

# THE REAL LEADER REVOLUTION MANIFESTO

*How to STOP Doing Business as Usual and START Liberating the Power of  
the Human Spirit to Achieve Unprecedented and Sustainable Success*



**DIANE BOLDEN**

LEAD BETTER, LIVE BRIGHTER

## It's 7:15 pm on a Tuesday evening as Greg Becketts drives home from another long, pressure filled day of work...

His mind is racing faster than the engine of his sports car, a luxury he decided to allow himself after being promoted to Senior Director of Marketing and Strategy last year. He'd hoped to leave the office an hour earlier, to join his wife and three children for dinner, but that last meeting ran over and when he returned to his office his boss was waiting for him.

Scrawled on the back of his dusty rear window were the words "Wash me", a less than endearing message written by his fourteen-year-old son in an attempt to bring a smile to his father's face. It did not. Instead, it was a nagging reminder that his best intentions were slipping away from him, the least of which were keeping his car clean. He longed to have the energy to throw a ball around with his boys more often, to get himself to the gym, to enjoy a relaxing evening with his wife every once in a while.

But even on the days he managed to get home earlier, he'd collapse in a heap, the cumulative effect of sleepless nights sitting bleary eyed at his computer at 3am. He'd plop down in front of the television attempting to watch his favorite Netflix shows while scouring over papers, unable to give either endeavor his full attention.

A recent merger had doubled his staff, creating a division of people anxious and unsure of their place in the organization, jockeying for status and position and quite frayed around the edges. He saw his own exhaustion reflected in their eyes.



*In more ways than one, Greg Becketts knew he was dangerously close to running on empty.*

Greg knew there was more to work than this. He dreamed of creating an inspired workplace, one where people came alive on the job, energized by the opportunities to work toward something worth working for. He wanted them to know they mattered, to feel supported, to realize what a valuable part they were playing. He wanted to feel that way too.

He knew that both he and they were capable of more – and that there had to be a way of achieving it without sacrificing their sanity in the process.

He'd read many of the latest management books and listened to cutting edge podcasts. He'd been through workshops, retreats, and numerous programs and knew a lot about leadership and best practices. He did his best to implement some of those strategies, with less than optimal results – and endeavored to keep at it.

But he was tired. And he wasn't sure how he, himself was making it through the day. He didn't know how much longer he could keep this frenetic pace up. Something, somewhere had to give.

Greg zipped through silent streets whose rush hour traffic had long since subsided. As the last rays of sunlight gave way to streetlights, he noticed the low fuel light on his dashboard was on as well. In more ways than one, Greg Becketts knew he was dangerously close to running on empty.

## The Story of Our Lives...

The reality is, like Greg, many people in business today feel pretty ragged around the edges. Think about your own experience as a leader for a moment...

You may be at the top of your organizational hierarchy. Or you may not have a title at all. You see possibilities and potential. Like Greg Becketts, you too have vision and passion and a strong desire to make a difference. And you pride yourself on delivering excellence, creating and pursuing new opportunities and making impactful things happen.

Because you deliver and are eager to serve, you are likely entrusted with great responsibility. There are many people counting on you and much pressure to perform. Pressure from others, yes. But as a high achiever, nothing compares to the pressure you put on yourself.

### Your calendar is probably packed.

You have a lot of balls in the air and you're doing your best to keep them all there. But you may fear that at any moment they could all come crashing down.

You stumble out of bed in the morning, drink a cup of coffee (or three or four), set off to work and keep your head down trying to get through the day so you can check the boxes, earn a good living and count down to the end of the week.

Chances are you're working side-by-side with others whose hearts and minds you seldom truly connect with. You may very well be withholding the very parts of yourself that bring your work (and yourself) to life. You may not even realize the value you provide or the impact you have the potential to make.

Work can feel like a necessary evil, a less than enjoyable part of your life you must endure so you can go home and really live. But at the end of the day, like Greg, you may find yourself feeling used up, irritable, exhausted and discouraged or beaten down.

Some days you'll live on autopilot, just going through the motions. And on other days you'll operate in a constant frenzy, reacting to one thing after another with a level of stress that elevates your blood pressure and wreaks havoc on your health and well-being.

In both cases, you not only have a less than optimal experience at work, you also won't perform at near the level you are capable of.

And it often seems there's no end in sight. It's not uncommon to feel you are at the mercy of your environment, powerless to change things, working on a never-ending treadmill toward something that seems continually just out of your reach.

Chances are you're tired. You're overwhelmed. And you may be at your wit's end.



**And there's one question that likely circles around in your thoughts, over and over – the same question our friend Greg continually ponders:**



*How can you inspire, engage and connect to the people you serve when it's difficult for YOU to get inspired, engaged and connected? How do you help others rise above stress, pressure and overwhelm when you yourself are feeling beaten down and wondering how you will get it all done?*

**As Real Leaders, we endeavor to turn this experience of “business as usual” around.**

**Imagine a reality where..**

...you have the energy and vitality to perform at your highest level without getting beaten down by stress, pressure and overwhelm,

...your renewed passion and sense of meaning in your work gives you strength to overcome obstacles and resilience to bounce back from setbacks,

...you've found a way to tap into your own unique source of creativity and ingenuity to find answers to problems that previously had you stumped – and to navigate change, challenge and uncertainty with ease,

...you've developed the kind of strong connections with people that inspire trust and allow you to exercise the level of influence you always wanted,

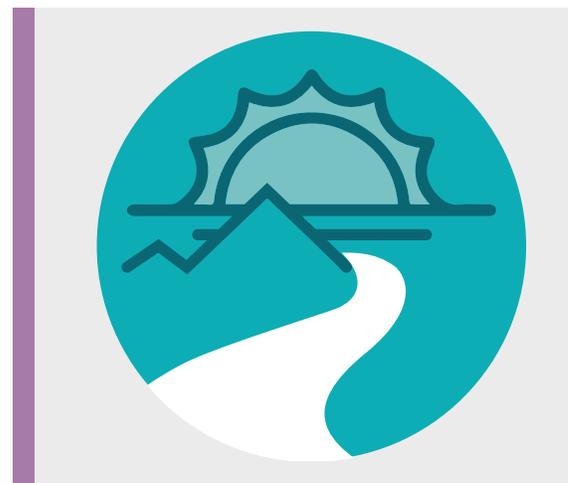
... you lead in ways that unlock people's true potential and galvanize it to move the needle in your organization,

... you've created a vibrant and inspired workplace that engages the hearts and minds of your people,

...you go home at the end of the day feeling grateful and fulfilled, buoyed by the challenges, opportunities and possibilities that surround you – with plenty of energy left to enjoy the important people in your life.

**It may sound too good to be true.** But this vision is becoming a way of life for an increasing number of executives. And you can have it too.

Let's explore this in detail...



## We know we are all so much more capable than any of us realize.

The truth is we already know many things about the reality we want to create. As you read through the list below, you'll probably recognize essential tenets of your own leadership approach.

Ask yourself as you review it whether knowing these things is enough.

- **We know the power of engagement.** Countless studies have alerted us to the necessity of helping people see meaning and significance in their work, to feel as though they are contributing to something bigger than them, to know their work matters.
- **We appreciate the gifts our uniqueness and authenticity bring to our workplace.** We are more aware of the value of leveraging our differences than ever before. We understand the importance of leading from our strengths and partnering with others to do things we cannot do alone.
- **We know that management by command and control is simply not effective.** In its place we utilize a new way of leading, one that emphasizes commitment over compliance and leverages the wisdom and understanding of people who are closest to the customer and the work.
- **We realize strong, healthy relationships between managers and their employees are essential to creating a vibrant, inspired workplace.** We see through the fallacy and superficial façade of bulletproof leadership and better understand the strength and opportunities for trust that come with embracing our vulnerability and humanness.
- **We are becoming increasingly aware of the correlation rest and revitalization has to performance and creativity.** We understand the importance of slowing down to speed up – not only to maximize our energy levels, but also to ensure that we are moving in the right direction and taking strategic action that truly moves the needle.
- **We know the value of debrief and reflection to discern and do more of what works and less of what doesn't.** And we appreciate more than ever that the only real failure is failure to try and to learn from our experiences in a way that makes us stronger, wiser and more resilient.
- **We are committed to infusing products and services with passion, and to providing customers the connection they long for.** We understand they want to be seen, understood and valued – and we know that to provide that to them, we must work that way with everyone in our organizations.
- **We dedicate ourselves to unearthing potential and channeling it toward something worth working for.** We accept the responsibility to create what we want to be a part of and know there is no state we cannot rise above.

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is essential to the future of business.**

*Yet regrettably, it is largely unutilized – and despite our best efforts it is in many cases dying on the vine.*

### **It turns out knowledge, good intentions, and even action are not enough.**

The reality is that far too many of us are having an experience that is VASTLY DIFFERENT than what we envision and strive for. Despite all our knowledge, intentions and very best efforts, something vital is missing that keeps us from cracking the code and stepping into the reality we most want to experience.

### **The gap that needs to be bridged is a chasm I've struggled long and hard with myself.**

I'm Diane Bolden and I'm an executive coach. I had my first experience working in an office when I was fifteen years old. I knew it was an environment most people spend more of their waking hours in than any other, surrounded by coworkers they saw more than their own friends and family. And it struck me that most people there just didn't seem to be very alive.

I became fascinated with how we can bring more of our true selves to our work and apply our unique talents and passions in ways that make a real difference. Throughout college I was gripped by a desire to learn more about how to increase productivity and effectiveness, individually and collectively.

I started my career in organizational effectiveness and leadership development over twenty-five years ago, full of passion and vigor. I learned about all kinds of techniques and tools, methodologies and approaches. I designed and taught classes, facilitated teams, oversaw culture change efforts, consulted with executives – all in an effort to help people and organizations maximize their vitality and unleash their very best performance. I got an MBA so that I could better understand how businesses work and the intersection between people and profit and innovation and growth.

### **And then the very thing I wanted to help people rise above began to inflict ME as well.**

It didn't happen all at once, of course. I found myself putting in longer and longer hours at the office, stressing out about deadlines, and racing to pick my kids up before daycare closed. I wasn't getting enough sleep, exercising or eating well, or taking time to rejuvenate myself. I was running on all cylinders, constantly in pursuit of getting more and more done, while feeling less and less effective.

Like the executives I was trying to help, I too dismissed the growing indicators that something, somewhere had to give. I felt like I was running a Sisyphean race – pushing a big rock up a hill only to have it come crashing down again and again.

I had to learn a better way of working. And living.



**The irony is that I was working with executives who were trying to do many of the same things I was:**

- Get out of overwhelm and minimize pressure and stress and inspire others to engage,
- Better navigate the turbulence of change and uncertainty,
- Increase their ability to influence and lead others (regardless of their level of authority),
- Work through fear of failure and resistance to change,
- Exercise more forward thinking and strategic insight, and less knee jerk reactivity,
- Learn to let down their guard and lead more authentically,
- Do something about that nagging feeling that there must be more to life (and leadership) than this.

Maybe you can relate?

Most of us work really hard and have tried a number of things to rise above challenges such as these. But our efforts are all too often short lived. And in some cases, they even make things worse.

More often than not, it's just a matter of time before we find ourselves sucked into the very dynamics we desire to rise above.

## Why What We're Doing Isn't Working

Everyone wants to crack this nut. If we could have solved it before, we would have – because we are all discontent with a current reality that has us fraying at the ends. But we don't know how.

There are two reasons what we've tried just isn't working:

- 1 We're trying to change things from the outside in, and
- 2 We are addressing SYMPTOMS rather than the real cause

## Working from the Outside In

When we try to change things from the outside in, we make two common mistakes. First, we attribute our problems to our circumstances. And then we take action to try to better control the things around us.

You might implement systems to better control your workload or create rules of engagement for others to follow. But when the systems break or people don't do what you want them to – or when you get thrown a monkey wrench that you didn't originally account for, you're right back where you started.

And if you continue to spend all your time and energy trying to control your environment, you'll end up exhausted and ultimately powerless. Because NOTHING stays the way you want it to.

It's like a surfer trying to control the waves. You can't control the waves. But you can learn how to SURF. You learn how to adjust YOURSELF in order to navigate what's coming at you; and that's exactly what you need to do as a business leader, navigate what comes at you.

## The Symptom vs. the Cause

The other thing we do is address the SYMPTOMS of the problem rather than the real cause. As an example – you may notice that you're overextended, so you try to figure out how you can minimize the time you spend doing things that make you feel stretched. You might find ways to be more efficient and productive – to get more done in less time.

You might even sit yourself down and see what things you can extract yourself from or delegate or defer – and whittle down your commitments to a more manageable level.

Those strategies will help for a while, but if the underlying issue is that you habitually take too many things on and spread yourself too thin, your attempts to improve your productivity will never completely solve your real problem. It'll only be only a matter of time before you've over committed yourself again and end up right back where you started.

## The problem is not “out there” in the circumstances and the environments themselves.

The problem is in one of the last places you'll likely look. It's in the way you look at things – the way you've become accustomed to doing things – your MODUS OPERANDI.

Your modus operandi is shaped and conditioned by the very circumstances and environments you find yourself in. It's the mindset you are approaching them with that is keeping you locked into the very situations you long to rise above. Your modus operandi acts as programming that has you behaving in certain ways.

**And you can't solve a problem in your modus operandi  
by using your MODUS OPERANDI to solve the problem.**

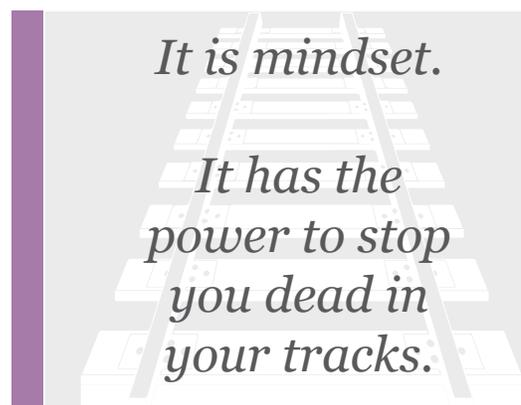
But you CAN dismantle your programming. (More on that in a minute...)

Time and time again what I've discovered is that the root of our biggest obstacles is not a lack of will, or skill, or systems and processes, or the organizational culture we are in, or the resources we have at our disposal, or even strategy.

It is mindset.

Your mindset supplies the rules of engagement that govern your behavior. It determines what you see and what you screen out. It tells your brain what you and others are capable of (or not capable of) and what is and isn't possible. It has the power to stop you dead in your tracks.

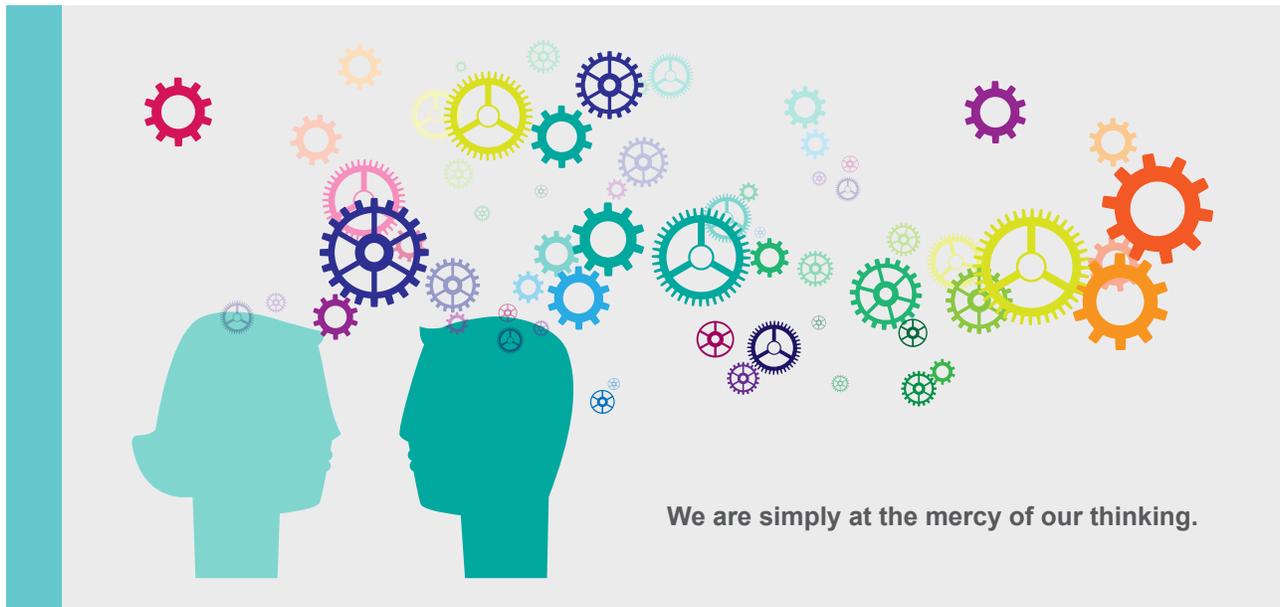
And it will, if left unchecked.



Your mindset, or MODUS OPERANDI (MO) is largely the product of beliefs you've inherited or internalized. Much of it is shaped by the environment you are in and operates beneath a level that is conscious to you. And chances are it directly conflicts with the beliefs and ideals you espouse.

It's no wonder so many of us often feel we are at the mercy of our environment.

**But we are not at the mercy of our environment.  
We are simply at the mercy of our thinking.**



### **What We Need To Do Instead**

Albert Einstein once said, "You can't use an old map to explore a new world."

We must find a way to rise above the MODUS OPERANDI that isn't working and create a new one. One that isn't shaped by our conditioning.

And to do that, we can take a cue from Pinocchio.

**Do you remember the story of Pinocchio from your childhood?** An old toy maker dreams of how wonderful it would be if the puppet he just carved would become a real boy. The next day, Pinocchio comes to life as an animated version of the marionette, still in his wooden form.

The Blue Fairy tells Pinocchio that to become a real boy, he must prove himself to be brave, truthful and of service to others. And the rest of the story is about the adventures he faces in his journey to realize his dream.

Most of us think of it as a story about what happens when you lie – we remember that his nose grew. But as I wrote in my book *The Pinocchio Principle: Becoming a Real Leader*, Pinocchio is about so much more than that.

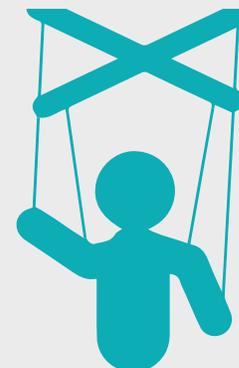
**His story to a large degree is OUR story as leaders.**

It's the story of a puppet that longs to become REAL. It's also the story of anyone who feels like they're trapped by their circumstances – who knows there's got to be something more than the way things have been going, who doesn't quite feel ALIVE and may feel like life is beating them down.

Like Pinocchio, we too have a burning desire to become REAL – to unleash the greatness within, to be a part of something meaningful, to make a greater impact as only we can. We're born with these impulses.

### **But until we become REAL LEADERS, we function largely as puppets:**

- We're bound by our conditioning.
- We're trapped by our modus operandi.
- We're operated by external forces pulling our strings.
- We're confined by the programming we've inherited or internalized.



**And when we exercise the courage to embrace our own journey toward becoming a Real Leader, we free ourselves from those strings and unleash our GENIUS.**

### **What Exactly is Genius?**

Throughout your life, you've no doubt come across people who have a way of tapping into their own unique blend of talent, energy, passion and style. Their work has become their art and they do it so well that being in their very presence is mesmerizing and inspiring.

You see it in the dancer that becomes her dance, the orator who brings people to tears and ignites courage in their hearts, the musician that transports his audience to a whole new plane of experience. It's in the person behind the counter at your supermarket who leaves you feeling better than you did before you came. It comes through the twinkle of a coach's eye that brings out the undefeatable champion in the players.

People often think of genius as an extreme level of intelligence that only certain people have. But it is more than just intellectual capacity. And we are all born with it.

Just as a giant oak begins as a tiny seed, genius contains the blueprint of everything you are capable of achieving. Genius is the masterpiece in the marble – what stands after everything that is not the masterpiece is carved away.

**Genius is the life blood of our organizations, our people, our very selves.** It is what unites us and makes us strong. It allows us to overcome our most formidable obstacles and rise to our most daunting challenges and promising opportunities. It leads us to connect with each other and our customers in ways that lead to strong, enduring relationships based on trust and mutual respect.

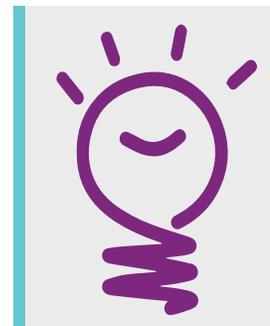
Genius is the root of all that we seek to accomplish in business: unprecedented performance, record profitability, customer loyalty, growing market share.

And it allows us to achieve these things in ways that lead to sustainable success for organizations and lasting fulfillment for all the people within them.

## **GENIUS is the power of the human spirit.**

It is what is REAL and TRUE within each of us, beneath the conditioning and the assumptions we have internalized and unconsciously allow to dictate our thoughts and behavior.

Genius contains the unique imprint of all we are capable of. It is the essence of who we really are and the wellspring of all our potential. It is connected to a source of wisdom that allows us to access the answers we need, to create symphonies, scientific and technological breakthroughs, works of art, innovation and far reaching progress.



**And the unfortunate reality is that it lies dormant in way too many of us – and our businesses.**

In many cases, we don't even realize what we're missing. At the end of the day, you may feel like there's simply nothing left, let alone dormant. Genius is like a source of high-octane fuel that lies deep beneath the surface, waiting to be discovered. Until we unearth it, we'll run around depleting ourselves and banging our heads against walls while the very thing we needed most was within our reach all along.

Without Genius, the power and potential that exists within the people who are the lifeblood of their organizations lies largely untapped. The energy that could be generated and harnessed to create the kind of value that earns loyal customers, increased market share and strong, sustainable profitability remains latent.

### **How Can We Turn That Around?**

It's very possible. And the solution is closer than we think. We just need to look a little deeper to find it.

The obvious answer is that we need to change our behavior. But you know as well as I do that behavior change is not easy. All too often we try to change our behavior without addressing the root.

And any gardener worth his salt knows that when you don't pull a weed by its root, it'll eventually grow back.

You've likely experienced your share of improvement initiatives (both individual and organizational) that even with the greatest of intentions simply fall apart – or are short lived at best. It's like giving someone an aspirin to ease the pain caused by a systemic illness. We all too often unwittingly and innocently overlook the real problem and throw solutions at symptoms.

**The truth of the matter is that nothing is really going to change until WE change.**

To affect the kind of transformation we really need, we must stop looking out there and look within. And before you can do that for others, you need to do it for yourself. After all, that is technically the definition of a leader: one who goes before.

**The revolution must begin in the minds and the hearts of people who will ultimately model the shift businesses need to make by starting with themselves.**

The time has come for us to truly liberate the power of the human spirit in the workplace.

### **It can start anywhere. Why not with you?**

You don't have to be at the helm of an organization to begin experiencing the liberating effects of this revolution. It can start anywhere, anytime in your own mindset and approach to work and life. You do not need to be at the mercy of your circumstances.

Additionally, you don't need to implement radical change or take on a great deal of risk. The revolution that is required begins with a new perspective and a shift in mindset that will allow you to access a whole new field of possibilities, both for yourself and your organization.



### **Where Do You Go From Here?**

You can liberate yourself from the magnetic pull of thoughts and behavior patterns that keep you from accessing your Genius. I've seen it happen with hundreds of executives. As a result, they access greater performance, make a bigger impact and enjoy more fulfilling lives both on and off the job.

Having undergone their own transformation, they can truly lead the way for others to do the same. They become the catalyst for unlocking Genius in their own organizations.

And you can do it too.

My quest to break out of "business as usual" and experience freedom and flow was motivated as much by a yearning to transform my own life as well as by a desire to serve others. The more I reflected on the work I was doing for my clients as well as myself, the more I began to recognize that there is in fact a process that leads to sustainable results.

The challenge inherent in rising above a modus operandi that is keeping you bound is that you cannot easily see (let alone understand) something you are completely immersed in. It's like trying to read the label from inside the box. That's one of the biggest reasons why our previous attempts to free ourselves from overwhelm, pressure and stress and become the kind of leaders we ourselves would want to follow haven't worked very well (or at all).

That's also why it's helpful to have some outside assistance.

After supporting numerous executives through this process one-on-one via leadership coaching, I wanted to help more people break free of a modus operandi that is holding them back and finally enjoy living and leading from their Genius.

And I knew in order to do that the solution would have to:

- Help people become aware of the impact and cause of their current state,
- Lead them to envision something better (and believe they are capable of achieving it),
- Help them cultivate strategic insight as to what they need to stop, start and continue doing,
- Compel them to action so they would actually get where they wanted to go, and
- Keep them from falling back into the patterns of behavior that led them to a state of overwhelm, exhaustion and diminished effectiveness.

With all that in mind, I created a thirteen week experiential program, ***The Pinocchio Principle Unleashed: The Real Leader's Guide to Accessing the Freedom & Flow of Your Authentic Genius***. I'll refer to that program from this point forward as the *Freedom & Flow* program.

That *Freedom & Flow* program facilitates five distinct phases of transformation, outlined below. Though they are listed in numerical order, the process isn't always linear. You'll wind your way in and out of each, circling through them again and again with increased wisdom and growing effectiveness. Anyone can undertake this journey on their own, of course. But you will progress much faster and more effectively with a guide.

### The five distinct phases of transformation:

- 1 AWARENESS**
- 2 VISION**
- 3 INSIGHT**
- 4 ACTION**
- 5 ANCHORING**



#### 1) The first phase involves cultivating **AWARENESS**:

As I said before, your MO is likely largely invisible to you. It is the product of conditioning you have inherited and internalized over the years. And it functions as a kind of blueprint or program that shapes and informs your thoughts and actions – EVEN THOUGH it may not be aligned with your vision and true desires.

If that isn't bad enough, you are also likely unwittingly reinforcing your MO and passing it along to others through your actions and habits.

**So, the first step is to make conscious what was previously hidden.** Once you become aware of the limiting assumptions in your MO and the impact they are having in your life – on your performance, your energy level, your clarity, and your quality of life, **they begin to lose their power.**

Below are examples of faulty beliefs executives I've worked with have uncovered that were keeping them trapped:

- It's not safe to slow down. The busier you are, the harder you work, the more successful, effective and important you'll be.
- You are only as good as your last accomplishment. Your worth is dependent on your results.
- Anything less than perfection is unacceptable. You must maintain a bulletproof image to earn the respect and followership of others. Never let them see you sweat.
- Failure is not an option and mistakes are to be avoided at all costs.
- Learn the rules. Notice what gets rewarded. Do that. Don't rock the boat.
- The advice of experts is more reliable than your own insight and instinct. Figure out what others did to achieve success and emulate them.
- You can't trust anyone. Hold people at arm's length and be careful about what you share. Give people only what they need to get the job done.
- Be everything to everyone. You don't have the luxury of enjoying your work. Suck it up. Get through it. Say yes, even when your whole body wants to say no. (P.S. Others don't have the luxury of enjoying their work either. They need to suck it up too.)

Very few of us would deliberately choose any of the above (or other assumptions you have likely internalized that aren't aligned with what you really want). They operate at a level below our conscious awareness, which is why they are so powerful.

The assumptions that operate in your MO, which you have been conditioned over the years to believe, are ingrained habits that have in a sense become a kind of programming. Until that program is upgraded to become more aligned with your desired intentions, it will keep pulling you back to old behaviors that thwart your progress and keep you from living and leading up to your true potential.

As you become aware of your MO, you gain clarity on what's working and not working and recognize what you can do instead. You get clear on the impact of your current state, as well as where you'd rather be. And that leads to the next phase.



## 2) The second phase is VISION:

You begin to imagine what's possible and what your work and your life will be like when you achieve it. For years, I didn't really appreciate the power of vision – and I think a lot of people tend to do what I did. They drift from job to job and go from one opportunity/recognition/highly visible project/mandate to the next, taking what life gives them and making the best of it.

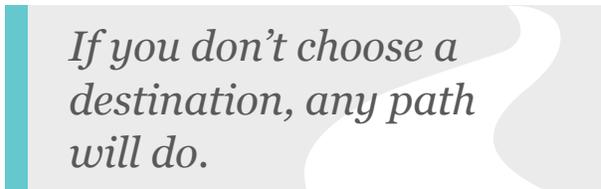
When you ask them what they REALLY WANT, they'll say, "I don't know. Never really thought about it."

Or, they may feel they don't have the luxury of tuning into their vision because they think they just have to do work. Some may feel it hurts too much to visualize that beautiful version of their future because failing to achieve it would be more painful than never visualizing it at all. They don't allow themselves to go there in fear it would set themselves up for disappointment.

That's why I felt it was so important in the *Freedom & Flow* program to help people reconnect with that creative part of themselves that dares to dream, to discern their true desire from what they think they should do – or what they believe everyone else wants them to do. After all... If you don't choose a destination, any path will do. And THAT is really unfulfilling, as chances are slim you'll live the life you really want to live.

The other thing that is vital in this phase is to experience what it's like not only to see what is possible, but also to step into it and fully embody it so you can act more consciously and intentionally. This is something else I help executives work through in the program.

It's important because this is where a lot of people get stuck – even smart people. They may eventually be able to create a new vision, but they never get to the level of "embodiment".



*If you don't choose a destination, any path will do.*

## 3) The third phase is INSIGHT:

Imagine walking into a room blindfolded and swinging a baseball bat wildly at options hoping to hit something that works. Insight allows you to bypass that frustrating and time-consuming process. Instead of expending all that energy only to partially hit a couple of things that may or may not be effective (and creating a huge mess in the process), you'll take the blindfold off and calmly go straight to the solutions that are most fitting for you.

That's the power of insight.

As your awareness grows, you'll gain vital insight that will help you strengthen your vision and inform your actions. Insight is precious because it comes from the inside out. It's different than information, which often produces cookie cutter answers. Insight comes directly from your Genius and it is tailor made just for you – for your life, your work, your authentic self.

It's an entirely new way of thinking, because we normally think the same things we and other people have thought before. We recycle thinking. That's why left on our own without a guide in this process, we don't tend to reach this insight stage. We get sidetracked by all the thoughts that seem "new-ish" or the well-intentioned advice from others gleaned from past experiences in situations that are never quite the same as the ones we find ourselves in.

You have to create the time required to cultivate, recognize and listen to the insight that might otherwise be drowned out in the flurry of activity that keeps you hopping from thing to thing and the dull roar that keeps you from hearing your Genius. Most executives have trouble doing this. That's why a resource like *Freedom & Flow* can help.

The reason why we resist carving out that time is that we think it's going to slow us down and put us behind the curve. But it actually SAVES you a heap of time. And energy too.

#### 4) The fourth phase of transformation is ACTION:

Insight will tell you what to do more of and less of to allow you to move closer to your vision. But knowing what to do and actually DOING it are two different things.

Do you ever find yourself hesitating to do the things you know you should?

You may think it's because you already have too much to do. And though that is likely a factor, there is usually a deeper reason.

The very things that lead to the greatest achievements and bring the most gratification and fulfillment often provoke the greatest resistance. And that resistance often contributes to your overwhelm and keeps you in a state that is really busy, but not all that productive.

Anytime you move out of your comfort zone to unearth your best work, you will most likely experience a tinge of fear, hesitation or anxiety. This fear may lead you to question your ability, your likelihood of succeeding, and the possibility of your demise – whatever that may mean for you.

This fear is an essential part of your journey as a leader.

You must meet doubt and hesitation with courage and confidence. You can draw from previous experiences and victories to summon the wisdom and resilience necessary to overcome obstacles along the way.

But you can't think your way out of it. You have to act.

**And you have to act in ways that aren't comfortable.** It's not about getting to the bottom of your to do list, checking off boxes that give you a rush of satisfaction and closure but no real progress. That's like trying to drive your car with one foot on the gas and the other on the parking brake. You don't go very far and end up using a ton of fuel in the process.

The *Freedom & Flow* program will help you take off the parking brake so you can minimize your resistance and move forward unimpeded. It provides a supportive environment that helps you hold yourself accountable and shorten your learning curve. You'll find a variety of tools and methodologies that you can experiment with, all designed to move you more smoothly and quickly along the essential path that will get you where you really want to go.

The Awareness, Insight and Action phases are iterative: every action you take allows you to gain additional insight and awareness. You get stronger and stronger, more and more effective. And it takes less and less time and effort.



*You must meet  
doubt and hesitation  
with courage and  
confidence.*

## 5) The fifth phase is ANCHORING:

Any time you make a change, there's a magnetic force that pulls you back into your old ways. But when you're aware of that force and you take steps to keep yourself rooted in your new behaviors and thoughts, you can resist that pull. It helps to know what the biggest pitfalls are so that you can avoid them. And it also helps to know how to recover from them if you end up falling in, despite your best efforts.

That's why in the *Freedom & Flow* program, I cover the five most common pitfalls as well as strategies for prevention and recovery. I also discuss regular practices that leverage progress and keep you on your path to freedom and flow.

### Why this Manifesto? And Why Now?

By now you've likely come to the awareness of (1) the gap between where we want to be as Real Leaders, (2) where we are, and (3) what we must do to bridge it.

**The time has come to fully unleash the power of the human spirit in the workplace.** We know we are capable of more, and we don't need to sacrifice our sanity to achieve the untapped potential in ourselves and our organizations.

But until we learn to dismantle the conditioning that has us returning to ingrained patterns that lead us to anything but our desired outcomes, or to fall into the same old pitfalls we've experienced in our past, we will continue to fall short – and blame our circumstances for something we have the power to change from the inside out.

*The time has come to  
fully unleash the power  
of the **human spirit** in the  
workplace.*

This conditioning is something that you must learn to work through individually before you can help people in your organization to transcend it collectively.

As I said before, you can progress through the phases of transformation I previously outlined on your own. I did. But it took me a really long time. There were a lot of stops and starts.

I designed the program I wish would have existed when I was trying to find my way and I'm delighted to invite you and/or people in your organization to explore this opportunity to work with me to receive the guidance, support and accountability necessary to expedite the process.

You can breathe life back into your work, rejuvenate yourself and people within your organization, and affect the kind of large-scale change that makes a lasting impact in your business and your life (as well as the lives of those around you).

**In contrast to business as usual, consider what is possible in your own organization as an alternative:**

- CREATIVE INNOVATION AND PROBLEM SOLVING that allows you to differentiate yourself from your competition, respond to your customers' needs in unique and pioneering ways and potentially carve out new niches in untapped markets.

- INCREASED AND EXPANDED LEVELS OF SUSTAINABLE PERFORMANCE resulting from people who work smarter and are more likely to go out of their comfort zone to learn and apply new skills with increased determination and stamina.
- STRONGER, MORE COLLABORATIVE AND TRUSTING RELATIONSHIPS that enrich leadership and earn the confidence and continued support of staff, customers, and key stakeholders.
- INCREASED STRATEGIC FOCUS that allows you to better prioritize and utilize your most precious resources to maximize return on investment, accelerate your progress and achieve significant results.
- BETTER NAVIGATION THROUGH CHANGE, UNCERTAINTY AND COMPLEXITY that leads you to forge ahead into new territory and levels of success while your competition reels and retreats.
- GREATER RESILIENCE IN OVERCOMING OBSTACLES AND BOUNCING BACK FROM SETBACKS that enables your organization to learn from and leverage frustrating experiences instead of becoming defeated by them.
- AN INSPIRED CULTURE THAT ENGAGES THE HEARTS AND MINDS OF YOUR PEOPLE and leads them to make increasingly meaningful and impactful contributions out of choice vs. obligation.
- A BUZZ IN THE INDUSTRY that drives exceptional and sought-after talent to seek YOU out and add to the prestige and following of your organization.

I encourage you to take these ideas to heart, add your own voice to them and share them with as many people as possible. Together we will raise the awareness necessary to create large scale change from the inside out.

## What Can You Do Right Now?

Stop spinning your wheels and running yourself ragged. Discover how to gain traction, build momentum and enjoy your life again! And pave the way for others in your organization to do the same.

Join me now in the upcoming session of *The Pinocchio Principle Unleashed: The Real Leader's Guide to Accessing the Freedom & Flow of Your Authentic Genius*. [Get more information about the program and answers to all of your questions here.](#)

**Sessions are offered in spring and fall and limited to the first 25 people who enroll.** Reserve your spot today!

If you'd like to have a conversation to determine whether you are a good fit for the program, email me at [Diane@DianeBolden.com](mailto:Diane@DianeBolden.com) to schedule a complimentary consultation call.

Need to get organizational approval (and/or funding) to attend? Download the [business case for completing the Freedom & Flow program](#), which spells out seven powerful ways your organization will experience a return on its investment.



CLICK  
HERE  
TO JOIN  
NOW

In addition, I encourage you to...

- **Share this manifesto** with as many people as you can. Start a dialogue about the importance of unearthing Genius in ourselves and our organizations, and what it means to be a Real Leader.
- **Sign up to receive future articles on how you can catalyze Real Leadership in yourself and your organization.** Connect with me on LinkedIn, Facebook, Twitter and Instagram
- **Check out *The Pinocchio Principle: Becoming a Real Leader* on Amazon** in both paperback and Kindle formats.
- **Contact [Support@DianeBolden.com](mailto:Support@DianeBolden.com) to inquire** about speaking engagements, workshops, executive consulting or in-house programs.



**Woodrow Wilson once said, “The seed of revolution is repression.”**

We have been repressed by the conditioning we’ve internalized and unwittingly propagated in our organizations for far too long. And the oppressor is ourselves. There is no leader or class to overturn, but rather a way of thinking that has been instilled into the fabric of our lives to such a degree that we don’t even question it.

**We have the power to liberate the human spirit in the workplace,  
and to do it we must each start with ourselves.**

Join me now in The Real Leader Revolution – individually and collectively, we can create what we most want to be a part of.

Here’s to your success,

*Diane*

P.S. Have you found a way to unearth Genius in yourself and your organization? Email me at [Diane@DianeBolden.com](mailto:Diane@DianeBolden.com) to tell me your story. I’m always looking for examples of people and businesses that are forerunners in the Real Leader Revolution.

# A Manifesto

Stay inspired! [CLICK HERE](#) to download/ print the visual manifesto below for a daily reminder to liberate the power of the human spirit in the workplace.

The indomitable strength of the **HUMAN SPIRIT** is essential to the future of business. We accept the RESPONSIBILITY to create what we want to be a part of. We can *rise above the conditioning* that keeps us locked in old, ineffective patterns. The *revolution* must begin in the minds and the hearts of people who will ultimately model the shift businesses need to make by starting with themselves. **There is GENIUS in you and your organization. Unleash it.** Start with **AWARENESS** - make conscious what was previously hidden. Create a **VISION** - don't just see it, *embody it*. Remember, **INSIGHT** is more important than information - it comes directly from your *genius* and is tailor made for your life, your work, your authentic self. Take **ACTION** that is aligned with your unique vision - try something, reflect, learn, tweak and repeat. **ANCHOR YOUR PROGRESS** to ensure sustainable results. **We have the power to liberate the human spirit in the workplace, and as REAL LEADERS we must each start with OURSELVES.**

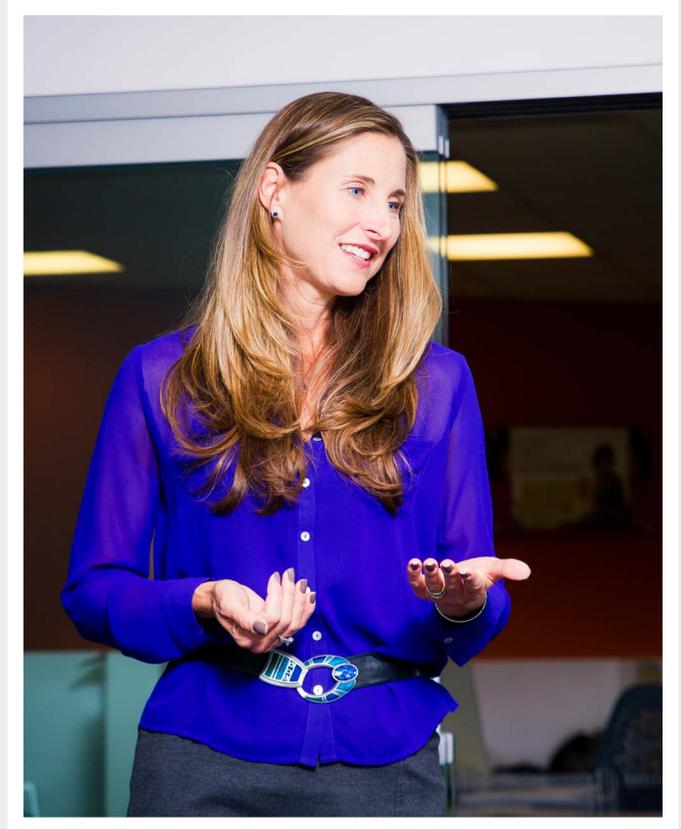


DIANE BOLDEN  
LEAD BETTER, LIVE BRIGHTER  
[www.dianebolden.com](http://www.dianebolden.com)

## ABOUT THE AUTHOR:

**Diane Bolden is passionate about working with leaders to unleash human potential.**

An executive coach, speaker, author and organization development professional with over 25 years of experience in leadership development, coaching and consulting, Diane has worked with managers, directors and vice presidents/officers in Fortune 100 and 500 companies and nonprofit organizations to achieve higher levels of performance and success by helping them to bring out the best in themselves and everyone around them. Her first book, *The Pinocchio Principle – Becoming a Real Leader*, was released in January of 2011.



Diane has a Masters in Business Administration from Arizona State University and a bachelor's degree from the University of Arizona. She is a Certified Corporate Coach and a graduate of Corporate Coach University.

To learn more about Diane Bolden and her services please visit

[WWW.DIANEBOLDEN.COM](http://WWW.DIANEBOLDEN.COM)



# DIANE BOLDEN

LEAD BETTER, LIVE BRIGHTER

The Real Leader Revolution Manifesto  
by Diane Bolden

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