

VISION:

7 Steps of Creation has a vision to co-create the new leadership paradigm in business. Law of Attraction training will help clarify your business goals and provide you with practical tools to achieve them with excellence. It is most affective when applied to resources such as human capital investment.

The new leadership paradigm:

Are you ready to move into the future as a top class global leader?

In order to excel at leadership *both* the masculine and feminine characteristics need to be developed and integrated. In other words the whole brain is needed for holistic leadership. This balance benefits the company and the employees and by extension, it serves the world. In the new leadership paradigm, the feminine principle also needs to be recognized for its value and importance and integrated into how business is performed. Examples of the new paradigm reflecting the soft feminine principals of caring for the planet and its peoples are evident in incorporation of corporate social responsibility (CSR) projects that are expected as part of good business ethics.

An excellent leader in the new paradigm is a person using the whole brain or holistic approach! They are people with both masculine and feminine characteristics in balance and developed to their full potential allowing a much broader awareness threshold.

Why do it another way?

In response to the recent financial crisis in Island, the words of the former President can be translated as saying:

“We must look forward to better times and we need to re-evaluate values across countries with fresh eyes and find a better way”-Vigdís Finnbogadóttir

This is a challenge to leaders everywhere for clearer vision and also to reflect seriously on the core values beneath the decisions being made. Both clarity of vision and examination of core values are required for the effective leaders of tomorrow.

People learning to integrate the whole brain and using both feminine and masculine characteristics in balance are making a quantum leap in consciousness across all nations, peoples and cultures. So too then is it natural and necessary for business leaders to take the leap also. It demands organizational excellence and high energy to make the unified leap onto higher ground. The higher ground is where the customers are viewing the market and waiting to buy with global awareness. With 7 Steps of Creation leaders can create and sustain what is now in demand by customers living with higher global consciousness or global awareness.

Who it is suited for?

For leaders who want to enhance their leadership style and lead with clarity and lucid thought according to the **new leadership paradigm**. It is for leaders with a vision to create an

uplifting, energizing way of doing working together and of viewing challenges. Training occurs in a team setting with other leaders. Team training sessions or seminars can be for **Corporate** teams or for **Open** groups.

How is it done basically?

Through awareness training and focus on human capital investment. By knowing ourselves better, we know others better! How we think, communicate and do things on an individual basis plays an important part in how we think, communicate and do things collectively. It all starts with the individual. It all starts at home. Therefore behaviours, attitudes, beliefs, communication methods and thoughts must be examined to see where improvement is necessary.

STRATEGY:

‘‘The truly great person is the person who makes every person feel great.’’-Winston Churchill

7 Steps of Creation offers you tools and techniques to compliment your business strategy to invest in human capital. Investing in human capital develops your leadership into leaders of the new leadership paradigm or an enhanced leader. This is a strategic move to maintain competitive advantage. Companies and businesses that invest in their people are those which will succeed in the future.

An enhanced leader blends **clear vision and lucid thought, core values** with a **balance of masculine and feminine** characteristics. This is the formula for the **new leadership paradigm**.

Clear vision and lucid thought:

It is often the case as a leader that you give people great opportunities but they don't know how to recognise them or they are not motivated to act on them. As a leader it is important to be able to have clear vision. You want to be able to focus thoughts clearly and then have the ability to express those thoughts, so that ideas are made clear, easily understood and accepted by others. It is important that you inspire others into the co-creative process from the beginning.

Core Values:

It is time to literally change minds about how we do things on a global scale. Leaders need to examine core values of all employees more than ever to make sure the business goals are in alignment with these values. When core values align with business goals, progressive companies can offer a sustainable service or product to the human family which takes into consideration the fact that we all share one common planet.

The balance of masculine and feminine:

A balance of the characteristics of masculine and feminine energies is needed to create harmony. As a metaphor we can use the principle of Yin and Yang, the energies of creation. Yin is usually characterized as slow, soft, and tranquil. It is generally associated with the feminine, birth and generation, and with the night. It is creative, intuitive, the source of insight and ideas. Yin energy is associated with the right side of the brain. Yang, by contrast, is characterized as hard, fast and aggressive. It is associated with masculinity and daytime. It is analytical, fiery and generally associated with the left side of the brain. It takes the combination of the slower, creative and intuitive feminine characteristic to birth an idea with

the spark of the faster, fiery, logical nature of the masculine characteristic to bring these ideas out into the world to be experienced.

Every person has a mixture of these two energies and has the potential to be both creative and analytical. To be effective as a leader, these two energies must be in balance. We must use what is termed 'the whole brain' or holistic approach and integrate both left and right sides. Reference: <http://tollearn.net/hypertext/brain.htm>. The holistic approach integrates the softer feminine creative qualities of intuition.

RESOURCES:

Develop top leadership qualities as an individual, team or organization so you can increase your competitive advantage.

To rise to this new performance level your organization needs to have a conscious knowledge and application of Law of Attraction in all areas of your business to enhance what you already know.

Law of Attraction is basically summed up as whatever you send out, you get back. Your organization will only reap what it sows energetically. With this knowledge you can learn how to sow effectively using the power of thought or mind power and reap the benefits quickly.

Use the Practices, Techniques and Tools from 7 Steps of Creation in the following levels of your organization.

Personal leadership

- personal development

Individuals, especially leaders in the organization are taught to honour their core values and listen to their inner guidance system. They learn to know, accept, honour, trust and appreciate themselves in a healthy way. This is expressed then as better behaviour towards other people. 'As you love yourself you love others'.

- personal effectiveness

With improved self image and a healthy respect, individuals perform better and are more energetic and positive in the workplace producing better results.

- personal leadership development

Potential leadership candidates (men and women) can be taught to be excellent leaders through positive behaviour and enhanced people skills.

- development of a culture of achievement

Individuals are soon taught to achieve results in an easy and effective fun way. This naturally fosters a culture of high achievement.

Team leadership

- Team development
- Team training
- Team coaching

Organizational leadership as a global competitive edge

- Organizational development
- Organization cultural development
- Cross culture adaptation
- Sales
- Human Resources

PROCESS:

‘‘He who has achieved success has worked well, laughed often and loved much’’ – Elbert Hubbard

It is not so much the people that need to change, rather it is more the processes and structure that needs to change in the organization. The change must start with your position as leader. You must be willing to look at how business is done in a fast changing environment where awareness training is in demand as more transparency is expected. Apply *law of attraction* to what you already are good at and take your organization to a new level of excellence as a global business citizen.

Learn fundamentals of the process of 7 Steps of Creation so that you can easily:

1. Develop and distribute **practices, tools and techniques** throughout the global organization in order to communicate effectively across any culture.

2. Get in touch with the feminine!

-Find meaning in your work in alignment with core values

-Define your strong sides and develop those which are inspirational

-Increase energy levels and hold it there. Learn where energy is drained and therefore control it effectively.

-Identify the networks, the people and resources you need to help you achieve your goals and give a feeling of community and belonging

-Be more engaged. Find your own voice, be self sufficient, smart and see possibilities.

-Learn to take necessary risks and recognise when the opportunity shows itself.

-Visualise a positive mental picture and develop a positive attitude to life.

3. Get the desired results as an excellent leader in a more effective and faster way!

To rise to this new performance level your organization needs to have a conscious knowledge and application of Law of Attraction in all areas of your business to enhance what you already know.

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Implementation

The process is learned through specifically designed workshops for Corporate or Open groups. It can be split into:

- personal leadership development and awareness training
- team leadership development and awareness training

Practices, Tools and Techniques

Practices

You will be able to add more of the human element, be in touch with core values while staying focused on goals. You can do this with a touch of 'magic' thrown in by learning how Law of Attraction works and can be applied. Using words like magic, joy and fun in a business sense may have seemed strange or 'alternative' yesterday but it is now becoming the norm.

Tools

7 Steps of Creation tools are to help you be a more aware, more authentic, intuitive and holistic leader. The tools will help you develop and integrate the feminine qualities of intuition and creativity while still being perceived as a strong leader.

Techniques

7 Steps of Creation further develops your personal and social communication skills through use of NLP techniques so that others can comprehend difficult concepts that might be beyond their belief system. You as an excellent leader will learn additional techniques that help the team keep their minds open and expanded. With positive clear thinking, you can guide the team to look beyond any dark situation to a future which is bright because it has smart solutions. Your expanded viewpoint can help your team achieve higher performance and make them feel great doing it!

RESULTS:

For you as a leader:

- Clarity of vision, focus on the end result or goal
- Team alignment process in harmony with core values and company goals
- Maximum human capital development strategy and better communication techniques
- Enhanced corporate systems and practices for excellent holistic performance
- Insight into corporate social responsibility projects which benefit society and protect the environment and sustain resources

For the organization:

- Common Values
- High Motivation
- Conflict Resolution
- Effective Communication

- Team Trust
- Organizational Excellence
- High Energy

Common Values

“Character is higher than intellect. A great soul will be strong to live as well as think”-
Ralph Emersen

Our common values need assessing closely to see what values are important for people across cultures to be truly happy. These are closely related to our core values, the values of home and family, spirit, unity, caring, sharing and most of all joy and fun in what we do. People want meaning in their lives and now more than ever, these values must be integrated especially in the work they do or roles they play in business.

High Motivation

“He who has achieved success has worked well, laughed often and loved much”- **Elbert Hubbard**

The old way of leading is clearly outdated. It does not work in the long run. We need a fresh way to lead the world of business. Leaders must now act with ‘fresh eyes’ and more to the point, with a clear positive mind and an open heart. Leading needs to induce high motivation. It demands clear focus showing transparency and respect for the back story to the employees and eventually the consumer. The back story must relate to global human interests and resonate with our common values. This is especially important for business integrating corporate social responsibility.

Leaders must foster a positive, open and exciting atmosphere for creativity and efficiency in business projects. It must also be done with a sense of humour. Organizations have to be creative and efficient with human energy on every level to use its resources effectively. Wasting expensive energy and resources is unacceptable in today’s world. It is the responsibility of every human being to be energy efficient now. Creative and inspired mental energy is an important resource in an organization. You as a leader must ensure that training programmes include teaching people to think creatively with clarity. They must also be given the space and circumstances for inspiration. Leaders must have determined focus on goals while being able to maintain harmony within the human elements of a team to overcome challenges and dilemmas. The best leaders are those who lead by example and with a sense of humour and encourage a positive outlook on the world.

Effective communication

“There are no strangers here; Only friends you haven't yet met-”- William Butler Yeats

Business is done today on a globally aware playing field. The internet has opened up the whole world as potential customers. Even though we feel the world as a smaller place with the use of modern technology and better transport we still need to learn to communicate

effectively and present our products and services to a wide cultural divergence separated by our oceans and continents.

In understanding our customers better we need to have leaders who represent those customers. If for example, products and services are mainly targeted for the buyer who is likely to be a woman, then it would make sense to encourage a more feminine leadership approach for the marketing strategy. Effective communication is key here both within the cross cultural organization and out toward the global diverse market where a wide choice for the buyer is the norm.

Cross cultural advantages:

- diverse backgrounds are an advantage for teams who want to grow together
- teams with diverse backgrounds and international minds stimulate creativity and expansion
- global environment needs cross cultural teams to respond together fast to a more sophisticated and educated global market

Communication challenges:

- new traditions and customs to learn and adapt to especially with mergers or transitions
- different body language and patterns to interpret
- different attitudes and behaviours to understand
- various languages to learn and to use to communicate

Conflict resolution

'We meet on the basis of our sameness. We grow on the basis of our differences.' **Satir**

There is often too much focus on the problem. It is the structure of dialogue which causes the problem. The mentality of the different groups or diverse teams is usually very far apart as well as being in different parts of the world. Therefore there is usually disagreement on the way to solving problems. What is needed is a common platform or understanding so that the mentality gap is bridged more easily. With improved ways of communication and common understanding, conflicts are easier to resolve because teams have learned the skills to listen to each other with the intent to resolve and cooperate.

People need to find better ways to relate to each other, on a higher more advanced or expanded level. The platform for finding effective solutions is to create a common understanding for how creativity flows from this expanded position. The solution is found in the fundamentals regarding co-creation and when performed in an energetic positively charged atmosphere this creativity can flow naturally.

Team trust

'All for one and one for all' - **Three Musketeers**

Better communication and negotiation skills between people naturally lead to more open dialogue, cooperation, sharing of ideas and sharing the success. This builds team trust. It is only when a team acts like a well functioning organic unit, will every one win. Everyone needs to contribute to overall good of the organization. It is the true meaning of one for all and all for one. Each person on the team is sharing responsibility for team performance while also being responsible for their personal effect on the team. The team needs to learn to build

this trust through refocusing their priorities and making sure they are behaving in harmony with their own core values.

Organizational Excellence

“If everything is under control, you’re going too slow”- Mario Andretti

Not necessarily. Every business needs a focused team in alignment with goals. Then things tend to run much more under natural order or flow. It works so effectively that it speeds up naturally at the right points along the chain. Good processes, effective communication and team spirit lead to excellent organization.

High Energy

“shine like a star”- Army of Lovers

Money making is not the driving force in the new world consciousness. Peace of mind, a sense of unity and sharing and a joyful heart are associated with high energy. This is the energy of new world consciousness. To make business on a global scale, we need to act out of this higher energy, employ new ways of thinking and creating together. This high energy is a force which brings with it all kinds of success and abundance when some basic principles of co-creation are performed in the right way. The 7 Steps of Creation is a method that can guide this process and achieve amazing results when diverse minds learn to collaborate productively. It can be and should be fun!