



## LEADERING™ CLIENTS Past and Present

For most of its 15 years of development, Leadering™ clients have been predominantly line executives of multi-national organizations including RBC Royal Bank, BMO Financial Group, CIBC, CitiBank, Bell, AT&T, IBM, Research in Motion, BBDO, Young & Rubicam, P&G, 3M, GM, Ford, Westinghouse, and more.

Leadering™ is a tool for advancing and maximizing human systems for goal achievement and creation. While every individual wants to experience the paradigm shift, Leadering's real power derives from its use by leaders. The Leadering paradigm cultivates the multi-system



maximization inherent in most leadership roles. Those experienced in pressing the natural levers of individuals and organizations for achievement recognize how Leadering™ is a tool to assist them with this.

rather than educational services, coaching or mentoring, which could be evaluated against other educational programs by HR personnel.

With a few notable exceptions, Leadering™ in its precursor forms has always entered client organizations via line executives as opposed to Human Resources. It was always a tool for leaders and goal achievement

Leadering™ R&D was predominantly accomplished in partnership with executives of multi-nationals because they usually had well-developed cognitive skills and other capabilities allowing Lauren Holmes to experiment at the upper end of the meta-competencies that Leadering™ is designed to instill in practitioners.

Leadering™ is applicable to all individual and multi-individual human systems but tends to target the following kinds of clients:

<p>Goal-oriented</p> <ul style="list-style-type: none"><li>▶ executives</li><li>▶ emerging leaders to global leaders</li><li>▶ professionals</li><li>▶ individuals</li></ul>	<p>Localized or global</p> <ul style="list-style-type: none"><li>▶ groups, teams,</li><li>▶ organizations,</li><li>▶ business webs,</li><li>▶ companies,</li><li>▶ human systems</li></ul>
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## CLIENT COMMENTS ABOUT TODAY'S LEADERING™

<p><i>"There were moments of epiphany in Leadering™ that brought tears to my eyes and left me forever changed, forever elevated by a more expansive vision, a greater truth that, once experienced, can never be forgotten or reversed."</i></p> <p style="text-align: right;">EVP, CitiBank</p>	<p><i>"The universality of the Leadering™ toolkit for maximizing human systems large and small is an unexpected but profound advantage to the conscious evolution movement. We have never before had such a catalyst for unified advancement."</i></p> <p style="text-align: right;">Managing Director, NGO</p>
<p><i>"I've been a natural leader my whole life. Until Leadering™, I never knew what made me so good at it - how I truly operated. Putting my people through the Leadering™ paradigm shift is giving me the means to replicate my strengths, style, and decision-making throughout my organization. Overnight, a unified entrepreneurial engine is emerging at the core of my company."</i></p> <p style="text-align: right;">CEO / founder, global entrepreneurial company</p>	<p><i>"I've put only 10% of my senior managers through Leadering™, yet already I feel the difference in our ability to embrace change, and especially to attack new territory. Rather than my endless war on resistance to change, Leadering™ graduates proactively bring change to me - enticing me - and enticing others forward."</i></p> <p style="text-align: right;">Group President, P&amp;G</p>
<p><i>"Leadering™ provided crystal clarity of the essence of leadership - an essence that is so profound, so simple, and so powerful that it redefined the very foundations of how our company operates."</i></p> <p style="text-align: right;">CEO, AT&amp;T subsidiary</p>	<p><i>"The innovation quotient of our organization has been increasing exponentially since our key managers have experienced the Leadering™ paradigm shift."</i></p> <p style="text-align: right;">SVP, 3M</p>
<p><i>"I am in awe of the truths about life and leadership captured in the irrefutable logic of the Leadering™ paradigm."</i></p> <p style="text-align: right;">SVP, Electronics company</p>	<p><i>"Leadering™ transforms you with a supreme understanding of the essence of humanity and life. How did we not know all of this?"</i></p> <p style="text-align: right;">EVP, Telecom company</p>
<p><i>"Every time I thought I had reached the climax of the Leadering™ paradigm shift, there was another high, another profound insight, another tool more powerful than the last."</i></p> <p style="text-align: right;">Group VP, Ford</p>	<p><i>"Leadering™ morphed my team to a synchronized, synergistic force of nature. It was a thrill to experience. We've never had so much fun."</i></p> <p style="text-align: right;">CEO, Advertising Company</p>
<p><i>"I am still awestruck from learning the final phase of the Leadering™ paradigm shift. What an extraordinary, empowering experience!"</i></p> <p style="text-align: right;">COO, Public relations company</p>	<p><i>"Leadering™ goes beyond leadership, beyond the heart of every religion, to the ultimate spiritual attainment sought by humanity."</i></p> <p style="text-align: right;">SVP and Group Executive, IBM</p>



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## NOTE:

Client names have been withheld because these executives find their advice is misleading to those not operating in the Leadering™ paradigm. What works in the paradigm cannot be translated outside of the paradigm. Reality and indeed human existence, are understood differently with the Leadering™ worldview.

These clients have found that Leadering™ rewrites leadership, leadership development, organizational development, change management, talent management, entrepreneurial development, creativity and innovation, management science, and so many other disciplines. These are replaced by Leadering's single human system maximization toolkit which applies from individuals to organizations, to companies, to markets, and globally. Since employees, emerging leaders, and global leaders operate alike, organizations can now be unified from top to bottom.

Without others having an understanding of the foundations of unifying an organization in its peak-performing flow state, clients find it difficult to answer questions about any of these disciplines.

[Click here](#) to listen to *A Power Tool for Leaders*

## PAST SPONSORS OF LEADERING R & D (With our grateful thanks for their foresight)

We owe a great debt of gratitude to so many clients who supported the development of Leadering™ over 15 years when it was not even obvious what it was that was being developed, just an instinct that it was something significant. Below are some of the early clients who helped to ensure that the Leadering foundations upon which everything else is built was accurate and solid.

*“[Leadering™] is not a derivative or extension of anything that has existed before in leadership development or management science. It truly is a breakthrough. Its ability to transform is real.”*

Denis Nixon, SVP Leadership,  
BMO Financial Group  
Leadering R&D sponsor: 1995-6

*[Leadering™] recentered me to my natural core. It gave me the courage to leave a successful marketing career for a more meaningful and gratifying career as a cultural creative. This in turn has led to a number of re-elections to the US senate and a legacy beyond anything I imagined possible for my life.*

US Senator  
Leadering R&D sponsor: 1995-2005



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## PAST SPONSORS OF LEADERING R & D - continued (With our grateful thanks for their foresight)



Don Morrison  
COO, Blackberry,  
Research in Motion  
Leadering R&D  
sponsor:  
1997-2004

***“[Leadering™] is singularly the most impactful thing that has happened in my adult life.”***

Don was ranked top in Sales in 2005 by Canadian Business, predominantly for work done in 2004 which was the outcome of the prior 6 years of working with Leadering™ especially in 2003. Don offered the R&D opportunity to work with someone over a longer period so that the continuous advancements as a result of Leadering™ could be understood. Leadering™ was advanced to accommodate practitioners who were advancing. It is because of people such as Don that Leadering™ can cultivate functionality and performance beyond 98% of today's population.



***“[Leadering™] is batting a thousand. It has hit the mark with every executive you have worked with at Royal Bank.”***

Ken Elsie, Vice President, Executive Resources  
RBC Financial Group  
Leadering R&D sponsor: 1996-1998

Because of your insight into the needs of executives, Royal Bank the only instance of our launch of [Leadering™] into an organization through Human Resources rather than line executives. Thank you for your generous support, Ken.



Howard J. Breen  
Chairman and CEO,  
MacLaren McCann Canada  
Leadering R&D sponsor:  
1996-1997

***“[Leadering™] took apart every belief I had about myself, the world, and leadership, and rewired them into a cohesive core from which to operate at full power.”***

Howard offered the R&D opportunity to see how fast Leadering™ could transform in a concentrated period of time. A quick study, Howard went from a situation in which he would be locked into the number 2 position at one employer for several years to President at another company within 3 months. Shortly afterwards, a stock event at the new company proved financially lucrative.



R. Bruce Barr, Group Vice President,  
Marketing Communications & Retail Sales  
Bell Canada  
Leadering R&D sponsor: 1996-1998

[Leadering™] has predominantly spread by referrals. Bruce was one of the first cold calls in which a total stranger recognized the value of [Leadering] even in its very early stages in 1996. Bruce generously referred [Leadering™] to many of his business peers and associates and all of his direct reports. As a result, Bruce offered the very first look at Leadering™ in concentration among connected individuals. Thank you for supporting [Leadering™] in its formative years, Bruce. Bruce was recognized as Canada's Marketer of the Year by Marketing Magazine during his work with Leadering™ after relative obscurity prior to this.



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