

A LEADER'S ROADMAP

for Creating High Engagement and Sustainable Results



DIANE BOLDEN

LEAD BETTER, LIVE BRIGHTER

Several years ago, organization and leadership development consultant and executive coach Diane Bolden began to see some consistent patterns in her work.

High achieving leaders, accustomed to consistently delivering significant results were at their wits end.

They were working harder than ever but not getting as much done, feeling exhausted, but pushing themselves harder none the less. The passion they once had for their work had deteriorated to a never-ending sense of urgency and pressure that threatened to suck the very lives out of them. They longed to inspire enthusiasm and commitment in their teams and organizations even though they couldn't seem to reignite it in themselves.

Organizations were filled with people going through the motions on autopilot or on the verge of burnout.

They felt overwhelmed, discouraged, and at their wits end – despite significant organizational investments made to increase employee motivation and satisfaction levels. Performance flagged while customer satisfaction dipped and creativity and innovation was becoming a rarity.

Why, in the setting where people spent most of their waking hours were they the least alive?

Diane began working with organizations and executives to identify the underlying source of these dynamics – as well as practical solutions and approaches that both formal and informal leaders could use to turn things around. She identified a powerful set of tools, methodologies and practices that has helped hundreds of executives over the years to unearth their very best work, make a bigger impact and enjoy more fulfilling lives both on and off the job.

Having reignited their own passion and performance on the job, these executives led others to do the same.

Starting with themselves, they cultivated high energy cultures of inspired, engaged professionals with renewed commitment to their work and the people they serve – as well as sustainable business results for their organizations, communities and shareholders.

Diane created *The Pinocchio Principle Unleashed: The Real Leader's Guide to Accessing the Freedom & Flow of Your Authentic Genius* to help more leaders - and organizations - experience these results.

Through this transformational program, she leads business professionals through a process of identifying and overcoming the hidden obstacles to their greatest performance. And she helps them reconnect to the internal source of energy and inspiration that allows them to fully engage themselves and others to achieve and sustain extraordinary results.

Return on Investment Organizations Receive from the Program

INCREASED PERFORMANCE

Participants learn to recognize and free themselves from self-imposed obstacles that keep them from achieving desired results. They unearth performance in themselves and others they didn't realize they were capable of.

STRONGER RELATIONSHIPS WITH SUBORDINATES, PEERS, SUPERIORS, CUSTOMERS AND OTHER STAKEHOLDERS

As leaders attending the program begin to shift their focus from what they need to get to how they can give, they engender trust, listen more and talk less, and allow others to feel heard and valued. As a result, they create solid, enduring partnerships and exercise greater influence.

HIGHER ENGAGEMENT, RECRUITMENT AND RETENTION

Freedom & Flow graduates ignite enthusiasm, passion and inspired performance in themselves and others fueled by a greater why. The organization and its leaders magnetize key talent and create a buzz in the field.

CREATIVE INNOVATION AND PROBLEM SOLVING

Participants recognize the power of reframing their thoughts in a way that yields solutions they wouldn't have previously recognized. As their focus shifts from limitation to possibility they help others practice greater resourcefulness, agility and perseverance as well.

BETTER NAVIGATION THROUGH CHANGE, UNCERTAINTY AND COMPLEXITY

Freedom & Flow graduates harmonize their rational and intuitive minds to blaze trails through uncharted territory. They learn to recognize gut level instincts and complement them with data, enabling them to take action that keeps the business ahead of the curve.

GREATER RESILIENCE IN OVERCOMING OBSTACLES AND BOUNCING BACK FROM SETBACKS

Leaders learn to leverage their strengths and experiences to make better decisions, fine tune their approaches and transform fear and resistance to fuel. Serving as a powerful example, they help others stay out of victimization and move forward with greater confidence and consistency.

INCREASED STRATEGIC FOCUS

Participants learn strategies for getting out of overwhelm and minutia and proactively addressing emerging challenges and opportunities. They get comfortable with being uncomfortable and exercise the courage necessary to play bigger and make a greater impact in their organizations and communities.

A Transformational Program that Offers Flexibility for Working Professionals

Many leadership development programs overwhelm participants with information that never gets integrated into their daily lives, habits and practices. The Real Leader's Guide to Freedom & Flow goes beyond conventional approaches to affect deep and profound transformation.

Each lesson in every module of the program challenges leaders to engage in introspection, reflection, and thought-provoking exercises that cultivate deep insights and powerful shifts in thought and behavior.

Because the program is offered online, participants can engage via any device. Downloadable mp3s make it possible for leaders to listen on the go, during a commute or a workout. Lifetime access to the program allows them to come back to the videos anytime to deepen and reinforce learnings as their schedules allow.

Group Discounts

Participating in the program with others in the same organization greatly maximizes learning and application of the concepts, methodologies and approaches taught. It also creates a common framework that allows people working together to partner in ways that affect profound cultural change and organizational impact. Group discounts are available for teams of five or more who enroll in a program.

Email Diane@DianeBolden.com or call (602) 840-3627 for information on these discounts as well as options for bringing The Real Leader's Guide to Freedom & Flow in house.

The Real Leader's Guide to Freedom & Flow Curriculum

The Freedom & Flow curriculum helps leaders cultivate awareness that leads to insight and sustainable patterns of behavior that unearth their personal and professional best. Participants are provided with tools and methodologies that allow them to move beyond previous limitations to make a greater impact in their organizations while enjoying their work and their lives more in the process.

MODULE I: Welcome & Introduction

The first two lessons provide an understanding of what to expect and how to fully benefit the program. These modules encourage participants to gain clarity around what they most want and need, and create a plan for doing what it takes to get it.

MODULE II: The Personal Power Grid

Genius vs. Puppet: Understanding Your True Source of Power

Many of us operate from a supply of power that isn't sustainable, and are not aware of an alternative fuel accessible from within that is replenished as it is utilized. This module helps leaders recognize each source and determine which they are primarily operating from.

Engagement vs. Attachment: The Accelerator and the Parking Brake

Often our efforts to move forward are met with equal and opposite forces that keep us right where we are. As we learn to recognize those forces, we can begin to get out of our own way.

The Four Quadrants: Flow, Overextension, Victimization and Withdrawal

Once we become aware of how we are approaching the way we live and work and the impact it is having on our lives, we can take back our power to achieve what we really want.

MODULE III: Understanding Pressure, Stress & Overwhelm

The Puppet's Strings: Why They Don't Have to Be Ties that Bind

Beneath the surface of our awareness are assumptions that can interfere with our ability to engage or cause us to get in the way of our own success. But they don't have to.

The Anatomy of Attachment: The Power of Seeing Your Own Strings

What is attachment and how does it keep us from being effective? Understanding the three forms attachment takes and recognizing which have a hold on us is a vital step to liberation.

MODULE IV: Decreasing Pressure Stress & Overwhelm

Releasing Attachment: Illusion to Truth Process

Learning to challenge the assumptions that keep us attached and prevent us from doing our best work only gets us part of the way there. Substituting these illusions with truths allows us to move from the limited power of the puppet to the sustainable strength of genius.

Rising to the Challenge: Working Through Fear & Resistance

As we move out of our comfort zones and unearth our best work, we must be prepared to meet doubt and hesitation with courage and confidence. We can draw from previous experiences and victories to summon the wisdom and resilience necessary to overcome obstacles along the way.

Embracing Uncertainty and Redefining Failure

Navigating uncharted territory requires us to act without having all the answers. The difference between success and failure in these arenas often comes down to mindset and the stories we tell ourselves along the way.

MODULE V: Increasing Engagement

Anatomy of Engagement and Practicing Presence

Engagement is a product of the energy and presence we bring to the challenges, opportunities, and people we face every single day. Yet many of us are so preoccupied and run down that we are only operating with a fraction of what is truly available to us. Fortunately, there is an easy way to avoid this trap.

Reigniting Your Passion

Sometimes you have to create what you want to be a part of. As we identify what we most want in our work (and our lives overall), we can stop endlessly seeking and take steps to generate it.

Envisioning & Embodying Your Future

Often our attempts to create a desired future keep it at bay, leaving us frustrated and discouraged. But simple shifts in our approach can yield the clarity and power to alter our reality in a powerful way.

Leveraging the Journey: Turning Setbacks into Springboards

We are inclined to move quickly beyond unsettling incidents that had less than optimal outcomes. As a result, the treasure these experiences offer each of us often goes unrecognized. But it is never too late to mine these fields for riches they still contain, which can yield the missing pieces that lead to our success.

MODULE VI: Avoiding & Sidestepping Pitfalls to Stay in the Zone

When You Feel Like Giving Up...

It's all too easy to fall back into old unproductive or destructive habits and patterns. Understanding the way we learn and how to leverage neuroscience keeps us from undoing all the progress we've made and helps us better anchor new behavior. Specific tips and tools can keep us from getting stuck so we can stay in the game.

Avoiding Autopilot & Overwhelm

Sometimes the incessant pace of business and life leads us to take on too much or question whether we can really get all the important things done, and we find ourselves inundated and burdened. Fortunately, there are strategies to help us get out of these situations when they occur – as well as daily and weekly practices for sidestepping them altogether.

When You Get Attached... to being Unattached

The irony of trying to manage your thoughts is that the more involved you get in them, the more complicated and compelling they often become. Rather than constantly trying to control our thoughts, we can learn to sit with them and allow our minds to settle into a natural state that frees up creativity and leads to calm amidst the chaos.

FINAL REVIEW: Course Review & Implications on Leadership

The prerequisite to leading others is leading oneself. Having applied The Real Leader's Guide to Freedom & Flow concepts, methodologies and tools in their own lives, participants are powerfully positioned to have a greater influence and impact in their organizations and extended communities.

What Graduates Say about the Impact of The Real Leader's Guide to Freedom & Flow



Islam Salama

What I liked about this course is that while it is professionally career oriented, structured and measured, it incorporates lots of the human aspect too.

That makes it fun. It makes you really reflect, provoke deep thoughts and be more prepared to deal with your day to day stuff both at work and outside of work. It is holistic. It's a well-rounded approach of how one could grow and develop as a human being as well as professionally as a leader.

Diane's style is very personal and highly engaged. She puts a lot of thought into her examples and has a knack for using just the right one at the right time. The content is excellent and the tools are so useful. It has helped me to become more aware of what triggers me and how to self-direct so that I can stay in a state of flow and not fall into old reactive patterns that keep me from being effective. This has benefited me immensely, both personally and professionally.

Islam Salama

Director, Intel Corporation



Steven M. Erickson

The Freedom and Flow course is a fantastic experience. The homework really helped me gain some insights into things - to both learn and unlearn things to increase my engagement and pursue my dreams. I no longer live out of the fear and maladapted lessons that I picked up from previous situations in my life.

Diane was able to show me some blind spots that I didn't even know were driving my behavior. It was really eye opening for me because though, as a martial arts instructor, I know (and even teach) the importance of being present, it is easy to fall into the trap of not actually doing it.

This course created some new awareness and habits to make it happen.

Because knowing is one thing, but that doesn't get anything done - you have to do it. Just creating that awareness and using the tools we covered, being completely present with my family and with interactions at work has already paid big dividends. And now I'm using those tools more and more.

Steven M. Erickson, MD, FACP

Medical Director, Sports Medicine and Concussion Specialists

Co-Chief, Sports Medicine Center

Program Director, Primary Care Sports Medicine Fellowship

Clinical Assistant Professor, UofA College of Medicine Phoenix

Banner - University Medical Center Phoenix



Connie Phillips

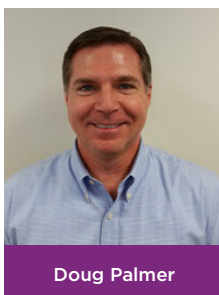
I enrolled in the Freedom & Flow course because I felt powerless. I didn't like the way I was working and could see that if I didn't make some changes, I was going to end up either not liking my work anymore or resenting it – because though I couldn't work any harder I also couldn't seem to execute any changes

Diane helped me uncover the thoughts I didn't realize I was having and the things I was holding onto that were getting in the way – answering the question for me about why I couldn't execute. I was able to let go of a lot of self-blame and really be in the present moment, deliberate about how I want to show up. I feel more intentional and more empowered in my work and my life. And I'm committed to being more thoughtful about creating my schedule and not allowing things to overwhelm me.

Your greatest gift that you'll get if you'll invest this time is that you'll reconnect with yourself and find the answers you need – open up your mind and your heart, which is something you can't do when you're going a 100 miles an hour. The whole experience was very authentic. Diane is truly invested and engaged in creating something better for the people she works with.

Connie Phillips

President and CEO, Lutheran Social Services of the Southwest



Doug Palmer

Since I knew Diane from other work, I knew this was going to be a quality program, so it was a fairly easy decision – an investment in myself. Personally, while going through this course, I was in the middle of three major projects. I was amazed going through it that even through the stressors were theoretically getting worse, I was getting calmer by utilizing what she was teaching in this program and actually applying it.

I was able to use the tools immediately and get better results – I was less stressed and actually because of that, performed better. I was also able to have more influence because I learned to focus more on how I could help people rather than trying to get them to do what I thought they should.

I really like Diane's style. She is approachable and human. She talks about mistakes she's made and how they've helped her. She is calm, competent and professional. She knows what she is doing and doesn't need to beat her own drum – it just shows because she is authentic and genuine and that comes across.

I would definitely recommend this program to anybody really – certainly people who think of themselves as go getters, highly motivated. This course will help you identify your own style and strengthen it and compliment those things you're not as good at by filling in some gaps and setting that foundation even better.

Doug Palmer

About Diane, Creator of The Real Leader's Guide to Freedom & Flow



Diane Bolden is passionate about working with leaders to unleash human potential. An executive coach, speaker, author and organization development professional with more than 20 years of experience in leadership development, coaching and consulting, Diane has worked with managers, directors, officers and boards 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 the Leader You Were Born to Be*, 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.

Diane is committed to working with leaders who seek to continually improve themselves so they can make a larger impact and contribution to their organizations, their communities and everyone around them. She has helped her clients and their teams get to the heart of their challenges and tackle their most significant issues and opportunities while learning to access and utilize their own internal wisdom, intuition, and natural talent.

Diane has proven expertise in leadership development. She has taught, facilitated and designed numerous programs over the years, and worked with managers, directors and vice presidents/officers and their teams to help them learn and apply strategies for improving their effectiveness. Her experiences led her to recognize that people learn best when they are faced with challenges that require them not only to develop new skills but to effectively apply them. She complements this knowledge with the philosophy that often what is required is not only learning, but unlearning. As Diane works with her clients to align their intentions and actions with desired results, she also helps them identify and eliminate habits, patterns and assumptions that keep them from doing their best work.

Many coaches shy away from advising their clients, leaving them at a loss as to how to best approach organizational and leadership challenges. Diane draws from her experience and knowledge of organizational behavior and leadership development and blends it with a powerful coaching approach that allows people to access their own wisdom and leverage their strengths to rise up to challenges and opportunities.

Diane is a native Phoenician who is happily married and blessed with three beautiful children.

For more information, visit www.DianeBolden.com.