

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



Pete Pritts

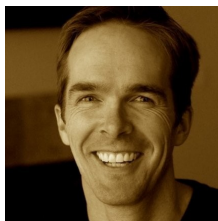
The things Diane has taught us through her coaching and programs have taken on a life of their own in our organization and given rise to some business practices that are helping us to get to the next level of organizational success. Diane has helped us to increase our self-awareness, gain insight into how we could be more effective, take inspired action, and build on our successes as leaders. Now we are finding ways to do that across our entire organization.

We have put several of our people through her Pinocchio Principle Unleashed program, starting with myself and our C level team and we've continued to downstream the program through various levels of the organization. It's been extremely helpful, and the ROI is something I can't even measure – it's just exponential.

Thank you so much Diane for assisting to make CACU a better place to work chalked full of balanced, healthy, and motivated people – we have needed you and your skill set and you exceeded expectations for me personally, and more importantly, for the team's transformation for the better!"

Pete Pritts

President/CEO, Corporate America Credit Union



Scott Munger

I have more tools in my toolbox of well-being and how to view any particular problem, whether faced with it on a personal level or on a professional level. I feel like I'm on a new plane of consciousness and I have a more optimistic and wider view of my own capabilities and life. I've been able to connect to my own intuition more readily and more often by practicing what we've done in this course and spending time talking with Diane. I think it's very powerful. My leadership has opened up.

Scott Munger

Chief Operations Officer, Omicron Technologies



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.

Dr. Islam Salama

Vice President/General Manager, Intel Corporation



Julie Patrick

I've really benefited from the tools and approaches taught in The Pinocchio Principle Unleashed program and often found I was able to immediately apply a concept or tool covered in a lesson or a group meeting to something unfolding at work. Learning to let go of needing to control everything as well as my assumptions about what had to be done has allowed me to not only be happier and more motivated, but also much more effective. I've been able to keep myself from falling into traps that used to keep me overextended and I've replaced old unconscious ways of working with better communication, prioritization, delegation and daily routines.

Integrating what I've learned in the program has also helped me to stay positive and not get pulled down by things around me – and as a result have a beneficial impact on others as well. I am living my life much more consciously and intentionally both at work and at home and feeling so much happier, even as lines between work and family are becoming increasingly blurred.

I'm thrilled that people in my team have also gone through the program and will continue to do so, because I believe it has helped us to restructure and reinvigorate the way we do business to maximize our strengths and better serve our customers.

Julie Patrick

Director of Client Services Employer Advocates



Dr. Anthony Sciscione

My professional goals weren't going the way I wanted them to and I had a suspicion that I was pounding my head against the wall trying the same tools or switching the tools differently and just needed a fresh perspective on them. I enrolled in The Pinocchio Principle Unleashed program after receiving encouragement from people who work with Diane who raved about their interactions with her and how impactful she's been in their life.

The experience was just revolutionary for me and really changed the way that I look at personal things and professional things. It's helped me better influence and connect to others, decrease my stress, and get much more done. I'm more mindful and have replaced old, ineffective tools with new ones – it feels great, it's really refreshing. The program is awesome, and I highly recommend it.

Dr. Anthony Sciscione

*President of The Society of Maternal Fetal Medicine
Director, Maternal Fetal Medicine, Christiana Care Health System*



Karen Kurtz

What I liked most about The Pinocchio Unleashed Program was that it gave me "permission" to take time out of my day to think about leadership, productivity, habits, etc. and really dig inside and reflect on obstacles that were preventing me from moving forward and the tools I could use to overcome them.

I would recommend this program to anyone who needs to sharpen their tool belt and reconnect with their true leadership style. I think it's very easy to get bogged down in mundane tasks and forget the reason WHY you're doing those tasks in the first place. The program reminds you to set priorities and focus on what really matters and goes beyond simple leadership principles and jargon and really helps you look inward into what you want and what you want to be.

Karen Kurtz

Communications Specialist, Dolese

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.