and the team selected.

The third phase is where things start getting done, called the ‘execution phase’, which is the process of implementing the work set out in the Project Plan. To wrap up the project, we finish with the ‘close-out phase’.

Now before you think you have to build a mass of documents, you need to consider whether the project is of a size that you just simply ‘do it’, or whether more planning is required. If it is more of a minor project, especially when using a team of people, you need to plan at an appropriate level to make best use of your resources. If the project is complex – a far more thorough project plan is needed. Complex simply means either the effort is high, the cost is large, and/or there is significant risk involved. The more complex, the greater effort in planning is required.

Independent on what project you are planning, it starts with getting the ‘scope’ right. The scope includes what exactly you are producing (the end products), which are called ‘deliverables’. The clearer they are up front, the better the vision, and

the easier it is for the team to see the steps that need to be taken. Getting scope well defined sometimes helps by being clear on what you are not doing, which are called ‘exclusions’.

From having the deliverables clear, you can then work out the step-by-step tasks that need to be accompanied, defining who is doing them, how long they take, when they start and finish, and the order they must be executed in (and any dependencies between them). The document that these are detailed in is called the Work Breakdown Structure (WBS). The WBS forms part of the Project Management Plan.

The WBS basically defines the steps we need to take, the schedule for the project, the human resources that form our team, and the budget. The budget is formed by looking at the total costs of human resources, equipment, materials and consumables. Remember that the budget needs to include overhead expenses (indirect costs). Sometimes projects also need a reserve for reasons such as to cover risk contingency.

Before you leap into the project, we have to identify the ‘key stakeholders’. Key stakeholders are those who are impacted or involved in the project, but also have the ability to influence it. These people or organisations are often critical to planning any communications or engagement strategy.

The other area of consideration is risk management. Risks are also known as threats, hazards or uncertainties that can stop, slow down or hurt the execution of the project. Generally, for each risk you have to consider the likelihood of the risk event happening, and the impact if it does happen,

to determine the risk factor on the project. If the project risk has a high or extreme risk factor, then you need to plan and implement risk treatment strategies. For example, if you were to run a training course, you would need to manage the risk of the trainer being available on the day.

All great business consider their risks, in fact, all organisations should have a corporate risk strategy for considering any risks to their own business as a good practice.

The exciting time is when you push the go button at the end of the planning phase and start the execution. During the execution, you are following the Project Plan, ticking off the WBS tasks as you go so you can track your progress. Often a 'progress status report' is published monthly to keep any key stakeholders (including investors) informed.

If issues arise, they should be documented in an 'issues register', solutions discussed and remedial action taken. It is best to have a culture where issues are reported immediately to get on to them as soon as possible.

A culture where people hide mistakes can be devastating for progressing the project. We do have to keep an eye on the risk, which is where the

'risk register' comes in.

This records any new risks and the status of the treatment strategies. Risks are simply things that have not happened yet, however when they do and there is a negative outcome, they become issues.

Testing quality as you go is also

important. The WBS should have listed any tests, audits or inspections that were needed, to make sure the deliverables are of the required quality level when we get to the end of the project.

Once the project is complete, we hand over the deliverables and they start getting used. In the close out phase we disband the team, make sure all the payments have been made, and we archive the documentation.

One of the most important activities in the close out phase of complex projects is to run a 'lessons learnt' workshop and record what went well and what did not, and write up a report of recommendations.

This is important to make sure we build on our failures and learn from them to improve the likelihood of success for future and similar projects. Entrepreneurs are people who do project after project, so their ability to plan appropriately before they just jump in is important and sometimes that means managing their natural desire to want to leap

**Key stakeholders are those who are impacted or involved in the project, but also have the ability to influence it**

ahead. Of course a high passion and persistence helps, but true entrepreneurs recognise that success is based on team work, and project plans help get everyone on the same page towards the clarity in goals upfront.

Time is money, and there is an opportunity cost for what you spend your time on compared what you otherwise could be working on. Having a strategy upfront makes sure you have adequately considered the viability of the idea, the cost and schedule of the venture, and the risks that could make it not work.

Project management is simply the process to getting things done as efficiently as possible.

## Author the Author

**Known as the Corporate Mechanic, Todd Hutchison is a world authority on project management, a certified speaking professional, and a global consultant and project manager. He is an international bestselling author, and leads the global Peopleistic business. He is an adjunct associate professor in project management, and former global Board Director of the Project Management Institute, and the current Chairman of the International Institute of Legal Project Management.**

*Email [todd@peopleistic.com](mailto:todd@peopleistic.com) if you would want some free project templates and videos on project management.*

# OUT

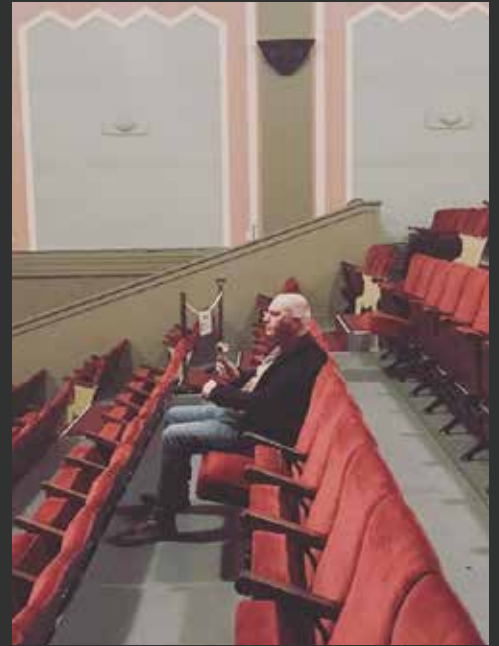






# ... AND ...





# ABOUT



# SOULFUL IMPACT

**Dave Rogers is a passionate individual and coaching has always been one of his prime motivators in assisting entrepreneurs and business leaders to become more conscious and make the world a better place.**

In an article in Forbes Magazine in 2016, Conscious Leadership was described in this way:

“As a conscious leader, your job isn’t to run around trying to save the world. Your job is to go within, do the inner work that allows you to show up as your most powerful, authentic self — which will in turn inspire others to do the same. Conscious leadership requires you to identify, plan for, and move through the patterns that come up every time you’re about to step out of your comfort zone.

These patterns can be self-sabotage, procrastination, fear of success, fear

of failure, ego trips, comparison overload, and any other number of ways that you’ve learned to “play it safe” throughout your life.”

Dave Rogers has facilitated this in literally thousands of people.

A self described tax refugee who negotiated an internship in Japan in banking after receiving his MBA at MacMasters University in Canada, Dave grew through the bank spending eight years in Japan and a subsequent four in Hong Kong finishing up as Assistant General Manager in the highly stressful area of Bond trading and government lending.

Reading the book ‘Confessions of an Economic Hitman’ Dave realised that his self styled ‘Wolf of Wall Street’ lifestyle and experiences through the Asian crisis of the late nineties had impacted on him at a soul level.

A sabbatical and some deep inner

work later led Dave to move from banking to the personal development industry, working closely with the Tony Robbins organisation, Success Resources and then co founding what went on to be the largest entrepreneur network in the world by 2008. In 2006 he penned the book Awesome Coaching, which went on to become an International Best Seller, seeing Dave named Asia’s leading entrepreneur coach, an accolade he holds until today.

In 2007 Dave was awarded the highly prestigious Singapore Spirit of Enterprise award for his work with Leaders.

Dave Rogers is a self styled Master Coach who has worked in over 40 countries globally. He was featured in the films ‘Dreamcatchers’ and ‘What if’ and also has a passion for deals, and bringing business people together in collaborative methodology.

# YOU OWN WHAT YOU KNOW



**You can laugh at us, and you can ignore us, but we are here, and sooner or later you need to acknowledge us.**

We are the Z Generation.

We are rebels, disruptive; we look apatitic and sounds like we do not communicate with you. Our heads

are in the screens most of the time, and we mostly confuse you.

But soon you will realize that we are here with a purpose. Our goal is to finish the work that humankind had started millions of years ago.

All humans come to this world with unconditional love and

nonjudgmental attitude and with the intention to do the best for it. But somehow we lose this belief during the years.

I was the same. I was 5 when I wanted to talk to the world, and I believed I could change the world with my inspirational words. I was 7 when I believed that I could change



***Eric Lassard***

***Founder of Zenterprise Companies  
and AirSchool/Kidscademics***

the direction of education by my example and I was 8 when I thought that writing a book today you simply can impact the word tomorrow.

Every single day I wake up, and I believe that this is the day. The day, when all that I believe, come reality.

I was disappointed and left down

many times. I was angry, frustrated. But I just could not give up.

Until one day: I wrote on a white board with big letters

“I BELIEVE “and was just about to write all my thoughts. Suddenly I noticed something that had never

crossed my attention before: in the middle of the word bellIEve, there was the word LIE!

So that moment I understand: to get what you desire you need to bring you beliefs into knowledge.

You Own What You Know. I started to research and study, and step by step

I realized that somehow humanity got stuck in the frame of mind of believing and from a long time ago no real change happened. Now it is the time to move on, and it is the chance of my generation to make a move.

It will be catalytic. To move out billions from the state of mind of believers. Stage one is when you need to understand that most of your beliefs are not even yours.

You inherited them, our you were told what and how to believe, and you follow and pursue these thoughts that are not even yours. The only way to succeed is to transform your beliefs into knowledge.

Fro the first time in history it is possible. Information about anything you want to know is in the palm of your hands.

It does not matter anymore how old are you, where are you coming from our what is your background! As soon as you discover that you have access and it is only up to you how much you want to know, the moment when you understand that you need to take responsibility for your future, you will succeed.

My generation is here to bring humanity from the million of years of beliefs into the era of knowledge.

I do understand now that changing the world indeed start with changing yourself.

We always were connected, just we could not believe it as we could not see it. Today if you just want to reach out to anyone in this word you are just a few clicks or friends away on social sites. Communities with same beliefs are groups and networks that

are from all around the word on one platform.

So, you see, now we know.

Generation Z will make the catalytic transition. Transition into a world of knowledge and responsibility. We have no other choice.

We have to stop just believing and start knowing. This is the evolution of consciousness.

Let go all that you believe and start


knowing all you know.

I am excited and proud to be part of this. I am excited because I know that even f today we look confused, generation Z will bring humanity into the era that millions of years ago human-kind started to believe in.


It is up to us now.

You own what you know.

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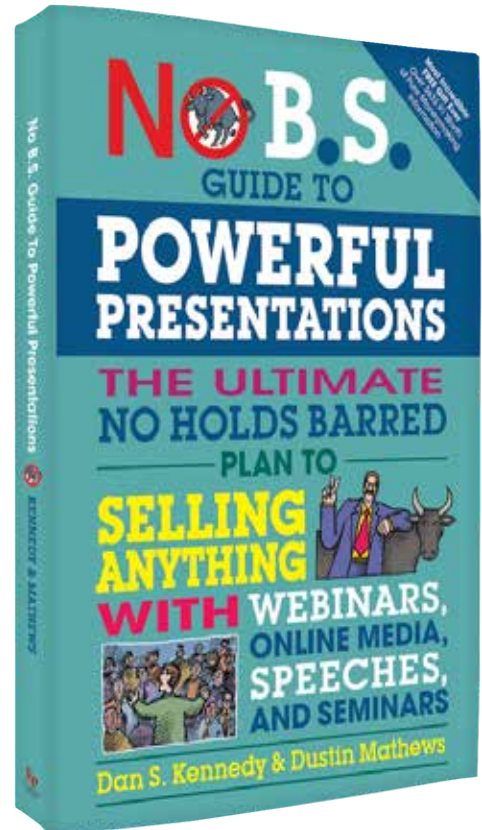
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