



THE DEVELOPMENT OF LEADERING™

Maximizing Human Systems through the cultivation of the meta-competencies and drives of adept leaders, entrepreneurs, innovators and achievers

A Childhood Vision

Leadering™ began as a vision for the future of humanity which Lauren Holmes captured in an 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, global banks, insurance companies).

Mid-1980s to Early 1990s:

Learning from Top Change Leaders

To broaden her knowledge of leadership along with 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.



Lauren L. Holmes
Leadering's Creator

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 defined. 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 theory, emergence theory, and evolutionary theory. These are the scientific foundations underpinning Leadering™ which are transparent to practitioners. Leadering™ is a breakthrough - a new synthesis of existing science which is a nonlinear quantum leap.

1990-2006: Creating/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. Action-learning experimentation honouring scientific method was used.

1990-1991: First Action-Learning Experimentation: Frontiering

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

1991-1995: Non-Corporate 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 in a company called Powermasters. She used Leadering™ techniques to identify the right client at the right time for each aspect to be tested.



THE DEVELOPMENT OF LEADERING™

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 (Research in Motion), Bell, BBDO, Young & Rubicam, CIBC, BMO

Experimentation also included creating concentrations of individuals using Leadering™ in order to learn from the creation of a Leadering™ culture or 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 consisting of individuals who would likely fit the profile and advanced functionality that Lauren needed to experiment with next.



Paradigm Shifting

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.

Peak Evolution has since been taken out of print with the completion of all required experiments and the release in 2008 of the audio-based Leadering™ Paradigm Shift Program. This transformative intervention is state-of-the-art and pushes natural growth levers within individuals to transform even those who do not fully understand the content and mechanisms being used to press those levers.

Areas examined in 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
- to develop/test ways in which Leadering™ could impact larger groups of individuals to enable it to be used as a tool for leaders to maximize and advance their organizations
- 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™ including determining where other theories and disciplines interfere with the understanding of Leadering™
- to determine what the competing technologies, theories, and cultural norms were in the market place and how they caused confusion with Leadering™,
- to find ways to circumvent market-related issues: competing technologies, theories, modes of operation, cultural norms, and existing infrastructures.
- 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.



THE DEVELOPMENT OF LEADERING™

- to develop Lauren's own to develop Lauren's own expertise in a number of areas: the speed and magnitude of group or community transformation, working with non-executives, creating and sustaining a global community, the application of Leadering™ technology to group programs and processes, and the ability to transform groups with Leadering™ without the opportunity to use the individual goals and events of each individual's life she had had access to in her Leadering™ work to this point.
- to developed the exercises and techniques that are required to personalize the Leadering™ paradigm and paradigm shift to each person to support the generic paradigm shift of the audio program.
- to test whether the Leadering™ paradigm shift could be accomplished through written work: it is better through audios and visuals. As a result Lauren began experimenting with audio recordings as the means to change people's frequencies and thus the breadth of information and the amount of interconnectedness they are able to perceive and assimilate. The results of this experimentation are captured in the Leadering™ program
- to create/develop various programs to experiment with how each of the meta-competencies of leaders, entrepreneurs, innovators, and top performers could best be instilled.
- to experiment with the co-evolution of human systems, a key function of leaders

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 client executive requested a tool which allows them to quickly upgrade their organizations by putting all key people through the Leadering™ paradigm shift program.

Many of the Leadering™ programs offered through Frontiering Leadership Group became the foundations of the Leadering™ paradigm shift program offered now.

From the greater ease of using Leadering™ within corporations versus the Naturality.Net community, it was determined that the Leadering™ paradigm could be spread more effectively if there was a strong framework of individuals with exceptional conceptual, abstract, and big-picture thinking at the top guiding individuals who were maximizing and advancing themselves within the Leadering™ paradigm. This framework is the norm within large corporations, especially within multinationals. However, a network of Leadering™ professionals with these same cognitive capabilities could also create the same facilitating context. Accordingly, that network is offered through Leadering.net community.

2005-2007

Leadering™ product development and multi-country patent, trademark and copyright

2006 US Patent application number: 11532754

A method for enhancing leadership, entrepreneurship, performance, innovation, creativity, and career achievement.

2007 US Trademark serial number: 77336271

2007 US International Copyright application: SR1-30745269

2007 to present: Individuals, Companies, and Countries:

Leadering is a power tool for individuals, emerging leaders to global leaders, and companies to countries for maximizing and advancing human systems for goal achievement and new creation. Those human systems could be individuals, organizations, companies, countries, business webs, suppliers, markets, customers, or families.



THE DEVELOPMENT OF LEADERING™

All Leadering™ products and services are based on

1. the 20-hour audio-based internet-based Leadering™ Paradigm Shift Program plus
2. referenced figures and exercises plus
3. support services to
 - facilitate that paradigm shift
 - the integration of the paradigm shift into the life of the organization or individual
 - ongoing operation within that paradigm, and
 - action learning associated with the paradigm shift and operation.

The Leadering™ Leadering™ Paradigm Shift Program is not a course. It is transformative experiential learning with the means to

- reposition individuals for maximum lifetime performance
- increase functionality, meta-skills and drives, especially conceptual, abstract, relational, and systems thinking, nonlinear operation, creativity, and entrepreneurialism.
- launch growth continuums for life-long and accelerating development
- enable individuals to extrapolate what is learned about maximizing their own system to maximizing any human systems for goal achievement, and
- empower individuals to drive multi-system environments for goal achievement
- rewrite change management; leadership, individual, leadership, and entrepreneurial development; management science; performance improvement, innovation and creativity, talent management; and career management.



Paradigm Shifting