

# Introduction

Many of you reading this book have heard a speaker, attended a seminar, hired a leadership trainer or read a book and felt motivated, hopeful and empowered. You wanted your life to change. You wanted your organization to change. However, once you returned to your daily life, the possibility for permanent, lasting change quickly faded. Your excitement and empowerment were temporary.

For over twenty years, I have traveled across the country and abroad as a keynote speaker, leadership and organizational development trainer and performing artist. The primary mission of my life long research has been to create keynote presentations, leadership development seminars and write a book and facilitator's guide that help individuals and organizations move away from temporary change and empowerment and move towards permanent change and empowerment. I want individuals and organizations to move towards what I call *permanent awakening*.

I created the process of *permanent awakening* after working with thousands of people and gaining a deeper understanding of what individuals and organizations need to significantly increase their chances of experiencing permanent change and permanent empowerment.

Awakening – 12 Tools to Unlock Ultimate Potential  
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*Permanent awakening* is defined as:

A process where an individual, an organization or both are holistically and continuously uncovering, discovering and designing their existence in order to:

- 1) Operate more consistently from their authentic voice, gifts, identities, passions, and purposes
- 2) Create more authentic relationships that foster continuous growth and expansion
- 3) Operate more consistently at peak vitality and productivity
- 4) Strengthen their capacity for forming genuine partnerships with others
- 5) Operate more consistently at peak vitality and productivity

This *permanent awakening* process is initiated and kept in motion by a continuous death and rebirth cycle that occurs within individuals and within organizations. This cycle includes: death of outdated behaviors, paradigms, identities and relationships, discovery of one's and others' authentic voice, gifts, identities, passions, and purposes, and a refocusing and designing of existence based on these discoveries. This cycle does not always occur in this particular order. The language of this death and rebirth cycle is expressed in slightly different ways depending on the environment, but the cycle is inherently the same.

As this cycle of death and rebirth continues, individuals and organizations can increase the amount of time they spend in the *permanent awakening* process.

This can:

- 1) Increase their possibilities for continuously raising and maintaining their levels of vitality, creativity, productivity and accountability
- 2) Increase their possibilities for experiencing permanent change and permanent empowerment

My keynote presentations, leadership development seminars, book and facilitator's guide are all designed to instigate this *permanent awakening* process within individuals and within organizations.

**The goal of this book is to place 'you' in this powerful *permanent awakening* process. The tools in this book can instigate the continuous death and rebirth cycle within you that is central to the *permanent awakening* process. When you are in this continuous cycle, the possibilities for increasing and permanently maintaining your own personal and professional levels of vitality, creativity, productivity, and accountability can multiply. You can open up the possibility of soaring to physical, emotional and spiritual levels you never before thought possible.**

When you work through the tools in this book and begin experiencing *permanent awakening*, you can increase your chances of receiving the following benefits and the results that follow each benefit:

- 1) Becoming less defensive

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More consistently being able to listen to multiple opinions, compromise, and work towards mutual solutions

2) Raising your self-concept

Naturally gravitating to higher functioning, healthier people who are willing to grow and live out their authentic greatness in the world

3) Releasing your guilt, shame, and anger

A) Becoming calmer and less reactive

B) Replacing unnecessary drama with peace and harmony

4) Experiencing a deeper level of contentment that includes more fulfillment, confidence and happiness

Because of this contentment:

A) Your children can have more psychological room to develop their authentic identity and focus on their deepest desires and dreams

B) The adults in your personal and professional life are more likely to:

- Let go of their unhealthy patterns
- Recognize and own their authentic voice, gifts, identities, passions, and purposes
- Step into their authentic greatness

5) Removing physical, emotional, and spiritual baggage, thereby purifying your vision and allowing you to more effectively:

- See the greatest local and global needs
- Find ways to fulfill these needs
- Form genuine partnerships with others

- Fill your existence with compassion and service towards yourself and others

### **The Global Impact of Permanent Awakening**

Once you experience *permanent awakening*, you become part of a larger group of people from all over the world who are also experiencing *permanent awakening*.

As one person, one relationship, and one organization at a time experience *permanent awakening* in different parts of the world, a ripple effect and connection occurs between them. A global **AWAKENING MOVEMENT** is ignited. This movement gains momentum as more and more people across the globe become role models for their children and grandchildren of happy, fulfilled, passionate, productive human beings. Personal and professional relationships become more peaceful, harmonious, vibrant, and open to healthy negotiation. This increases the possibilities for global harmony and leaves the world a better place for generations to come.

We must come together locally and globally. We must courageously support each other to face and heal one of the primary causes of the unrest in the world... the unrest inside of ourselves. Take hold of the awakening tools in this book and never let them go. Allow these awakening tools to help you and those around you become who Mahatma Gandhi said we needed to become to achieve global harmony.

“Be the change you wish to see in the world.”



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