

The Development of the Leadering Paradigm Shift Program

Unprecedented transformation for unparalleled legacy

Harness the capabilities of other systems
to advance our world beyond your potential

A Childhood Vision

Leadering™ began as a vision for the future of humanity which Lauren Holmes formulated for a high school project.

Experimenting with Leadership

Lauren developed her expertise for organizational and industry change leadership as a top-rated employee in some of the world's largest multinationals (IBM and global financial institutions).

Mid-1980s to Early 1990s:

Learning from Top Global Change Leaders

To broaden her knowledge of leadership and industry and organizational change, Lauren headed an executive search firm dedicated exclusively to the recruitment of change leaders at the board, CEO, and senior executive levels. Lauren interviewed hundreds of top leaders from major global companies, both for requisitioned searches and in partnership with the large relocation counseling firms dealing with the massive release of executives during the recession of the early 90s.

1990-1993:

Formulating the first iteration of Leadering™

Back-to-back interviews with so many executives enabled Lauren to realize that leaders are not operating the way most leadership development theories have specified. As an evolutionary anthropologist and primatologist trained in objective observation, Lauren came to understand leadership differently. She then found science to confirm her observations in such fields as quantum physics, chaos theory, catastrophe theory, the biological sciences, systems biology, systems theory, emergence theory, and evolutionary theory. These are the scientific foundations underpinning Leadering™ which are transparent to practitioners. No scientific discoveries to date disprove Leadering™. In fact, Leadering™ identifies plausible directions in which many scientific fields will eventually advance and how to speed that advance.

With the dearth of jobs due to fear-driven downsizing rather than smart frontieering™ and creation, so much excellent talent was discarded by society. Sadly, the leaders and change facilitators who could have rescued so many were the first to go. Both societal and individual systems were traumatized. **Leadering's mission was born.** With new ways of operating, new functionality, and especially with frontieering™ capability, individual and societal systems could adapt, advance, co-create, synergize, and co-evolve more quickly to avoid damage and suffering. If successful, a maximized individual working within his/her *field of fascination* to achieve *peak legacy* - one's greatest contribution to society - could become an achievable new human right. It would also be the smartest strategy for maximizing global human resources in the service of the world we all share.



Lauren Holmes

**Leadering's Creator,
Developer and Proponent**

1990-2006: Advancing the Leadering™ technology, toolkit, products, services:

Many different corporate identities were required to test out every element of the integrated Leadering™ paradigm as it stands today at Leadering.com (education) and Frontiering.com (legacy implementation). Action-learning experimentation conforming to scientific method was used.

1990-1991: First Action-Learning Experimentation: Frontiering™

The first test of the foundational multi-system elements of Leadering™ related to its methodology for enabling the penetration of new territory safely and expeditiously - the underpinning system of meta-competencies and drives shared by adept leaders, entrepreneurs, innovators, or high achievers. This test was achieved by establishing an unprecedented global recycled plastics distribution company for which Lauren Holmes had no credentials or background. Frontiering™ would therefore be required. As the company became successful and globally known within that community, the frontiering™ experiment was terminated. Leadering™ had passed its first test.

1991-1995: Business Professionals: One-on-one

After the first experiment, Lauren determined it would be faster to support others in their application of Leadering™ to their own goals than for her to continue to set up her own experiments. Rather than risk her connections and standing in the corporate world, Lauren found safe testing grounds managing the careers of business professionals. She used Leadering™ techniques to identify the right client at the right time for each aspect of Leadering™ to be tested.

1995-2003: Corporate Executives: One-on-one

Leadering™ services were applied to the careers of corporate executives locally and then internationally through the corporate identities of Teamlink Canada and TeamLink International.

Experimentation was predominantly with executives of multinationals because they usually had well-developed cognitive skills and other capabilities allowing Lauren to experiment at the upper end of the meta-competencies that Leadering™ is designed to instill in practitioners. Multi-national clients included: Royal Bank, AT&T, IBM, RIM, Bell, BBDO, Young & Rubicam, Canadian Imperial Bank of Commerce and Bank of Montreal. Experimentation also included creating concentrations of individuals using Leadering™ in order to learn about the Leadering™ culture of an organization operating in the Leadering™ paradigm.

2001 to 2005: Non-Corporate Individuals *en masse*: One-to-many

Lauren needed a safe territory outside of corporations to test out a number of aspects of Leadering™ and Leadering™ distribution. Accordingly, she wrote a book entitled *Peak Evolution, Beyond Peak Performance and Peak Experience* (2001) around which a global community could form. *Peak Evolution* presents the 1992 iteration of Leadering™ in non-corporate terms that would not be intimidating to the general public. Naturality.Net, LLC was the corporate identity used to create this community and it was advertised in the book. There were 4000 people on the global mailing list within the first 4 months and it was an Amazon.com bestseller.

Areas examined through the Naturality.Net community included:

- to develop/test the means to impact more people more quickly with Leadering™ methodologies and technologies.
- to develop/test one-to-many techniques where, unlike in corporations, participants were strangers
- to develop/test ways in which Leadering™ could impact larger groups of individuals to enable it to be used as a tool for leaders and achievers to maximize and advance organizations to achieve goals.

- to test Leadering-based group processes on many fronts
- to determine how to press natural levers to trigger group change in the way done to this point for individuals
- to experiment with community tools such as chat rooms, discussion and bulletin boards, and other group communication and work tools.
- to experiment with using Leadering™ for community-building inside and outside of corporations
- to market-test Leadering™
- to determine what the competing technologies, theories, and cultural norms were in the market place and how they caused confusion for understanding Leadering™,
- to find ways to circumvent market-related issues: competing technologies, theories, modes of operation, cultural norms, and existing infrastructures. The goal was to ensure that Leadering™ did not conflict with culture, religion, science, and society so that everyone could operate in the Leadering paradigm.
- to test new mass delivery mechanisms: teleclinics, telecalls, weekly and periodic programs, audios, videos, support systems and the best structures for achieving and operationalizing the Leadering™ paradigm shift. These were international to determine the effects of cultural differences
- to develop Lauren's own expertise in a number of areas: the speed and magnitude of group or community transformation, working with non-executives to complement her career-long focus on executives, creating and sustaining a global community, the application of Leadering™ technology to group programs and processes, and the ability to transform groups *en masse* with Leadering™ without the opportunity to use the personal goals and events of each individual's life she had had access to in her Leadering™ work to this point.
- to develop the exercises and techniques that could personalize the Leadering™ paradigm and paradigm shift to each person to empower the generic paradigm shift offered in the audio program (re last item in previous point)
- to test whether the Leadering™ paradigm shift could better be accomplished through audios and visuals. Lauren experimented with audio recordings as the means to raise people's frequencies and thus the breadth of information and the amount of interconnectedness they are able to perceive and assimilate. Expanded consciousness is key to Leadering's ability to raise functionality
- to create/develop various programs to experiment with how each of the meta-competencies shared by leaders, entrepreneurs, innovators, and top performers could best be instilled.
- to experiment with harnessing the co-evolution of human systems for peak legacy, a key function of leaders and achievers who want to extend their capabilities with those of other systems to achieve beyond their potential.

2002-2007 **Corporate Individuals and Groups** **One-to-one and One-to-many Programs** **Organizational Development Services**

What was learned about Leadering™ at Naturality.net, LLC was taken back to the corporate world through Lauren's next corporate identities: Frontiering Leadership Group and ReCareering™. This corporate-based experimentation identified the need for the Leadering™ paradigm shift audio program now offered. Natural leaders feel that the Leadering™ paradigm perfectly defines how they operate. Therefore, many of them requested a tool which allows them to quickly upgrade their organizations to operate as they do. Putting all key people through the Leadering™ paradigm shift program accomplished this.

2005-2007 Leadering™ audio program development

2007 Leadering™ audio program release to individual executive clients

In 2007, the audio-based Leadering™ Paradigm Shift Program replaced *Peak Evolution*. The initial target market was individual corporate executives.

2008-2009 6-week subscriptions to Leadering™ sold to the public and corporations through Leadering.com

Peak Evolution was temporarily taken out of print to facilitate the transition and minimize confusion since Leadering has no overlap with the approach used in *Peak Evolution* even though their paradigms are consistent. However, a second edition and eBook version will be re-released in 2010. The experimentation with Leadering™ continued, especially with an eye to what kind of support people, services and products would be required for a public rollout globally.

2010 Leadering™ program sold to the public through Amazon.com

Educational support for those trying to master Leadering will still be offered through Leadering.com.

Support services include

- identifying client strategies for peak legacy and peak growth
- promoting the re-centering of the individual to the strength of their natural core
- facilitating the paradigm shift and providing support for the Leadering™ exercises
- integrating the paradigm shift into the life of the organization or individual
- empowering sustained operation and accelerated growth within the paradigm, and
- promoting action-learning experimentation associated with the paradigm shift and ongoing operation.

At Frontiering.com, a diversity of Leadering™ service providers supports those wanting to apply Leadering™. Leadering™ is used to design, launch, and accelerate companies, philanthropic organizations, fields of study or invention, and careers customized to an individual's or company's peak legacy, their peak contribution to advancing the world. The foundations are provided for clients to use Leadering™ to break through new frontiers in precisely the territory that fascinates them and to be rewarded for it. Alternatively, we can support you in launching your own structure(s) through which to achieve your peak legacy.

Leadering™ is now positioned to address its mission for creating value, meaning, and progress - maximizing the lives of individuals while maximizing their contribution to advancing our world.

Leadering

Unprecedented transformation

Peak legacy.

Impact beyond your potential.

LEADERING SUPPORT

info@leadering.com

EDUCATION: **Leadering.com** Leadering™ Expertise Development

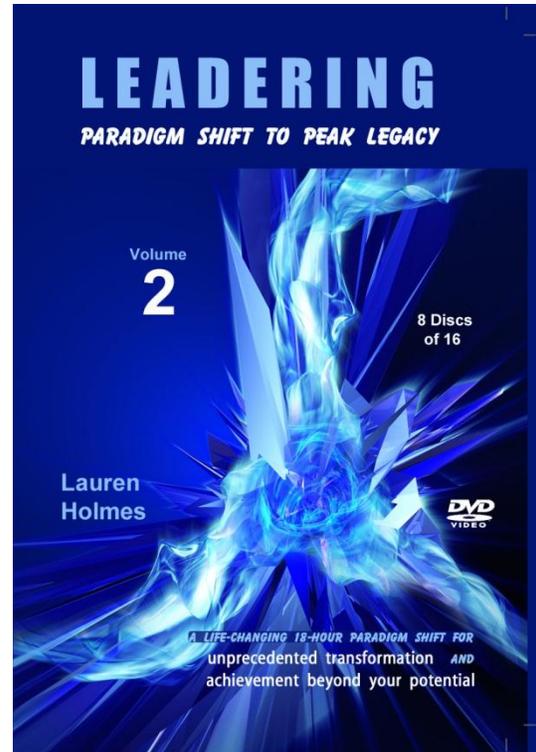
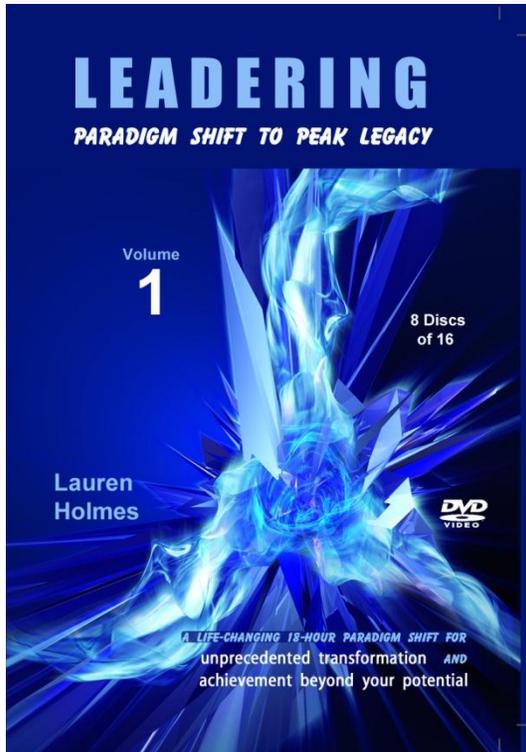
Educational support for such things as speeding and integrating the paradigm shift, Leadering's paradigm personalization exercises, identifying client strategies for peak legacy, growth, and re-centering to core strength, action-learning experimentation, and breaking through frontiating and adaptivity challenges.

APPLICATION: **Frontiering.com** Leadering Legacy-Making Services and Products

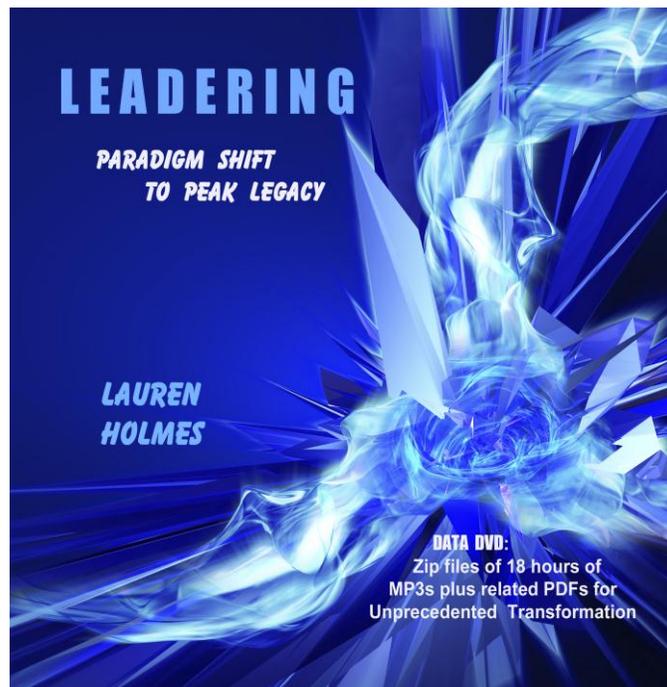
On your behalf, multi-disciplinary experts will design, launch, and accelerate companies, philanthropic organizations, careers, and fields of study or invention personalized in Leadering terms for your peak legacy until you feel you comfortable taking over. Alternatively, we can support you in launching your own structure(s) through which to achieve your peak legacy.

RECRUITMENT: **Become a Leadering Support Services Provider**

If you wish to provide products and services through either Leadering.com or Frontiering.com you are invited to email the following to info@leadering.com: your proposed offerings, your credentials, and a brief summary of your personal peak legacy findings from Leadering's flow maximization exercises (*Leadering Visuals Two*, recordings 10-18).



LEADERING - Paradigm Shift to Peak Legacy
Video DVD

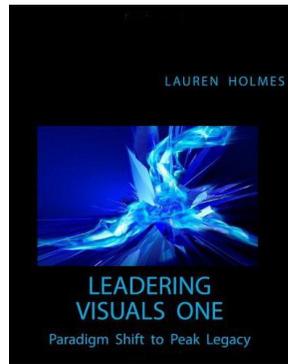


LEADERING - Paradigm Shift to Peak Legacy
DVD-ROM: Audiobook + 2 eBooks (MP3s + PDFs)

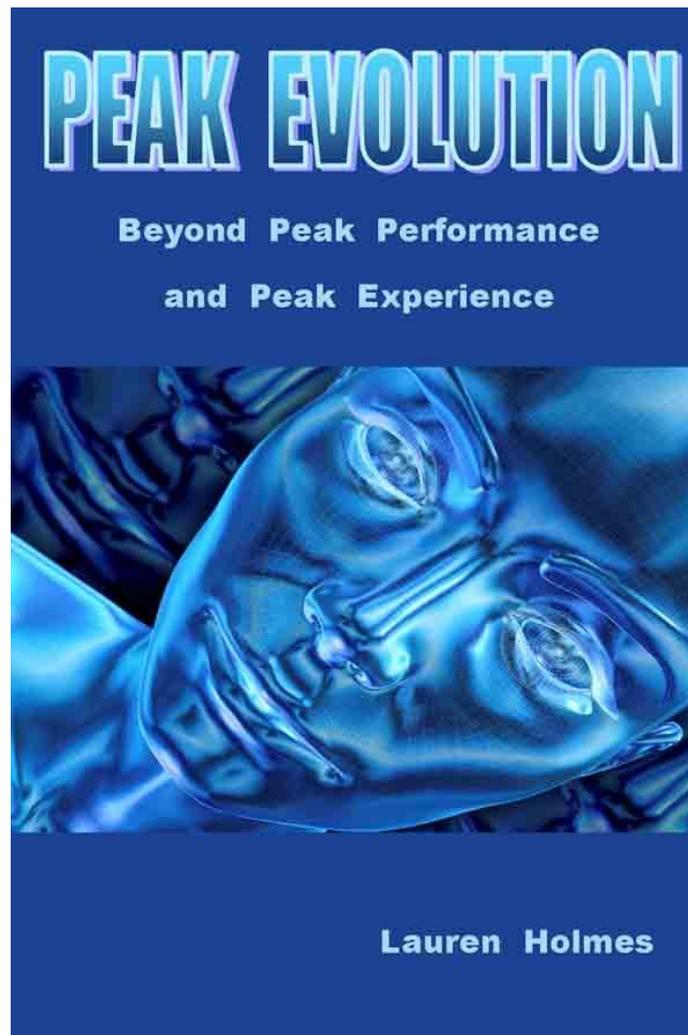
LEADERING

2 books of
the Visuals
referenced
in the
DVD MP3
Audiobook

Visuals ONE



Visuals TWO



An earlier paradigm and process replaced by LEADERING (2001)
Second edition of book and eBook (2010)