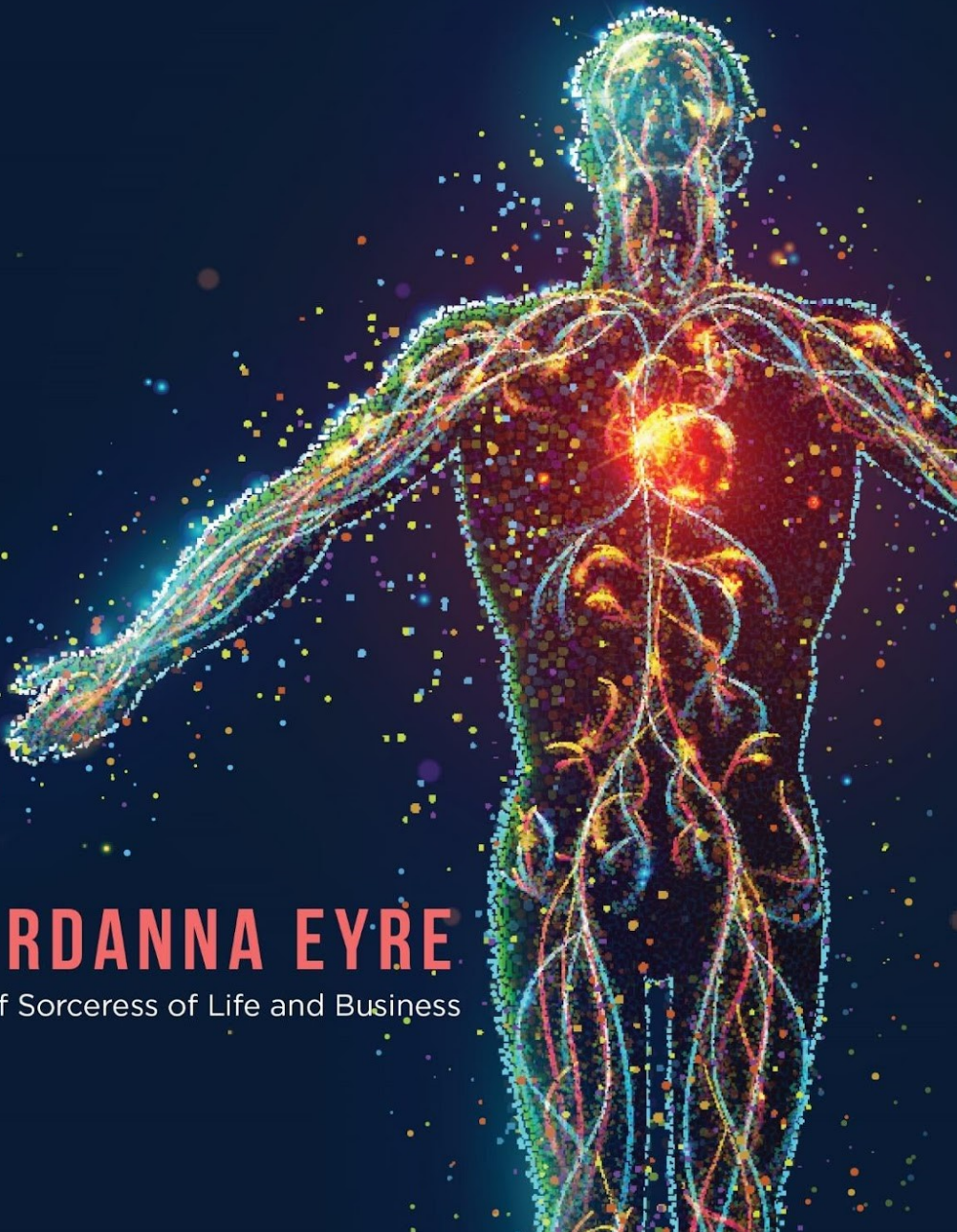


UNSHAKEABLE

Thrive as a Leader in the Face of Ever-Increasing Pressure Without Sacrificing Personal Fulfillment



JORDANNA EYRE

Chief Sorceress of Life and Business

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Unshakeable: Thrive as a Leader in the Face of Ever-Increasing Pressure
Without Sacrificing Personal Fulfillment

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**To Christopher. Your courage and persistence anchor a foundation of
ever-growing possibility.**

**To the wisdom of Creation that knows more than I do. Your fierce
love has eroded the parts of me that I couldn't see were barriers. And
it has cultivated the parts of me that I couldn't see yielding your
power.**

**To my courage. You saw me through the darkest nights. Without you,
I'd still be lying crumpled on one of the many floors upon which I
sobbed when the world did not make sense.**

**To my mother. Forty-something years later, I still realize it was all
because of you.**

Unshakeable

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Preface

The Unfurling

I can't tell you how I unpacked the moving truck.

From the moment I heard the shaking voice of my champion investor on the other end of the line saying, *"The market just crashed. I've lost everything. We all have. You can still come, but the investment is gone,"* I was numb.

I barely remember finishing the drive.

And I have no idea how I made the move into the Half Moon Bay, California cottage that would become my home for the next year. Much less how I managed to pull myself up by the bootstraps to pound the pavement of the streets of the Bay Area in hopes of picking up the pieces.

My enormous heart cared so much about the change I was trying to make through the business we were building that it caused the rest of me to shut down the moment I heard the news.

Before that moment, I'd worked tirelessly throughout the two years it took me to gather the \$2.5 million I needed in investment. And somehow, it all started to fit together perfectly. Everything that had led up to the move was glorious synchronicity, causing a complete and utter knowing within me.

I truly believed that my team and I were on the right track.

That is, until that day.

It had all come to a halt and all of my old patterns flooded right back in. I needed to figure out my next move... but I felt the pain of the loss so deeply that I was frozen and didn't know what to do.

I'd always felt things deeply and wanted to see change – in the world and so many things about it – desperately.

And as frightened as I was, and as much pain as I was in, this was the moment where it all changed for me.

I began to follow a strategy to grow my business that had more to do with what was inside me and less to do with what I thought I was supposed to do. And in the months that followed, I unfurled myself to a knowing that was much greater than me. I trusted in the full spectrum of my emotions,

the complexity of my mind, and the seemingly paradoxical forces of the two.

The existential angst I had over what I wanted so badly to achieve taught me how to use it for its true intention.

It gave me the keys to the quantum field inside of me and my business.

It taught me how to decipher everything that happens inside of my business and life as guidance to my purpose.

Deep down, I'd always known that business wasn't just business. But now, I began to understand what that meant intrinsically. And that what happens to us isn't just what happens to us. But instead, business, our personal lives, and everything that happens to us in between is an intersection of a Creative Power that guides us – and wants us to know it intimately.

I realize this seems extraordinary. Perhaps even mysterious or fantastical.

It was made possible, however, by ordinary human systems and processes that we all have inside of us. Through action and inaction. Through heart and mind. Through thoughts, feelings, fears, and even doubts.

These are systems and processes I'll be introducing to you as you read on.

The Deepening

I'd had a burning ache in my soul for integrity since I was a little girl.

I saw the way people treated each other and the false power that guided most people's interactions, and I wanted to be part of something much different.

I watched as my father – an Ivy League-educated businessman with all social measures of success – walked all over people to get to the top. But through his attempts to use the world to feel powerful, I only saw someone weak. Someone hiding underneath a cloak of aggression.

I refused to follow that path. However, I struggled with figuring out how accomplishing big things could still be possible. So, this big heart I carried around weighed on me as I moved through the world of business in my early years.

Eventually, why I had such a big heart – and what I was supposed to do with it in business – started to make sense. But it took time to deepen what that meant in every single business and leadership interaction.

Through my experiences of founding two more businesses and my journey from entrepreneur to coach and to becoming a sorceress, I used it all to question what was true. To find a truth that would grow in the work I did even in the moments when my human flaws took over.

Through it all, I let my inner world transform me – one “ego death” after another – igniting within me the embodiment of the leader I’d always wanted to be, one day at a time.

As I allowed my external reality to inform my internal and for my interior to transform, my whole world shifted. I began to see – in the world around me – the change I’d always wished to see.

I used everything that happened – “good” or “bad” and everyone I crossed paths with – to find my place in purpose, leadership, and life. From team members to my romantic partner, from business partnerships to family relationships...

Everyone became my teacher.

The Grounding

As you move through this book – both its stories and its processes – I have an invitation for you. So, allow me to share a metaphor.

Think of growth and transformation (in leadership, business, and life) like skin.

Your skin has many layers. And just as your skin’s outer layers require care and nourishment, so do its inner layers. So, as you care for your body – through nutrition, rest, and exercise – it cares for your skin from the inside out. And though you shed your skin’s outer layers each day, the health of its internal layers informs your skin’s appearance.

Your development as a leader, a changemaker, and someone fulfilled from the inside out is the same way.

Like your skin, there are processes of your leadership going on beneath the surface in every moment. You have a choice. You can either interact with them to assist your process of becoming a more powerful being. Or, you can ignore them, suppressing your most authentic innate capacity to create what it is you most deeply desire.

We do not become influential leaders or humans through what we do. Instead, our being informs our doing.

We do not become influential leaders or humans through thinking or analysis. Instead, the ongoing process of who we have the opportunity to become informs our ability to use the systems and processes at our fingertips.

Most forms of leadership, personal development, and business development give you systems and processes that expect you to apply them through thinking and doing.

I simply cannot, nor will not, do the same.

As you read and interact with this book, I invite you to flip the model.

Begin to consider how the systems you possess inside you inform the processes of everything you create on the outside.

Introduction

Allow me to share a framework for change-focused leaders like you who are sick of sacrificing their personal fulfillment for professional success, or vice versa.

Maybe you're blazing trails and getting results at work but lack the time, space, and energy for proper self-care or to be fully present with your family. Or, perhaps you're very self-aware but your most innovative professional goals still seem "just out of reach." Either way, this framework will show you that there's actually a "sweet spot" between impact and fulfillment that only a handful of today's business leaders and entrepreneurs are even aware of.

Using this framework in your own life and leadership, you can define this "sweet spot" for yourself so that you can continue to disrupt your industry and make waves of change – all while becoming more connected to your passion and purpose than ever before. Because once you land in this sweet spot, you'll find a deep sense of ever-expanding fulfillment in all areas of your life.

But before we delve deeper, let me introduce myself.

I'm Jordanna Eyre, Chief Sorceress of Life and Business and founder of Modern Day Sorcerer and Sorcerer School.

Now, you might be wondering what this whole Modern Day Sorcerer thing is all about. Frankly, the businesswoman in me would love to tell you it's just my great business savvy, but that part was an accident.

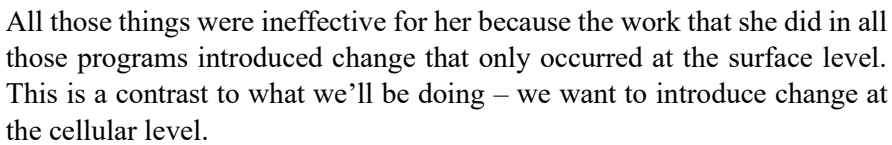
Becoming a sorcerer involves practicing techniques rooted in neurobiology, physiology, and quantum physics that are all honed into a transformative methodology that's taken over 30 years to develop.

Since 2012, I've taught this work to over 2,500 leaders and disruptors from all walks of life – from CEOs and entrepreneurs in healthcare, biotech, and pharmaceuticals, to major automotive companies and non-profit organizations. I've tested and cultivated this body of work with executives from Cisco, LinkedIn, and Prudential, as well as the SBA, HUB Africa, and Stanford University. This has been developed to work with industries and organizations of all types and sizes, including sales & marketing teams, supply chain companies, banking and finance institutions, and people in

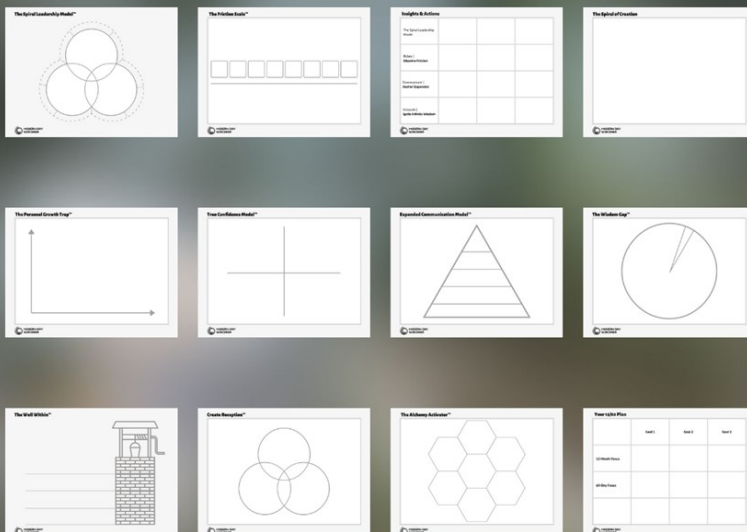
Know that this isn't some fluffed-up new-age personal development course. Rather, it's a comprehensive system of skills, transformation, and embodiments to help changemakers like you become the creator of your own inner and outer expansion.

Instead, my framework works with you on a cellular level to connect your doing and being, no matter what method you've already tried that has failed or how deep you've already gone.

In fact, here's Kate showing me the first half of her list.



Worksheets



I want you to treat this workbook differently. What I mean by that is instead of just reading what I've written here, I want you to fully immerse yourself in it. Think of it as an interactive experience where you can directly apply the exercises in your everyday life.

And to make sure you do that, I highly recommend that you prepare the following:

- The worksheets, which you can get from <https://create.moderndaysorcerer.com/download-worksheets>
- An extra notepad
- Colored pens, particularly red, green, and yellow. But you can also use other colors

And if you don't have those, all good. Using your imagination might work, too.

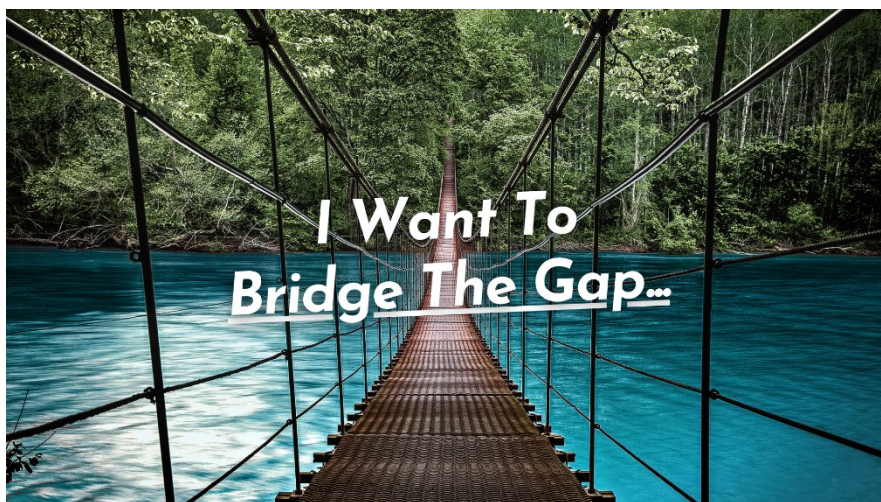
I want to make sure you walk out of this with tons of value. That's why even though I'm not there watching, I want you to imagine I'm in the room with you so that you can really engage with what we're doing and receive immediate value from it.

Now, I've got a few questions that I want to ask you. It's just to give us a sense of where you're at right now and what you need. For every question, I invite you to write down your answers. Because when you put pen to paper, it'll help you connect your mental awareness to your body so that you can feel what you truly desire or require.

.....

THE QUESTIONS

- Why do you care about leadership and change? Ultimately, what's your biggest why?
 - What is at least one result or improvement you're yearning to get into your life or business that feels a bit out of reach?
 - What is that one result you're yearning for in your contribution to the world that feels a little – or a lot – out of reach?
-



My goal with this workbook is to bridge the gap between where you're at and where you want to be. And to do so, there's a parallel gap that I want to bridge as well, which is between your inner world and outer world.

By bridging that gap, you can thrive under pressure while creating more space in your life.

Foundation: The Spiral Leadership Model



Let's start by turning your attention to The Spiral Leadership Model worksheet.

More than anything else in the world, I want you to thrive in the face of growing pressure. To have equal amounts of professional impact and personal fulfillment. Why?

Because there's one important factor in the evolution of both humanity and business that puts your well-being as a leader at stake.

Change is happening more rapidly now than ever before. The leaders who adapt to this will thrive, and those who don't will fall behind.

According to studies by Ray Kurzweil, the Director of Engineering at Google, we double how quickly paradigms shift every decade. This means the next ten years will catapult us into change – even more than the last 100 years combined. As a result, even people who are doing well now will become burned out trying to keep up if they don't learn how to align with rapid change.

To be a leader who remains aligned with rapid change, you need three things:

One – Resilience

This is where you can show up in the face of complex challenges or a full plate and still have energy left over for your family or yourself.

Two – Unshakable Inner Power

You need to have a solid feeling of expansion in everything you do.

Three – Freedom of Purpose

What I mean by that is the freedom to live out your deepest desires for yourself and the planet with an ample foundation for both.

So, as change speeds up in your life and business, what would unshakable power, resilience, and freedom of purpose mean for you as a changemaker?

To be more resilient, have more inner power and freedom of purpose, and be able to thrive in this time of significant change, there are three areas you need to focus on. And these are the three pillars of The Spiral Leadership Model.

The Spiral Leadership Model will guide you to a new, more innovative way of working and living.

Its pillars are:

Number One – The Way You Relate

In every moment of every day, you're relating to something – yourself, your business, money, loved ones, team, or colleagues.

We want to recalibrate how you interact with everything and everyone. That's how you can have more ease and flow in everything you do as a leader.

Number Two – The Way You Communicate

It's something we need to work on. Why?

Communication goes way deeper than what meets the eye. It involves your internal conversation, understanding others, and being understood, beyond societal norms.

We optimize your communication so that it becomes simple to create more collaboration, harmony, and possibility.

Number Three – The Way You Innovate

When you’re conscious of your inner evolution and connect to the timing in which life is guiding your business, community, and the world to grow, you have an innovation that moves with the tides of change. It syncs to grow at exponential rates with less effort.

By harnessing these three pillars of The Spiral Leadership Model, you can thrive as a leader – and even as a person – no matter what kind of situation you face.

Now, if you think about how most leaders relate, they have a lot to juggle. So many people count on them, but they rarely have enough time to handle it all. This means lost freedom.

When it comes to how they communicate, most leaders aren’t connected to a flow of inner wisdom. This limits their perspective and clarity. And since most don’t know the difference between power and force in communication, they resign to power struggles or situations that go sideways and suck up time and energy.

Lastly, think about the way that most leaders innovate. They don’t know how to connect their gifts with those of others. So, they end up with a team that doesn’t buy into their vision or products that fail because they don’t launch at the right time. They even feel left out and not seen in terms of the value they have to offer. This all means lost money.



I want you to go back to the results you’d like to get, which feel out of reach.

If you could break free of the traps of lost time, money, and freedom, and experience deep inner fulfillment that helps you expand your power as a creator, what results could you have?

How could you set a whole new bar for what’s possible?



The Achiever's Angst



There's a challenge that most change-focused leaders face that makes it nearly impossible for them to get out of these traps. That is, no matter how much they achieve, they're still plagued by a feeling that there's got to be more than this.

This is what I call "Achiever's Angst."

It comes in many forms.

For some, Achiever's Angst means living with an underlying feeling that there's a power that lies dormant within themselves. It's like having a superhero level of inner potency that, no matter what you do, remains at least somewhat buried and out of reach.

But for others, it looks like having a calling so big that no matter how much you achieve, you still feel like your contribution to the world isn't nearly where you'd like it to be.

As for the rest, it looks like having everything you've ever wanted. Of course, you're grateful for this. But if you're honest with yourself, you still can't shake the feeling that you should be more fulfilled or have more passion for life.

Regardless of what form of Achiever's Angst you experience, the reality is that you can't achieve your way out of this angst. Most leaders,

unfortunately, buy into thinking that this is just life and how it's supposed to be, rather than activating the power that lies underneath that feeling.

Not accessing the power underneath these feelings is the root of the plight that is your Achiever's Angst.

It is so important to not ignore this feeling or think that you're past the point of "figuring it out." This is because the power underneath the feeling is connected to your soul's purpose.

Let me explain what I mean.

The entire fabric of the universe is built upon energy. And there's energy inside of your body as well. It's energy that both exists inside of you and literally moves the fabric of the universe. I want to show you how to connect to this energy and use it throughout your life and business at any moment.

This is creator power. And I want to help you access it reliably and consistently.

Accessing the energy inside of your body will help you anchor the vision that's been calling you and expand what you're capable of. That's how you can hold and grow your vision with greater ease, power, and lightness.

The power inside of your body is the key to increasing your energy levels, experiencing lightness when creating change, and upleveling every aspect of how you relate, communicate, and innovate.

And by the way, I have worked with Olympic athletes and energy workers who thought they were already accessing the energy and power inside of their body. That's until they discovered this work and realized there was a whole new level of creator power available to them.

But let me tell you something...

Power, unto itself, is a widely misunderstood concept. It's been misperceived and misused throughout history. As a result, many changemakers shy away from the idea of power because they perceive it as something used to control others – and that's the last way they wish to be.

There is a big difference, however, between power and force.

Most people confuse false power with true power – which causes them to dismiss the power that's attempting to guide them in creating change.

It's no coincidence that these change-focused leaders who suffer from Achiever's Angst also have big hearts. They want to do things with integrity, authenticity, and in service of the whole. They're much less interested in keeping the status quo, and a lot more interested in doing things the way they've always felt deep down is possible – be it for themselves, the world, their business, or their family.

But because they don't yet know how to activate the true power and deep, authentic expression that lies inside them, most people continue to struggle with it.

In our society – in business, government, even home and family – we have very few examples of the embodiment and use of true power.

True power is humble. It cannot be "owned" by anyone. Instead, it is an energy and embodiment that guides us and flows through us in service. And it can only be cultivated through a consistent connection to Creation's great mystery (you can call this mystery Source, the Universe, God, the Cosmos, etc.).

Ultimately, the cause of Achiever's Angst is the calling to serve, impact, or contribute. And the mysteries of Creation itself are all pieces of the same puzzle.

For some, Achiever's Angst poses understandable skepticism of whether it's even possible to experience the fullness they crave. Others recognize they have this power inside of themselves but fear using it – either consciously or unconsciously.

These feelings, however, are not something you're just supposed to "learn to live with."

But it seems like that's something we have to do because the pursuit of fulfillment drives most leaders into further discombobulation. There are three different ways people do this:

Some make efforts to fill the hole – with achievement, money, relationships, spirituality or self-development, even travel or adventure.

People in this group can often convince themselves that they feel whole when they're still hurting. They may struggle with admitting to themselves they're unfulfilled or stuck because there's always something more they can attempt to grab hold of, do, or go after. They use the "next thing" to continue to move the mark of fulfillment in the hopes that something will "give it to them."

If they're self-aware enough, they notice that they feel emptier with every attempt made to fill the hole – and just don't know what to do about it.

The second group holds themselves back from doing anything to overcome the feeling of Achiever's Angst.

They've spent a lifetime adjusting to the teachings of the status quo that they cannot (or should not) be powerful. And they've done an excellent job at adjusting to life as it is. But this is why they have trouble believing that they could access, let alone be able to use, that power they've always felt deep down.

The third group appears to be the lucky ones.

These are the people who have managed to go deep enough to find some form of fulfillment, be it through spirituality, knowledge, or the simplicity of learning to be content with what is. However, even for this group, their satisfaction rarely translates into the exponential feelings and tangible validation of potency their soul truly craves.

Often, this spiritual knowing only puts them on a hamster wheel of spirituality. They use spiritual tools, practices, or truths to avoid having an intimate relationship with the complexity of their own being. This group usually has a hard time admitting to themselves when they're unfulfilled or stuck, because they "know" so much.

All of these approaches to overcome Achiever's Angst build a shaky foundation.

To generate a solid foundation that activates your ever-expanding relationship with the true power within you requires a multi-pronged approach.

The Spiral Leadership Model will guide you through the necessary prongs. And it will show you a new way to use and experience power – one that lifts off pressure in any situation and imbues fulfillment.

It's the key to dealing with Achiever's Angst.

How You Were Taught to Create – The Old Way

The key difference between change-focused leaders and your average leader has to do with how much they care. When these changemakers overwork, it's not just about money or prestige – they overwork because they care about the work they're doing.

Whether they struggle with ego bubbling up or with subtle feelings of doubt or “not enough,” it comes from how big their heart is.

It's all too easy for leaders who care this much to write off self-sabotage or distraction as normal. They feel intrinsically connected to something much bigger than only themselves. And this experiential connection to having a contribution is the same thing that causes Achiever's Angst.

When not living and leading from their heart, wisdom in their body, or the guidance of their purpose...

It becomes too much to bear.

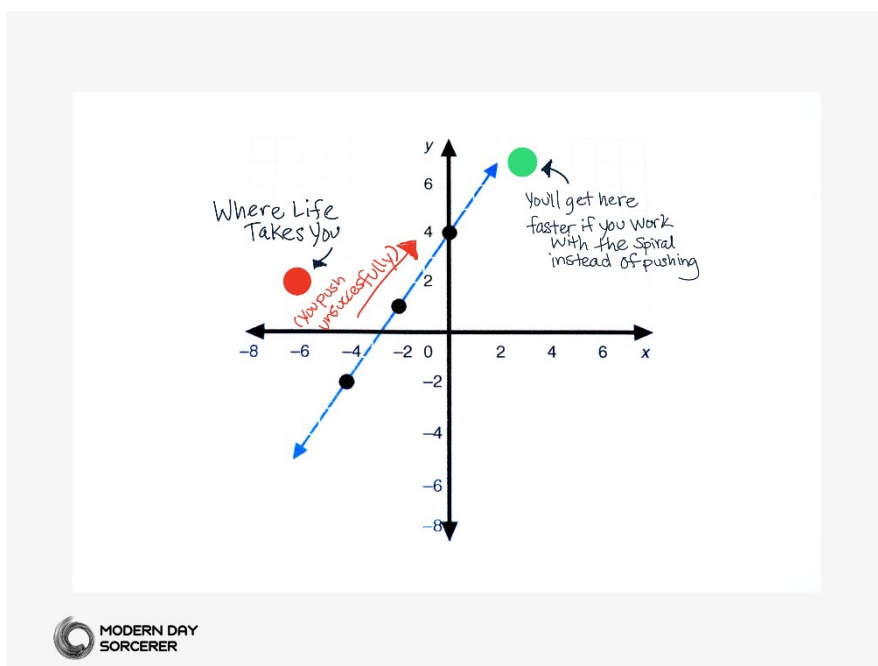
And before they know it, they end up with a wedge of mystery and ambiguity between whether their actions – such as being so busy or even all the self-development work they're doing – are either healthy or an invisible form of self-sabotage.

Some disruptors chalk up the push and pull this creates to typical leadership or entrepreneurship when it doesn't have to be this way. But there are others who do realize that it's not supposed to be this way but still find the why behind the push and pull perplexing.

The why is really quite simple once you get to know the angle from which you need to be looking.

But there's one mistake most people make that's hidden throughout our culture and perpetuated by well-meaning people. Unfortunately, it's also one of the biggest mistakes you can make.

And I want you to be able to relieve yourself of this starting now.



You see, most people see growth and Creation as something linear – step one, step two, and so on. That means when things don't go according to plan, they push against nature's flow with linear expectations.

To use the diagram above as an example, let's say that you're trying to move along the blue line to achieve your goals. But something happens, and life takes you down and over to the red dot.

It seems like life is working against you. So, you gather yourself and try to keep on going, back to the blue line. When you do this, what you don't realize is that it's going to require a lot more hustle and push to get to where you want to go. This is because something is waiting where the red dot brought you that you didn't allow yourself to receive – a gift, a form of transformation, or a critical epiphany – that is going to get you up to the top right (the green dot) a lot faster.

Going towards the direction of the red dot would seem counterintuitive to you. But Creation's ways of getting us to places are rarely what our mind expects them to be.

So, instead of allowing Creation to guide you, which is the easy way, you end up overworked and exhausted. Your productivity plummets, and clarity is nowhere to be found.

Our society has us set up for imbalance. Yet, you know in your bones that you're supposed to be fulfilled and have an impact. This old way of creating separates the two so that you're always lacking in at least one area.

When you don't have enough flow, you wind up drained and disconnected from the magic of life.

When you don't have enough structure, you wind up flailing around with limited progress on your tangible goals.

Without a balance of structure and flow, you wind up playing tug-of-war with life.

So, if you were to take how you relate, communicate, and innovate and locate your unconscious conditioning, you'd probably see that you're just like most people who wind up pushing against nature's flow.

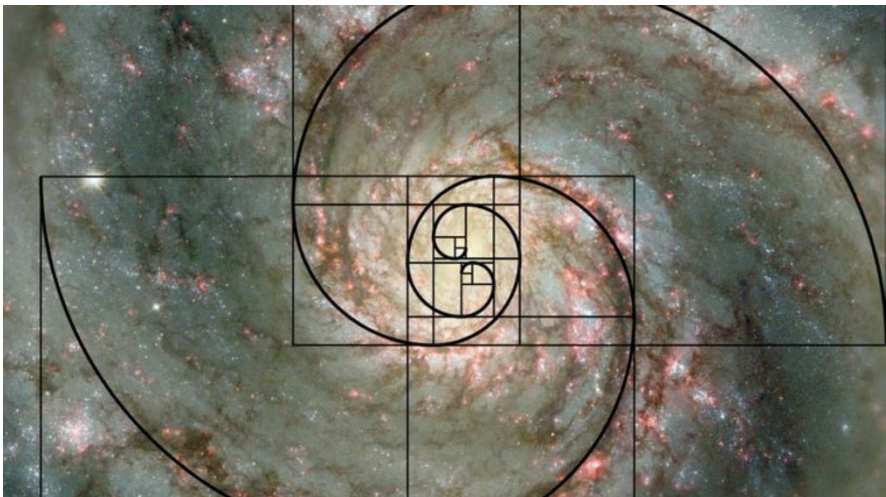
What happens then?

It hijacks your time. Your motivation dwindles, and acts of self-sabotage become common. You might question why it is that as brilliant or successful as you are, you still feel empty or unfulfilled.

Know that this isn't your fault.

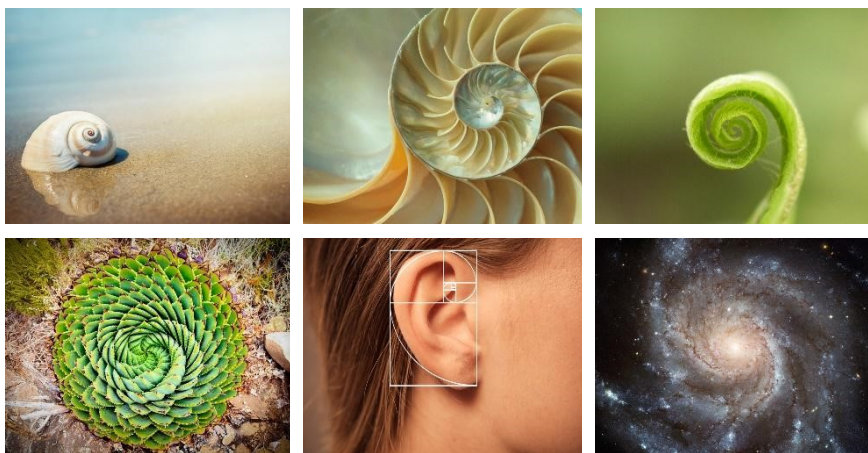
The kill or be killed society that we're all breaking free of has taught you to reject what's ultimately easy and natural for you. This gets in the way of good intention and slows down most people's natural process of expansion.

How You Were Born to Create – The New Way



Creation's natural process, which fuels everything from your personal growth to business development and relationships, utilizes a perfect combination of structure and flow. And as you develop a natural use of this, you become effective without sacrificing wholeness.

While you may be familiar with some form of evidence of this, it's unlikely you understand the potency of its use.



Creation, you see, operates in a spiral.

To understand what I mean, imagine a seashell from the beach. You can trace its growth through its spiral. Now, this kind of growth is something that's evident throughout nature – in plants, animals, even in your own body. Even when we look beyond the earth and into the stars, it's there.

And if you're familiar with mathematics, science, and technology, then you're familiar with the Fibonacci Sequence – also called the Golden Ratio. This is a mathematical equation that appears throughout literally everything. And just like the seashell, this particular sequence has a spiral growth.

With that said, there's one massive problem in the way people approach growth:

They have a misunderstanding of how to use The Spiral of Creation. People push against it, rather than flow with it.

What do I mean?



If you've ever been rafting, you know that going against the current is the most counterproductive thing you can do. On the other hand, going with the current helps you go significantly faster.

Think about how this applies in real life.

Going with the current is what will allow us to move faster. To create. But why is it that we prefer to resist? To go against the current?

And that holds true whether it's in terms of business growth, leadership development, or personal growth.

Let's go back to the Fibonacci Sequence. After all, it is proof that nature has determined the most efficient way to create. And that we only need to attune ourselves to its use.



If we look at it mathematically, nature's efficiency divides and multiplies everything by 1.618 (represented by the Greek letter Phi). Doing so causes growth that's both sustainable and scalable. It also offers both the structure and the flow you need.

It would be overwhelming and way too complicated for you to think of using this equation in all moments of your day and all aspects of how you relate, communicate, and innovate. And if you were to go off and try to "understand" or study what this means, you'd wind up overthinking it without any practical application.

But imagine being capable of harnessing The Spiral's efficiency in your business growth, relationships, and all of your goals. What impact could that bring you? And what would that do for your recovery levels?

Creation: Moving From the Old Way to the New Way

Everything I'm going to teach through this workbook will help you go from the old way – the one that society has imprinted in how you lead, do business, and show up in your relationships – to a new way of ease, fulfillment, and expansion.

But why should you do it?



The old way perpetuates exhaustion. The new way replenishes your energy levels.

The old way values heady intellect. The new way is the cause of true, ever-growing wisdom.

The old way disconnects you from your purpose. The new way connects you to your ever-expanding purpose.

The old way causes feelings of limitation. The new way removes the barriers of limitation.

The old way creates an imbalance of yin and yang energies, which leads to forcing where you need flow or giving up when you need to trust life. The new way recalibrates yin and yang so that you live in flow and feel supported in all moments.

And most importantly, the old way creates a divide between impact and fulfillment. The more you have of one, the less you tend to have of the other. Whereas the new way unifies impact and fulfillment so that each one reinforces the other.

The Spiral of Creation at Work

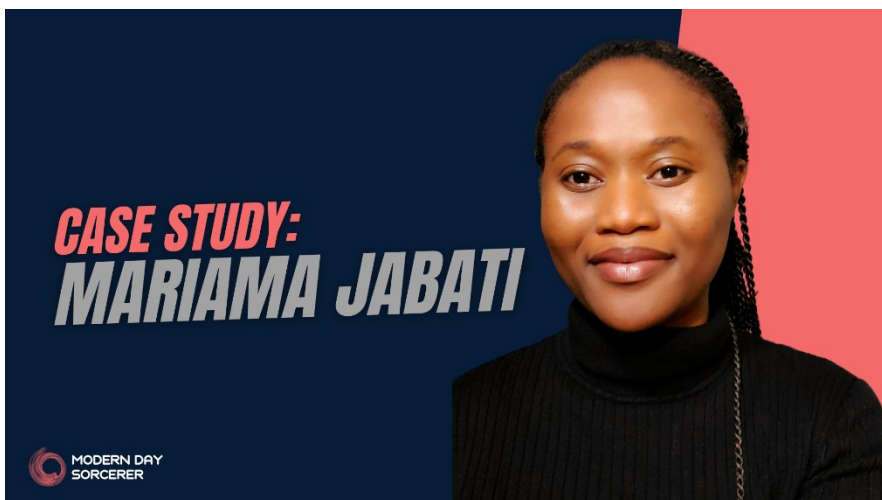
Allow me to share with you now the experience of some of my clients.

For my clients who are entrepreneurs, they used the new way to clarify their vision and connect to an internal guidepost of what steps to take to grow their business faster.



One of them is my client, Bonny Mae. She describes the results that working with the creation spiral brought her business as going from a leaky rubber dingy that's fighting upstream, paddling in the wrong direction, to exchanging it for a yacht that allows her to luxuriously go with the flow of creating powerfully.

My clients who have families, meanwhile, used the creation spiral to gain a work-life balance. It allows them to work as much as they need to and still be very present and connected with their families.



Mariama, my client, is one of them. Since learning to work with the creation spiral, she witnessed her family become less judgmental, more unconditionally loving, and build stronger relationships.

Finally, my clients who work inside of organizations have used the creation spiral to align their vision with the company vision so that they can be seen as a leader and be given the reins they need to create true change.



For my client, Peter, his access to the creation spiral has given him a lot more confidence in his leadership. When his workplace becomes chaotic, he becomes the calm at the center of the storm who leads the company forward.

Which of these three examples lights you up the most? Getting results in your business, your family, or your organization?

The Key to The Spiral of Creation

There's a connection between the growth most people anticipate and how their leadership actually shows up. Unfortunately, it's something that most people miss. And it's something I've seen in leaders of Fortune 500 companies and early-stage disruptors alike.

There is a tendency to overestimate your self-awareness, your ability to transform, or your leadership qualities based upon what your mind understands. I want you to realize that just because your mind understands something, or you've studied it thoroughly, doesn't mean you embody it.

Lack of embodiment is the missing link that most leaders don't even know causes problems.

Why?

Because they're not living in their body.

There are so many things that we don't know until we're there, experiencing them. Good pizza. A warm breeze on a summer night. Passionate, orgasmic, cosmically-centered sex.

Let's put it this way: if you've lived in New York and a non-New Yorker tells you they know what good pizza is, you know in your bones that they only think that... but they actually don't know what a good pizza is yet. This is because they haven't experienced it.

None of this is anyone's fault. However, this tendency of overestimating ourselves because our mind understands something conceptually is rampant for most leaders today.

There's one big key that makes it all change. And it'll take you from overestimating yourself to truly *being* and *experiencing* the results you'd like to have.



The key is the body.



I know you have a body...

But are you truly connected to it? Is every one of the 30 trillion cells inside of your body connected to your mind, your awareness, and your leadership capacity?

Take a moment to really consider that.

If you're like most people – who live disconnected from the wisdom, intuition, and guidance of their body's 30 trillion cells – then you won't truly know the difference between push versus pull, power versus force, or hustle versus flow in all aspects of how you relate, communicate and innovate.

The Spiral of Creation is the key to dissolving push and pull. To dismantling struggle in favor of ease. To inspiring innovation, connection, and teamwork in your organization, community, or family.

The body, however, is the key to your ability to activate optimal use of The Spiral of Creation.

The Fibonacci Sequence flows through nature. It's in everything. You may even understand it conceptually or mathematically. But is your body activated, attuned, connected, and aligned to its use?

We have to connect your body to The Spiral of Creation and teach you how to use it. That's how you'll get the power and awareness that it provides for your personal growth, leadership, and business development.



How I Got Here

Before we go into how you can achieve the same kind of results as my clients did, let me share with you my own story.

I developed a case of Achiever's Angst at a young age.

As a result, I went from building a team of peer-to-peer counselors in my junior high school to building out my already robust resume in social services at 15. Then, having my first corner office at 20 and heading my first board of directors less than two years later.

But after years of achievement, I became fraught with existential angst.

So, I went to countless therapists... only to be kicked out of their offices because my questions were too big and too deep for them.

And at the same time, I was still struggling with an addiction that had plagued me for years.

It was truly challenging...

But after meditating on my purpose – literally every night for six months – the lightbulb finally went off.

I discovered that the core of everything that's important to me is the Creator-self inside of all of us. After all, that's what we all live for, right?

To be completely tapped into your greater purpose and totally alive in both planetary and personal transformation...

If everyone did that, it would literally change the planet.

And though I finally understood my purpose, what I didn't yet understand was that purpose comes in layers. And that learning how to grow in and open to each layer is far more important than the initial discovery of purpose itself.

Now, I'd like you to recall the story of my move to San Francisco. What I didn't mention was that aside from losing the investment on the day of my move, I was now all alone in a new city with a team to support... and no clue how I was going to pull it off.

I became riddled with more existential angst than ever before.

I feared I would take down my business even further. And I couldn't tell the difference between my deep feels and the intensity of my mind.

... Until I started connecting the dots.

I began to see within myself the intersections between business, leadership, and the complexity I'd always felt inside of me. And complex things like physics – something I'd never been taught – all started to make sense.

Something much bigger than me began to guide me, to teach me, and to show me how it all connected.

That something is what I call The Spiral of Creation.

It showed me that everything exists within a greater quantum field.

It taught me the simplicity, the structure, and the flow of how to use everything that happens in our lives and our businesses to grow into the leaders we're destined to be.

It made me realize how we can use DNA-level transformation to shift our inside and outside world – everything from how people view us, the kind of opportunities we are offered, and the depth of our relationships.

So, I began sharing what I had discovered.

And my clients began to resolve problems every other therapist and coach told them were impossible. In fact, even the trainers of the trainers at one of the world's most respected coach training programs were astonished by the results my clients got.

I also saw it transform Muslim engineers in Morocco into full-fledged entrepreneurs and give change-focused leaders in South Africa an affirmation of inner power that took businesses from the brink of bankruptcy to thriving once again.

This all happened because they were finally tapping into the unique wisdom inside themselves that is meant for a greater impact.

Now, I almost died – many times over – diving into the existential to create this methodology.

It didn't come easily...

But I've made the complex simple so that for you, it can be easily accessible.

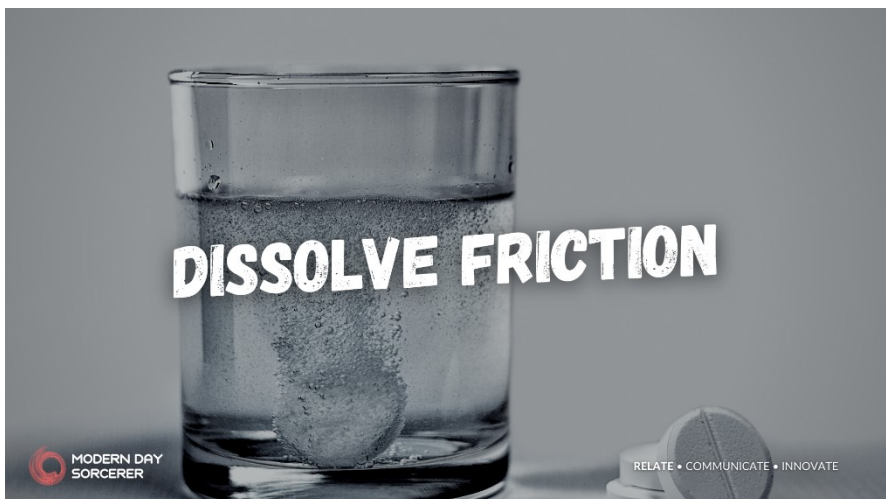
And now, I'm honored to work with a community of change-focused leaders in a program I call Sorcerer School. This is where I help leaders become the change they wish to see, learn to use The Spiral of Creation, and embody a full spectrum of results in leadership, business, and personal development.

So, let's dive back into what you need to be able to harness The Spiral of Creation for yourself.

The 9 Leadership Accelerators™

To get the benefits of working with The Spiral of Creation, there are nine areas we need to focus on. These are what we call the 9 Leadership Accelerators™ and you need them in order to blend your impact and fulfillment for optimal expansion in all areas.

1. Dissolve Friction



First, we need to dissolve friction. That's how we can go from having a busy life that feels like a juggling act to a life with a seamless flow of prosperity.

However, friction is not just external distraction.

Our society of “kill or be killed” separation has conditioned even the most innovative leaders to ignore friction. We believe that “it is how it is” and learn to live with it. But this results in hidden areas throughout our lives, businesses, and interactions with others where we have a lot more power to create flow and ease than we have believed possible.

Without a deeper awareness of what causes that hidden friction, you wind up putting out fires unnecessarily and take on more weight for others than you need to. You lack energy without an understanding of how to get it back. And you may even feel a subtle weight of life’s heaviness that you’ve deemed to be normal but is, actually, completely unnecessary.

To have a life that is truly smooth sailing, we want to learn to identify hidden areas of friction and to dissolve what’s causing them. That’s how we can be truly free in our relationships and all we choose to create.

We want to dissolve friction from how you relate to every area of your life – business or career, money flow, legacy or purpose, and more.

We want to dissolve friction from each and every one of your relationships so that harmony, collaboration, mutual understanding, and co-creation become the foundation of all of your relationships.

And we want to dissolve friction in how you relate to the world around you so that you experience unity, shared connection, and authenticity with brand-new connections. Even to those you’ll never meet but who will affect you in subtle and important ways.

2. Create Connection



Next, we need to create connection.

We all want to feel connected. It's human nature to crave and thrive off of connection to yourself, your loved ones, your community, and the world around you.

This is why disconnect is the common set point for many.

Even if you feel connected to something greater than yourself (God, Source, the Force, Universe – whatever you call it), you may lose sight of this connection in tougher times. Or perhaps, the big, existential questions feel hard to grasp, let alone get answers to.

Not having a connection to this greater energy causes loneliness, heaviness, and feelings of being unsupported.

Even if you forge a connection to yourself, you become jiggled out of your inner connection when you get busy or something happens that feels off-putting.

Not having an unshakable connection to yourself causes fuzzy boundaries, self-doubt, and feelings of “not enough.”

Even if you are connected to your loved ones, you may have areas that feel too vulnerable to express yourself. You may also skirt around various topics that feel uncomfortable for them so as to maintain perceived equilibrium. But when we do this, we throttle our capacity for connection and intimacy.

Not having a vulnerable and authentic connection to your loved ones causes lingering sadness, codependency, frustration, or complacency.

Even if you're connected to your team or colleagues, you may crave a more collaborative or co-creative culture. Or perhaps you fear micromanaging because you don't have a solid gauge on what's needed to lead each person uniquely. Maybe there are certain people you connect with easily, and others that you don't understand no matter how hard you try.

Not having a solid connection to your team or colleagues causes reduced productivity, common misunderstandings or power struggles, and slowed (if not halted) innovation.

When it comes to connection, we all need to be connected to a greater energy that fuels us to a core. This greater energy is God, Source, the Universe, the Cosmos – whatever you choose to call it.

Whatever your connection threshold is, we need to turn your gaze further inward so that you lock in an authentic connection with yourself and the Universe that you can't lose. Then, we integrate connection into your relationships so that they're collaborative and uplifting.

3. Simplify Complexity



Finally, you need to simplify complexity – of ideas, thoughts, feelings, and decision-making.

The reality is, humanity is incredibly complex. You are incredibly complex. Every single person around you is complex. And if you ignore this, you create a lot of unnecessary challenges.

But most leaders either disregard the complex in favor of the simple, overlooking its power, or they get mired in the complex and it slows them down.

If you ignore complexity to favor only the simple or logical, you create disconnect with people that you may not even understand you're the cause of. Problems get forced into solutions that may create added problems down the line. And you lack perspective, which can slow down progress, overlook important possibilities, or undermine creativity where it's necessary for innovation or teamwork.

If you embrace complexity but get weighed down by it, you aren't able to progress on your dreams or goals nearly as quickly as you'd like. You may procrastinate but not know why. It may seem hard for you to communicate the depth or needs of your vision to others. You may self-sabotage. And

turning your big vision into something tangible and practical can seem overly complicated or heavy.

So, we need to simplify complexity for you to hold complex ideas and thoughts with ease.

Wherever you're coming from in your relationship with complexity, we need to ground your relationship with it so that you don't miss any important pieces. We need to anchor complexity into simplicity so that it feels easy, light, and practical.

Complexity is key to understanding the world and having a relationship with the world where you feel embraced in your unique way of being and doing.

Complexity is key to all forms of powerful creation.

4. Sharpen Self-Talk



First, you need to sharpen self-talk – because the bulk of what impedes communication with others is your communication with yourself.

The average person has more than 6,000 thoughts a day. And most people don't know how to identify thoughts of self-doubt, separation, or subtle not-enoughness. The disconnect from what's what in your thoughts causes unconscious self-sabotage and false projections onto others. This creates disconnect with others, drastic reduction in clarity, or unnecessary overwhelm.

In addition to having all these thoughts, you also have multiple “brains” working at the same time. And if you're not connected to your heart and gut – each of which contains thousands of neurons that are just as important as your brain – you lose sight of intuition, creativity, and flow.

Your thoughts create things, but so do your intuition and empathy.

Most leaders either don't know how to use their empathy and intuition to properly create forward, so it weighs them down and holds them back. Or, they block out their emotions and intuition in favor of logic and thinking, which causes feelings of exhaustion and emptiness.

We need to sharpen all components of your self-talk as a changemaker so that you are the creator of your experience, rather than being ruled by an unconscious experience you “don't want to have.”

We need to harness the art of subtle thought and feeling, and even unconscious thought and feeling, so that you can activate versions of yourself that have previously felt impossible.

Inner communication is outer communication.

5. Navigate Nuance



Secondly, you need to navigate nuance.

Imagine being able to discern what you're communicating with your energy as much as your words. Add to that having finely-tuned spidey senses to

read between the lines of what people say versus what they really mean. You'd be a superhero-level leader.

Nuance is an accelerant.

Most leaders are conditioned to look for the more obvious forms of communication. But without a healthy and supportive relationship to feeling and energy, they don't even know where to begin with the art of subtle communication.

If you don't understand or activate the art of subtle communication, you wind up unable to get your message across as clearly or powerfully as you'd like.

As a result, you might wonder why people don't understand everything you say. They may hide parts of themselves or hold back from communicating what's important to them. Or, you may receive feedback about how you communicate or carry yourself that is hard to understand, let alone remedy.

Without access to nuance, you lose out on really hearing or understanding what people are saying without actually saying it. You may misread people or take things at face value, causing lost opportunities or even being taken advantage of.

Without nuance, passive-aggressive behavior, power struggles, or frustrations in relationships are common. Your most honest attempts at effective communication may wind up in disconnect or misunderstanding. You may even wonder why things feel off or uncomfortable around certain people.

Even the best relationships are held back from their full potential without access to nuance.

We need to activate and fine-tune your spidey senses so that you can hear what isn't being said, understand even those who are different from you, and guide all conversations into their optimal outcomes. And we need to do the same for your own communication to ensure your message is clear and well-received.

When you can navigate nuance, you heal problems before they begin, you set things in motion with more ease, and you activate honesty, truth, and transparency when it's truly necessary.

6. *Anchor Expansion*



And finally, know that truly potent leaders Anchor Expansion.

You see, most leaders don't consider communication a form of expansion. They either create influence through urgency, control, and aggression, which drives away the best talent, or they burn the candle at both ends, which is unstable and draining.

We need to create communication that works for you to magnetize resources and inspire action in others. Not doing this shrinks the pace at which your goals and intentions can grow.

Leaders who don't Anchor Expansion tend to operate from urgency, rather than potency. From force, rather than true power. And more effort for less impact.

Most leaders hear the concept of "manifestation," and they either overlook it, get lost in its meaning, or understand it on the surface level alone. But your words, body language, internal and external communication hold powerful keys to either delay and obstruct or catalyze and create what you wish to bring about.

We must anchor your relationship with expansion down to earth so that your internal and external communication is aligned with The Spiral of Creation. In doing so, you can remove obstacles with ease and lightness and create forth that which you truly wish to create.

Anchoring expansion is key to magnetic leadership that allows you to receive the support, trust, cooperation, and opportunities you require to create – be it for yourself, your business, your family, or the planet.

7. Plug Into Progress



First, we plug into progress.

Most changemakers know deep down that a lot more is possible than what they're actually accomplishing. But in order to align what you know is truly possible with the progress you're making on your tangible goals, many things need to line up.

- You need to be clear on what you're creating and connected to an intrinsic purpose and motivation to create it.
- You need to align your goals with what your community or market is asking for.
- You require support and resources to help it grow.
- You need to be on the cutting edge of change.

When possibility and progress don't align, either you're left with the weight of holding it all, pushing against the grain to make it happen... or you give up and crawl under a rug.

It might feel like people just don't get it. Or perhaps making plans requires force and overworking just to bring it all to fruition. The obstacles or

naysayers might even make you feel like maybe you're not supposed to do what you're doing after all.

No matter how brilliant you or your plans are, getting the timing of life to line up with what you're building is no small feat.

But the good news is, it doesn't have to remain that way. There is so much more you can do as a disruptor to co-create this intersection of your plans and life's plans than they teach in business school.

We need to plug into progress so that, no matter what you're creating in life or in business, you line up with the tides of change.

This looks like clarifying your purpose and motivation.

This looks like honing your ideas and what steps to take so that you're providing what the world is asking for.

This looks like matching what's important in your heart with what is actually possible here and now so that you're right in the groove of creating change (whether you're alone or with a team).

Whatever you're creating, we plug your self-awareness, leadership, and business savvy into changing times so that you feel connected to time rather than a victim of it.

8. Elicit Engagement



Elicit Engagement comes next.

Creating buy-in, excitement, and productivity from your team, colleagues, clients, or even your family seems like it requires a Ph.D. in understanding human behavior. With so many different personalities, different levels of honesty or self-awareness, and each person having a different driving force, most leaders aren't even aware of the complexity of what causes lack of engagement.

Maybe you get caught up in power struggles and frustrated with other people's lack of buy-in. Perhaps you wish you could attract a different type of client or team member, but something isn't clicking. Or, maybe you're sick of feeling like you're pulling people along and that you're the only one with enough fire in your belly to do what's truly necessary.

If you don't learn to elicit engagement, you're at the mercy of the whims of team members, clients, or even your family members' varied needs. You're forced to take what people say at face value – even if you know they're not telling you the full truth – and it could come back to haunt you when they don't show up fully. And the answers to productivity and buy-in with your vision or mission remain a mystery.

Whether you're in the hiring process, improving a current team, making changes with veteran employees who are resistant to change, or cultivating a client base or community, learning to elicit engagement is a key factor for success.

We need to elicit engagement so that the change you wish to see is backed by others.

One form of change – whether it's inside of a business, a family, or planetary change – has many moving parts to it. So, we need to attune you to the moving parts that each person's role is meant to play in the change you wish to see so that they become an integral, supportive, and involved part of cultivating progress.

We align your leadership and self-awareness with what others truly need and want to create a culture of shared vision, well-distributed responsibility, and active co-creation.

9. *Ignite Infinite Wisdom*



Finally, you need to Ignite Infinite Wisdom.

The information age has created a society with plenty of intellect. And the budding era of explorations in science, philosophy, metaphysics, and spirituality has created a society with plenty of deep knowledge.

Intellect and knowledge aren't the problems, however.

The problem is that most changemakers are either trapped in their intellect, so it hinders them more than it helps them. Or they use those who are trapped in their intellect as models of what wisdom is supposed to look like. This now causes them to believe that they can't or don't have wisdom of their own.

True, unique, authentic wisdom is very different from what most people perceive it to be. It must be sourced from within and cultivated without the external influence of books or teachers.

Most leaders don't have time to go sit on a mountaintop to source this wisdom. And even if they did, they wouldn't know how to integrate the wisdom gained on a mountaintop into their day-to-day business and life.

Most people have been conditioned to believe that the problems of heady intellect are "normal." Unfortunately, those who have connected to some form of deep knowledge but haven't connected to unique and authentic wisdom sourced from within the self have trouble getting others to see what

they can see. So, they end up innovating alone or struggling to find the right investors or clients.

Leaders who only go deep into the realm of logic, but not creativity or more “formless” wisdom, succumb to hustle, the myths of endless hard work... only to end up devoid of fulfillment and satisfaction.

Leaders who remain on the cusp of sensing that there is a more powerful wisdom inside of them than they’re currently accessing feel like life is constantly holding a carrot on a stick of “something more” that they can “never get to.”

Wherever you’re coming from in your connection with knowledge and intellect, we need to ignite your connection to a much deeper wisdom inside of you.

If you’ve already connected to this space inside of yourself, we need to activate this connection on a day-to-day, moment-to-moment basis and connect you to its practical use.

If you’ve never connected to this space inside of yourself, we need to activate your innate capacity to do so in a way that feels safe and easy to access.

When you ignite your unique and infinite wisdom, becoming the “change you wish to see” is no longer an idea. It now becomes a beingness. An embodiment that you feel, know in your bones, experience, and radiate.

So, what would be possible in your leadership if you possess a more grounded, embodied, and practical use of authentic, ever-growing wisdom?

Each of the 9 Leadership Accelerators™ is like the leg of a stool that provides increased stability and ease for your process of creating change in leadership, business, and life.

However, what may not be as apparent is that each Accelerator™ intersects with others to create something much bigger. Because when it comes to the 9 Leadership Accelerators™ of The Spiral Leadership Model, the whole is far greater than the sum of its parts.

If you think about Achiever's Angst, for most leaders, there's a gap between their current lives and that "something more" in their hearts. In this light, it becomes clear that 99% of today's leaders haven't yet discovered the "something more" that their souls crave.

The Spiral Leadership Model is the path to get there.

The path to and through this model is not one-size-fits-all. It will connect to your current state of being and circumstance to uncover your "something more" and show you how to connect it to what's unique about you.

This correlation will give you the wings to continue to expand that feeling of inner power and learn how to wield it wisely and lovingly in leadership, life, and business.

Leadership through The Spiral Leadership Model is far more expansive, impactful, and fulfilling than anything even remotely close to what you've been taught is the norm for potent leadership.

Changemaker Self-Assessment

Before we begin the activity, I want you to envision a traffic light.

It has a red light where it's stopped or not going as well as it needs to.

It has a yellow light if things are going just okay.

And it has a green light if things are going incredibly well.

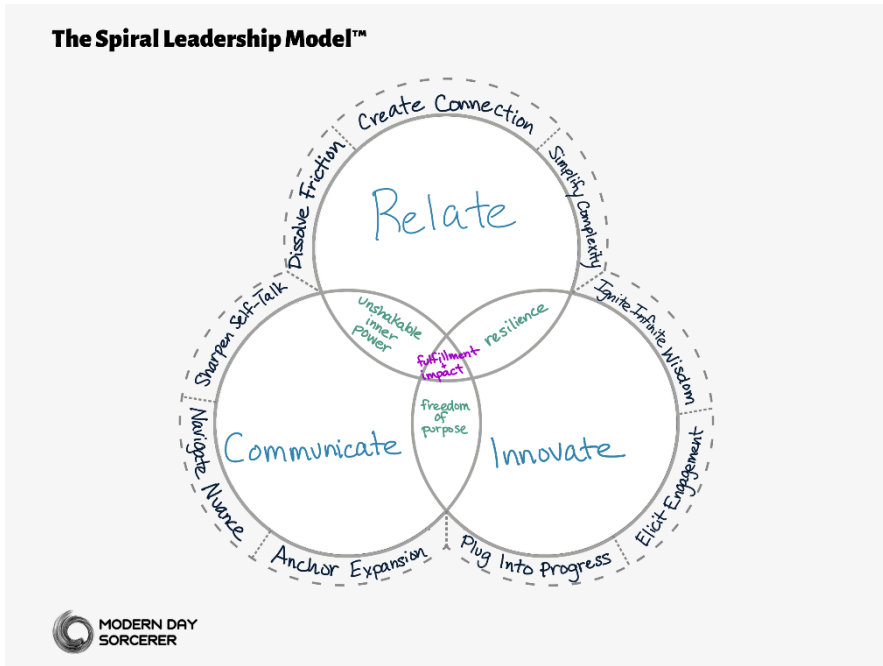
To discover where you currently stand in the nine areas of The Spiral Leadership Model, we'll go through the traffic light process.

DIRECTIONS: For each of the nine areas, you'll find an explanation of what a green, a red, and a yellow look like. Think about the color that most represents your current state or reality. Then, use your colored pens to mark your answer.

You're now aware of what the 9 Leadership Accelerators™ are. What we want to do next is to take a quick snapshot of your current leadership and self-awareness capacity, keeping in mind the idea of a sweet spot between impact and fulfillment.

Let's do this following the order of the nine areas in the previous chapter so we can see what you need to have more time, freedom, and power.

Part I. Relate



Dissolve Friction

If you wake up tomorrow morning and you are to 10X your contribution and impact as a leader or disruptor, would that cause ten times the amount of friction too?

- If more contribution means more fires to put out and more balls to juggle, that's a red.
- If you would have some bumps but each one would resolve and not repeat, that's a yellow.
- If you could 10X your contribution tomorrow and it would feel like your workflow, relationships, and personal life would all be smooth sailing, that's a green.

Create Connection

If you show up to a business meeting and you're not connected to yourself nor able to connect to different personalities, you lose respect and trust. And

if you're too tired to be present with your family, they lose out on experiencing your love.

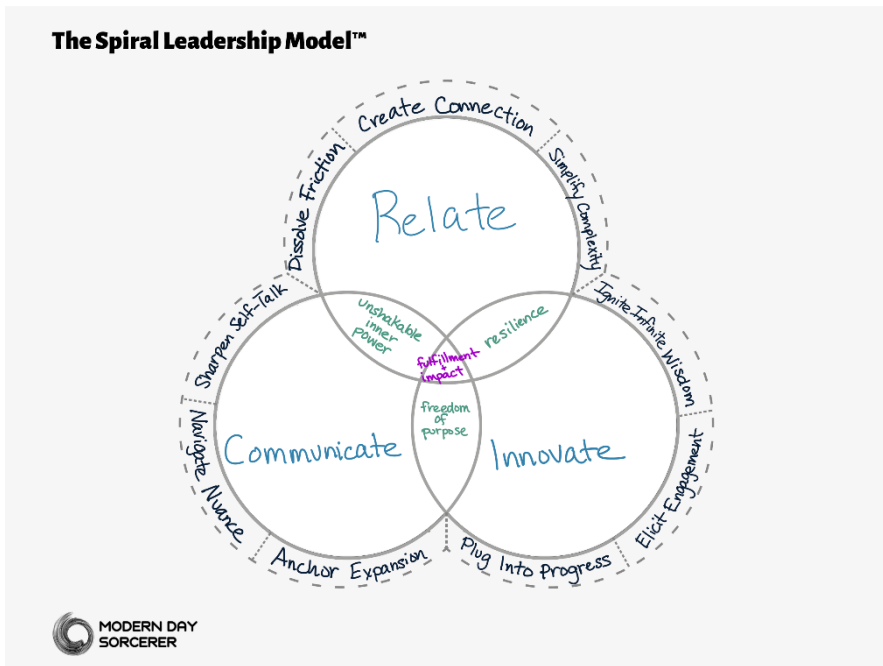
- A red means you regularly lose connection to any part of yourself – spiritually, emotionally, or physically. It's also a red if you tend to experience turmoil or disconnect with anyone in your life.
- A yellow means you can forge a deep connection to yourself, but it slips away when you get busy or things get tough. And if you feel like you're connected to yourself but you still find that other people frustrate you or affect your emotional state, that's also a yellow.
- If you're a green, it means that you're consistently connected to the core of your own essence. You feel understood by everyone around you and they feel understood by you.

Simplify Complexity

This is about being able to explore complex ideas and weave them into something relatable and practical. If you want to remove hidden obstacles, we need to heal your relationship with complexity.

- There are two forms of red. First, you look down on complexity and want everything to be simple. That is why you might need to know “how” before you embark on something new. The other one is where you have complex thoughts and ideas but haven't the slightest clue on how you can turn them into something practical.
- With yellow, you can unravel complex ideas but you sometimes get mired in or weighed down by them. You understand complexity but hold yourself back from taking action until your mind can comprehend it all.
- Green means you can take complex ideas and see how each piece interconnects, and do so in a way that feels light and simple. You bring complexity down to Earth for practical solutions.

Part II. Communicate



Sharpen Self-Talk

To counter the human plight of “not good enough,” most leaders use control-based methods to handle their self-talk. But this either builds ego rather than truth or keeps them playing small.

- If you tend to avoid or distract yourself from focusing on fear in order to keep going or use mind-based mechanisms, like positive thinking or mindset, to paint a positive light on your shadows, that’s a red.
- Yellow means you’re no stranger to healing. But deep patterns or trauma require a coach or some form of extra time or assistance.
- With green, you have a relationship with your self-talk that helps you uncover even unconscious forms and heal them on a cellular level. And a day-to-day practice of this gives you back your energy throughout the day.

Navigate Nuance

This is about how well you can navigate subtleties of communication both spoken and unspoken.

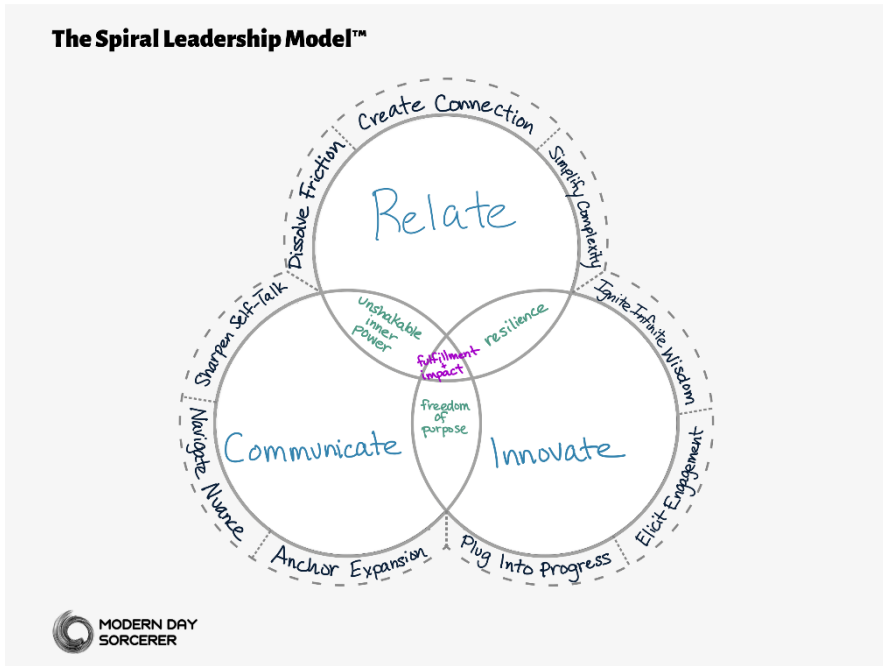
- If you're a bit of a brick wall when it comes to communication – you don't listen as carefully as you should, you question yourself when you talk, or you tend to put your foot in your mouth – you're a red.
- If you're somewhere in between – you hear people but some key things slip through the cracks, or you're a reasonably solid communicator but you sometimes wind up in difficult conversations that you don't know how to navigate – you're a yellow.
- If you're a green, you have completely activated spidey senses. You easily read between the lines of other people's communication. You're intentional with your words so they're clean and you're able to convey your true message.

Anchor Expansion

This is about having a solid connection to a loving inner power in how you communicate so that you can inspire action in others and magnetically pull in what you need to have more impact with less effort.

- A red can be either of these two: One, you tend to bulldoze people, take the air out of a room, or you're impatient when people don't understand things right away. Two, you tend to be a pushover or often feel undervalued or not seen.
- If you're somewhere in between, which means you're becoming more influential in your communication over time, but there are also times when you still get kicked out of your power or self-expression, that's a yellow.
- If people lean forward in their seats to hear you speak and the power you radiate inspires others to connect to their own unique power, then you're a green. Keep in mind that these people can also hold their own with those who are aggressive without losing their cool.

Part III. Innovate



Plug Into Progress

Whatever you're creating as a change-focused leader, you need to bridge the gap between possibility and progress. You need to be ahead of the curve of change, ready for what your community wants each step of the way.

- There are two different types of red. One, you are really innovative but it's hard to get other people to see what you know is possible. You may also find systemic change exhausting. Two, you feel left out of the loop with changing times. Either way, you have untapped potential.
- With yellow, you know what the world needs now and how to bring it about. But making significant progress is exhausting. Also, it might still feel like something is missing.
- If you're a green, you're on the cutting edge. You're consistently in the flow and have integrated a sense of "being" with everything you're "doing." And your most innovative or disruptive ideas are fully supported by your market, community, or co-creators.

Elicit Engagement

No amount of hustle or a single great idea will drive your team, or even your loved ones, forward if they don't buy into a shared vision they're equally excited to contribute to.

- If you have trouble getting your team to be productive, you micromanage, or you have a great idea but have trouble getting people to think outside the box with you, you're a red.
- If you're somewhere in between, where your team is on board but you still have control issues or you catch your ego stopping partnership or collaboration from being as easy as you want it to be, you're a yellow.
- You're a green if your team is super productive and totally on board with a shared vision. You have a ton of support and it's easy to make progress even on days you're not actively working.

Ignite Infinite Wisdom

It won't matter what you've studied or how much you know as a leader. If you're not tapped into an authentic flow of wisdom and putting it to practical use, then your impact will go stale, fall flat, or create burnout.

- If you don't know what your unique wisdom feels like or you feel like you're still searching for purpose, that's a red. It's also a red if you lack clarity in direction or life transitions tend to feel rocky.
- If you're clear in your purpose or a strong innovator but most of your knowledge came from teachers or books, that's a yellow. And if you're connected to your unique wisdom but you get bored or frustrated with others who aren't tapped into theirs so you do better innovating or creating alone, that's also yellow.
- If you are very connected to a deep sense of cosmic wisdom that grows along with you and you feel guided with every step, that's a green.

What we've just done is quickly color-coded where your level of leadership and self-awareness is right now. We did it through the lens of having impact and fulfillment that allows you to be the change you wish to be and enjoy life.



Now, I want you to think about your current overall ability to thrive under pressure without sacrificing anything. You can use the following questions as your guide:

Are you killing it at work but you lack energy and time for yourself or your family? Are you having plenty of impact but still feel like something is missing?

Is there any kind of imbalance between the impact you're having and the fulfillment you get from your life?

Before you rate yourself on the impact and fulfillment sweet spot, consider all parts of your current whole.

For example, you may be inclined to give yourself a higher rating if you're already having an impact on your career. However, if your high-pressure days cause you to have less energy or time with your family, keep that in mind for your rating.

Rate yourself on a scale of one to ten right now. The higher the rating, the more you're able to thrive in both impact and fulfillment combined.



The Roadmap

Our goal today is to map out a plan for you to thrive under pressure without sacrificing – the fastest way. In the previous chapter we identified the 9 Leadership Accelerators™ that really potent, self-aware leaders need to amplify impact and fulfillment in equal amounts.

To be clear, all of these nine areas are important. There's no area where you can say, "Oh, I totally don't want that." But if we had to pick the easiest way to build a solid foundation, there are three that you must focus on (one in each category) to begin your journey to a new level of leadership and self-awareness:

Number one, you need to Dissolve Friction.

You need to find the smoothest path for you to experience your time management and your relationships as a catalyst for expansion.

Think of this like turning on a light in a very dark pathway.

While in the dark, you were stumbling over things and tripping on them. As a result, they were holding you back, taking up extra time and energy, and bruising your knees. Because it was dark, you had no way of knowing it didn't have to be that way.

Once you turn on the light, however, you achieve an instant sense of ease in realizing, "Oh, I can move this and take a step around that!" Simply by turning on the light, a frustrating path becomes easy to navigate.

Learning to Dissolve Friction gets the rest of the balls rolling with far greater ease in creating what you desire.

Number two, you need to Anchor Expansion.

This is because one of the biggest problems most change-focused leaders have is they don't know how to be rooted in their inner power AND heart-centered at the same time.

Their heart wants them to cause change and be a contribution no matter what. And the power of the "something bigger" that calls them is massive. It's key that change-focused leaders learn to lead from their hearts and follow that power – sans ego or push and pull.

Learning to Anchor Expansion is the key to finding this balance that allows them to expand out with greatness while remaining humble and driven by service.

Number three, you need to Ignite Infinite Wisdom.

When you're connected to a deep well of wisdom that's unique to you, it will help you connect the dots between who you are and who you want to be.

It's easy for busy leaders to disconnect from their wisdom, even if it began as a "deep knowing" they've had since they were young. It seems like they have to lead with logic and reserve their creativity and heart for their personal lives. When they learn to Ignite Infinite Wisdom, however, they become led by the power of Creation instead of having to constantly lead it.

Igniting Infinite Wisdom is the key to having your wisdom be seen and understood.

And it’s the key to living and leading with deep guidance from a vision that knows more than your mind – all without having to spend a ton of time on your meditation cushion to maintain that form of connection.

These three are also part of the four key elements of this workbook. The fourth one is The Spiral Leadership Model, our opening piece and the first section you’ve completed via the traffic light process in the previous chapter. Focusing on these three areas is your quickest path to have an impact without sacrificing your fulfillment. We will still discuss all 9 Leadership Accelerators™ in this chapter, although the other six will only be briefly discussed.

Though the concept of “deep” work is entirely subjective, it’s pretty safe to say that this work is deep. As a result, we want you to have enough to get started, but not so much that you're “fried” or overloaded.

Worksheet

Insights & Actions

The Spiral Leadership Model			
Relate Dissolve Friction			
Communicate Anchor Expansion			
Innovate Ignite Infinite Wisdom			

 MODERN DAY SORCERER

Now, I want you to use your Insights & Actions worksheet. Reflect on everything we’ve discussed so far and write down the three biggest changes you know you need to make. But don’t spend too much time here – I suggest taking thirty seconds to answer from your heart.

Part I. Relate



As you know, there are three things you need to be able to relate to yourself and others with harmony, ease, and collaboration. But before we cover how to Dissolve Friction, our main element, let's check back in on the other two of the 9 Leadership Accelerators™ you need as well. Because when you have all three of these combined, your impact and fulfillment sweet spot amplifies.

Accelerator 1: Create Connection



This lets you go from frustration or disconnect with others and loneliness at the top to empathy and understanding with everyone you interact with.

If you don't create connection, you have missed opportunities, lost productivity, and lost revenues.

Here is an example to show what can happen once you are able to create connection.



Sarah is a disruptor in an industry with very traditional values. Her purple hair and outspoken viewpoints used to create disconnect among her peers in

the non-profit space. Not to mention her clients kept draining her energy and took up too much of her time.

Using this work in Sorcerer School, Sarah forged a connection to her inner power that catalyzed unity, synergy, and opportunity.

She landed a mainstream publisher and speaking engagements, which have frequently ended with standing ovations. And a greater discernment with clients led to an increase in fundraising that amounted to more than \$100 Million.

Best of all?

This happened within her first year of learning to create connection.

Accelerator 2: Simplify Complexity



Not doing this will put you in one of two categories.

One, big projects feel heavy and take up a lot of space in your brain and you become easily weighed down by life. Or two, seeing things with logic and simplicity is easy for you. But the full spectrum of possibility evades you.

Either option, if you don't resolve it, slows your achievement of goals.

And this was what one of my clients learned the hard way.



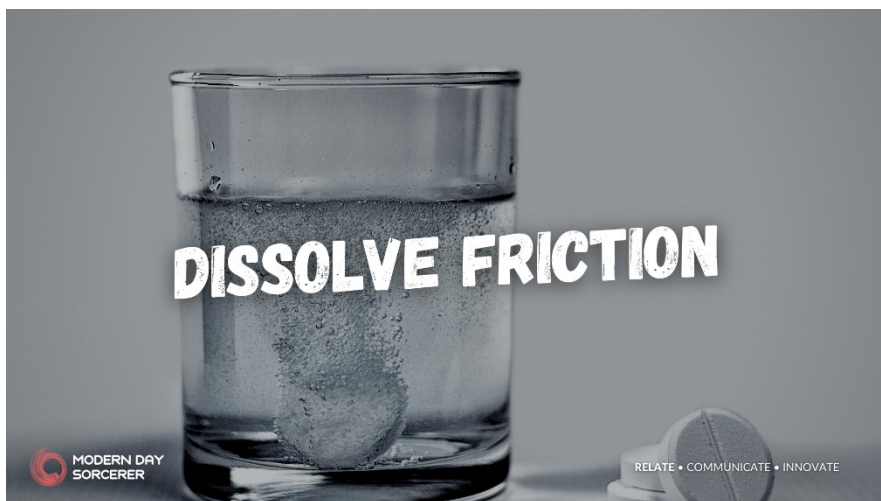
Remember my client, Peter, from Chapter 1?

Before his work in Sorcerer School, he was mired in complexity. Being bogged down by all of his responsibilities kept him from creating additional streams of income. He procrastinated but couldn't figure out why.

Simplifying complexity changed all of this for him.

He stopped procrastinating as a result and he now has more time to do the things he wants to do. Best of all, Peter has finally created those residual streams of income.

Accelerator 3: Dissolve Friction



As a change-focused leader, you need to dissolve friction because your list of what's essential is long when you're focused on creating change. It also becomes easy to get caught in time-sucks and have unnecessary fires to put out.

Now, the opposite of friction is ease and flow. This is what unlocks possibility in areas that weren't visible to you before. But for most people, their awareness of what's possible is limited. What they don't realize is that the vast majority of what actually causes friction comes from how they unconsciously relate to their world.

Dissolving friction is the key to creating ease and flow without losing sight of what matters.

The Friction Scale™



If you look at the diagram above and focus your attention on the ratio of how much work you put in, you'll see that all humans – and yes, that's you too – tend to stay in this friction zone of effort versus what you get out of it.

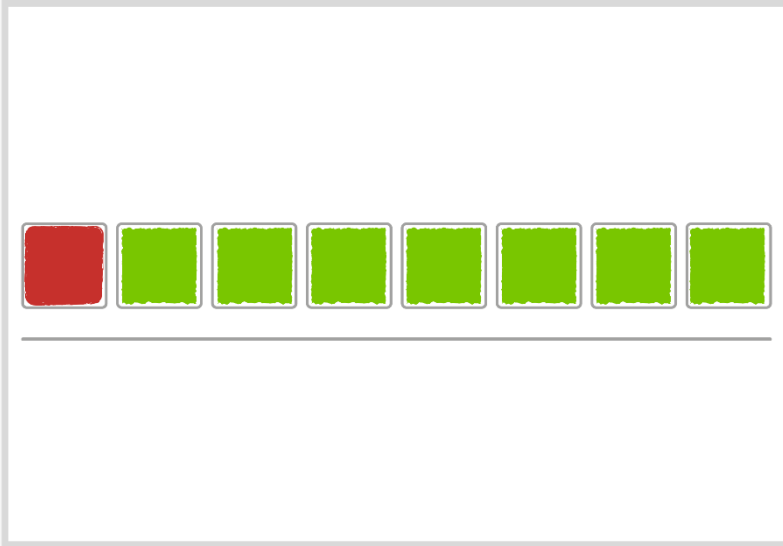
Next, let's look at this ratio of effort to impact.

When there's friction in one area of life, it drains the others. You have to work harder to fix it all. This causes unconscious mental or emotional drain, as much as it takes up more obvious time. One problem leads to another and, pretty soon, the amount of time or energy you have left over shrinks. It leaves you with only a tiny amount of time or energy for yourself or your family. And so, we've got this red-green model here where there's way too much effort and too little reward.

But leaders who work with The Creation Spiral have a leg up.

They learn how to dissolve what's in the way so that they exponentially decrease what's involved in their balancing act. Also, they move the needle of change with less effort and finish the day more productive with more energy left over.

The Friction Scale™



So, our ratio then flips to something more like this: one red to seven green instead of seven red to one green (when there's friction).



I invite you now to take a moment to think about this for yourself.

If we had eight units available for you right now, what's your current ratio between the energy you put in to your energy left over. Is it five to three? Seven to one?

Next, I want you to mark on your paper what your ratio is right now.

Our goal with this exercise is to design a path that gets your ratio looking mostly green and little red. And I'm going to teach you the three keys to dissolve friction later.



Dissolve Friction: The Three Keys

3 KEY PRINCIPLES

Let's now go back to Dissolve Friction. As promised, I'm going to give you the three keys to doing just that right now.

Key #1: Activate Opening



The first thing you need to do to dissolve friction is to activate opening. Here, we recalibrate how you feel so that you feel open and respond with openness no matter what life brings.

You see, most struggles in life and relationships are like getting your fingers stuck in a Chinese finger trap. Getting in is easy. But the harder you fight to

get out, the more stuck you become. And the higher the urgency, the more you slip into old ways of being.

However, escaping patterns of control is easier said than done.

You might know where you tend to control but you can't seem to stop it. Not to mention, many patterns of control are so hidden you don't even know you have them.

To better understand what I mean, picture yourself at work. When the pressure is on, what happens to your empathy and your state of being?

Let's say you've developed a practice of something that relaxes you, like meditation. When you get back into the grind, your peacefulness disappears and all that pressure comes right back.

What you want to do is activate opening within you. To feel at peace and handle it all no matter what comes along.

Here's a good example of what can happen when you activate opening.



When my clients, Dan and Steve, first came to me, they were working full-time in their corporate jobs and trying to get a new business started at the same time. But their boss was oppressive and put a ton of pressure on them.

They had no time and energy to grow their business.

But when they learned to activate opening, the feeling of pressure came off.

They felt spacious on the inside and able to navigate the stress of the job with ease. This created a lot more time and energy to grow their business,

and their team felt less pressure and started working harder. As a result, their business more than doubled in the first year.

For them, Sorcerer School played an important role in making these results happen. They even refer to it as The Guidebook to Birthing a Vision.

So now, what we want to do is activate the kind of opening in you that gets you to feel free and supported no matter how much you have going on – just like what happened with Dan and Steve.

And if you’ve already designed this kind of lifestyle, we want to expand that too. Often, people think that there’s no way they can have more once they’ve hit what they believe is the limit – whether their income limit or the glass ceiling of their own business or life.

No matter where you’re at, we want to recalibrate how much you can have, be, and hold.

Key #2: Clear Space



Imagine trying to walk while holding something unwieldy, like a big box, in your hands.

It will force you to walk more slowly, you’ll tire faster, and it will become impossible to maneuver tight spaces.

But when you get rid of the box, you can speed up, fit through tight spaces, and get freed up to get more done.

In life, the boxes you're holding are invisible. Thoughts, feelings, belief systems, limited perceptions, conditioning... they all get in the way. I can't tell you how many people have told me that they've done the work already to unpack their stuff only to discover when they have these tools that they'd barely begun.

We want to activate your inherent systems so that you can be clear about what causes friction with family, business partners, clients and clear it on a cellular level.



Now, let's go back to Dan and Steve's story.

They didn't realize that a lot of what was taking up space was inside of themselves.

By clearing what was in the way in their internal landscape, the external obstacles cleared away too. And before they knew it, they were ready to quit their day jobs and roll out two new companies.

Clearing space gave them back time, energy, and healing in their families.

And I want you to know that the same is possible for you. How does that sound?

Key #3: Apply Alchemy



You know, it's often people who "know" the most about personal growth who actually have the hardest time growing. It's because real transformation is actually cellular, so knowledge interferes with alchemy.

Leaders are taught to intellectualize and rationalize things. But both are defense mechanisms. And this is why when we try to apply things like positive thinking or the psychology of why we do things, we actually defend what it is that needs to change instead of changing it on a cellular level.

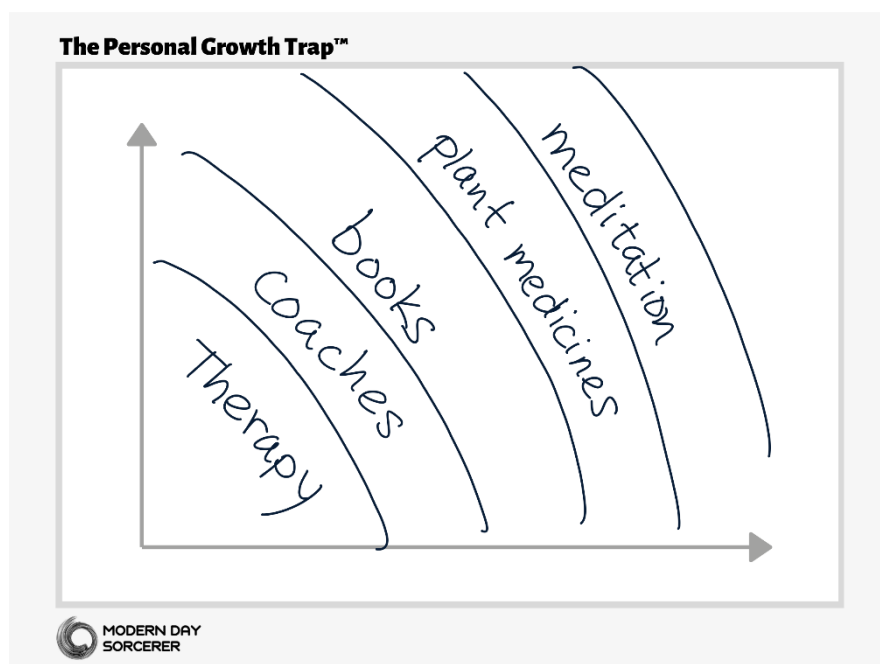
Information does not automatically equal transformation.

Now, you may have heard the term alchemy before. Let me clarify and say that it's not turning lead into gold.

Alchemy is the ability to transform matter.

It refers to the innate human ability to transform what is inside the self so that the parts of you that aren't truly you dissolve and who you want to become shines through automatically.

How Alchemy Creates Change Within You



When we know something needs to change or improve, we typically have to start somewhere.

Maybe you go to a therapist – because, you know, childhood wounds, pent-up baggage, all that.

And maybe that keeps you up in your head, or you get a feeling you could still get bigger results, so you hire a coach or even a series of coaches.

Except you still need help day-to-day when your coach isn't around, so you try adding mindset work.

You don't "feel" different, so you also try reading books to gain more insight.

But you still feel like there's more and it's existential, so you do psychedelics or use plant medicines. And maybe that helps you find inner peace and power. But you can't figure out how to bring that into your business or day-to-day.

So, you learn to meditate. But the insight or groundedness you gain in meditation wears off when the pressure is on.

Now, if you think about all of this through the lens of dissolving friction, does this feel simple or does it feel complex?

Doing all of this to grow just feels like you're spinning plates in the air.

All of these things only work part way. And when life gets complicated or you hit a new level of growth, you're right back to spinning more plates.

So – with all due respect to everyone who practices these things – for leaders who need to create big change, this process is overwhelming. And it still doesn't create the internal expansion you need to be able to fractalize out to create more change for the planet.

What you want to do instead is apply alchemy.

That's how you become the change you wish to see.



I want you to think about a volcano.

When it erupts, it releases the pressure and tension that's inside of it. This seems destructive, but our entire world has been created upon it.

Alchemy releases pressure on a deep, structural level.

It does not and cannot destroy what's supportive. Alchemy destroys only what is in the way of what you truly desire, both internal and external.

Here's an example to illustrate what I mean.

Back in the day, I had a boss who didn't like me.

I felt his judgment and his lack of trust... but didn't understand why. He definitely didn't see the wisdom I had to contribute to the company.

One evening, I went home from work and applied my process of alchemy to dissolve what I could within myself.

Then, I went back to the office the next morning and, within the first ten minutes of being there, my boss came up to me out of the blue.

He looked directly at me and said...

"Jordanna, I have an apology to make. I've been judging you. Honestly, I can't even say why, because, now, I've had a shift. I can see you're awesome. I'm so sorry for judging you and not seeing you. But I'm glad I can see you clearly now and promise to treat you with the love and admiration you deserve."

I didn't have to do anything to get him to like me!

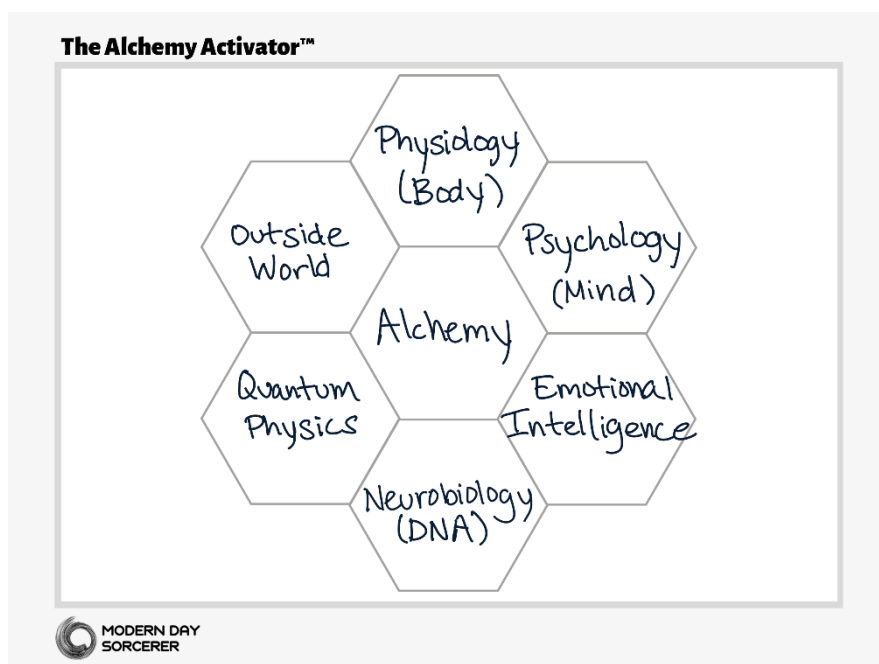
Alchemy was all it took.

And from that day on, he gave me plenty of responsibility and helped me grow within the company.

To be clear, we don't have the power to change others. But we do have the power to resolve whatever is bothering us through alchemy.

This is what I want for you – to be able to take anything that's bothering you or causing friction in your life and transform the energetic matter of it. This is the key to getting the results that feel impossible but, deep down, you know are not.

The Six Components of Alchemy



Now, let's use the Activate Alchemy worksheet.

We'll now break down the six components of alchemy.

First is physiology. This is your body, the gateway for power and information. When your mind is connected to your body and the cells of your body are lit up in support of you, you become capable of transforming things that your mind can't consciously understand.

Second is psychology. If the mind is used in a vacuum, you'll only be getting a fraction of its power. Connecting the mind with the rest of the components of alchemy allows you access to far more of the mind's incredible power.

Third is emotional intelligence. Emotions are the most frequently misunderstood tool for transformation and, by virtue of that, the most frequently misused.

When approached from misuse or misunderstanding, your emotions hold you back more than meets the eye. When approached from the reality of why you have them, your emotions create a greater capacity to do, be, and hold more than you ever thought possible.

Fourth is neurobiology. Every experience you’ve ever had is carried within your DNA. And the wounds you unconsciously hold in your DNA show up in your day-to-day experiences.

Studies have proven that experience can change the DNA sequence of the genome (genetic material) contained in brain cells. Thus, utilizing your daily experiences to heal your DNA is the key to moving your creations forward.

Fifth is quantum physics. This is about energy movement and learning to use the invisible forces happening inside of your life.

Sixth is the outside world. The quickest way to cellular level transformation is to integrate each of these components with the external stimuli that is your daily life.

When each of the other pieces here lines up with how you relate to the world, you get to shape and mold your reality. And once they’re all connected, change happens fast. But for every one of these pieces you leave out, change takes double the time and may even be impossible.

Alchemy is the single point where all of these elements meet in the middle. It’s a key to clearing obstacles and dissolving old patterns, in turn, creating through what you desire.



So, if we could take all of your patterns – power struggles, people who frustrate you, not trusting your team to perform, not feeling seen – and dissolve them on a deep, cellular level so that they no longer get in the way, what kind of an impact would that have?

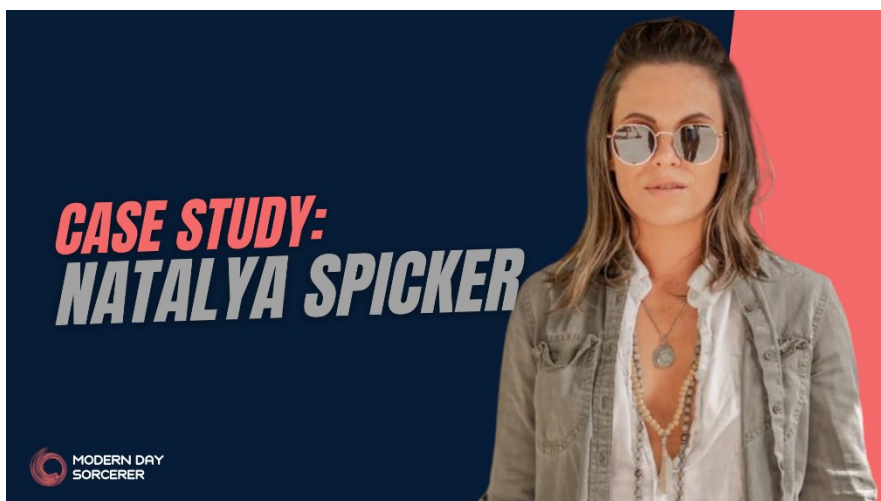
I want you to think for a second about a change you’re trying to make – it could be in your industry, your company, even your family.

Where do you see resistance in others regarding this change?

If you could dissolve what’s in the way (even if you have no idea what that is) so that your efforts for change can be received, what impact would that bring you? And what kind of monetary value would you put on that?



Let's take a look at some of my clients who successfully created change in their lives through alchemy.



Natalya is a really cool client of mine.

When she first entered Sorcerer School, she was working in a job that was exhausting, chaotic, and required constant hustling. Since it was prestigious and it paid well, she thought she'd never quit.

When Natalya learned to dissolve friction, it became easier for her to see increasing levels of possibility. And as the friction inside of her dissolved, so did the friction around her.

In a matter of weeks, her dream leadership job opened up, and she found an easy transition out of the job that expected too much of her.

Alchemy opened up pathways to possibility that showed her the way to greater purpose. Natalya's new job inspires innovation and gives her room to grow in her purpose. And she now gets to have more fun while getting paid twice as much.



When I met Chett, he was working on a schedule that was maxed out. He was a leader at a large global tech company, which required long hours, lots of travel, and late-night calls. In addition to that, he was caring for both his mother with Alzheimer's and a daughter, as well as nurturing a new romantic relationship.

He also felt stifled in the corporate environment, and he struggled with subtle feelings of not-enoughness.

But when Chett learned to dissolve friction, not-enoughness faded into the distance.

His creativity blossomed and he found new, innovative ways to make an impact in a corporate environment.

And what used to be challenges at work for him became simple and easy.

Best of all, time expanded around him as he experienced spaciousness even in his busy schedule. He even found a deeper connection with and peace in caring for his mother.



Now, let's check in.

When you think about Natalya and Chett, what's the lesson you get from their stories?

Is it about letting go of hustle so that your purpose can flourish?
About overcoming not-enoughness? Or about learning to feel
spacious when things are busy?

What's your biggest takeaway from that?



Solve the “Not Enough Time” Conundrum

If you think about dissolving friction from the lens of time, there's a common misconception.

Most people think they need to set aside tons of time to focus on their growth in this area. They say this as if there's some particularly "spacious" time that's going to magically appear.

But the reality is, in order to create time, space, and energy where it seems impossible, you need to learn a new way of handling things.



Picture yourself all alone on a private island. Then, try to identify what's causing your time and energy to be sucked up.

If you had no meetings to attend, no emails to respond to, no calls to take, no pressure of a deadline, you'd have plenty of time on your hands. But with all that free time and nothing to act as the “messenger” of change, you'd also have zero opportunities to adjust your relationship to time and all you have going on.

Instead of needing tons of time and space to grow, what you need are opportunities to fine-tune your growth.



Now, imagine yourself playing baseball and learning to be a catcher. You'll soon discover that the more balls thrown your way, the more ease and stability you would find each time a ball is thrown.

The same is with life.

The busier you are, the more opportunities you have to learn to hold everything with stability and ease. And this applies whether you're starting a brand-new business and unsure how it's going to pan out, or you're already full-speed ahead juggling a ton of balls.

We want you to be the one catching all the balls, not the one running around the field chasing all the balls you didn't catch.

Worksheet

Insights & Actions			
The Spiral Leadership Model			
Relate Dissolve Friction			
Communicate Anchor Expansion			
Innovate Ignite Infinite Wisdom			

 MODERN DAY SORCERER

Now, I want you to go back to the Insights and Action worksheet. Focus now on the section where it says Relate & Dissolve Friction. I want you to write down your answer to the following question:

What are the three changes you need to make when it comes to dissolving friction so that you can have more freedom of purpose, resilience, and have unshakable inner power?

The goal of this activity is to align your internal world with the possibility that you want to see in your outside world.

And when you do this, ease, freedom, and time will open up in your life. You'll be able to clear away anything that is not fulfilling you and to create the level of impact you want to see – all without having to forgo what you desire on either end of the spectrum.

Part II. Communicate



We've covered what you need to be able to relate to yourself and others with ease, harmony, and collaboration. Now, let's explore what you need to begin the process of being able to communicate with more clarity, inner power, and discernment.

As you know, there are three things you need to get really powerful results as a communicator. Before we cover how to Anchor Expansion, let's check back in on the other two of the 9 Leadership Accelerators™ that will give you well-rounded and barrier-breaking communication skills.

Accelerator 4: Sharpen Self-Talk

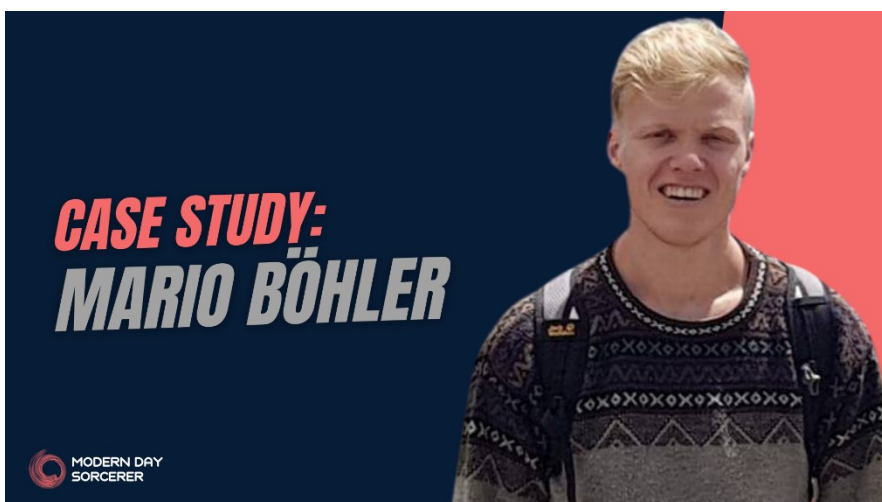


Most people don't know how to tell the difference between unsupportive thoughts and consciousness. With a plethora of emotions, intuition, heart and gut neurons firing, and picking up on what's going on in your surroundings, using all of this to be a powerful creator evades most people. Instead, it causes feelings of being constrained by an invisible force, cynicism, and overwhelm, maybe even paralysis.

If you don't sharpen your self-talk, you'll struggle with decision-making.

Team members, employees, or clients will feel you're wobbly and won't trust you. You'll also miss out on following your intuition. Challenges will easily topple you over.

Let's take a look at the story of one of my clients for you to understand its importance.



When Mario first came to me, he was already a master at contemplating his growth.

Thinking through his patterns was not a problem, but he kept bringing himself down. He constantly ended up sabotaging himself from becoming the leader he wanted to be, from having the relationship he wanted to have, and from loving himself fully.

Mario had done every Landmark Education program under the sun, so he knew growth. But something wasn't sticking.

After sharpening his self-talk, Mario developed off-the-charts emotional awareness. He became more confident and capable of moving through what life brought his way. And he attracted the relationships he wanted, built the community he had always wanted, and finally stepped into his role as a leader who's helping others with their growth and self-awareness.

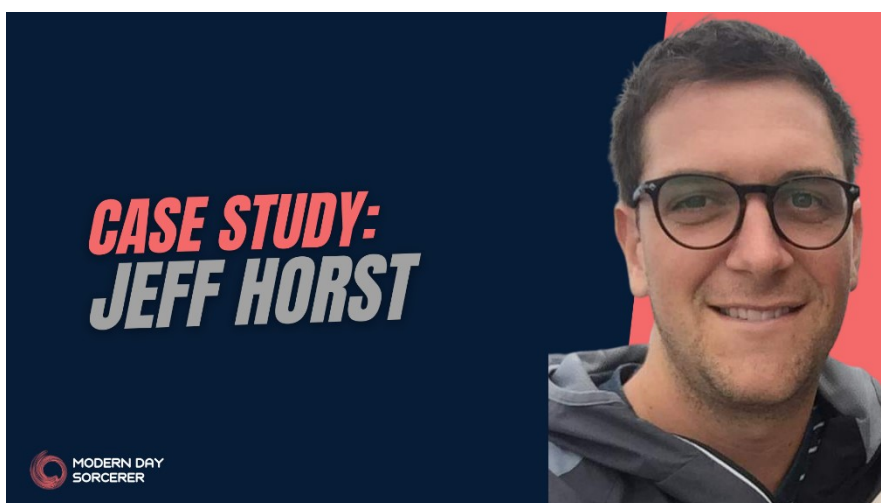
Accelerator 5: Navigate Nuance



If you don't navigate nuance as a changemaker, you'll miss a large portion of what is being communicated to you every single day. Communication will be more labor-intensive and time-consuming. And your words won't land with people as clearly or powerfully.

When you learn to navigate nuance, you'll learn to align your relationships, guide conversations effectively, and clarify problems for faster solutions.

Let's now see it at work.



When Jeff came to me, he saw things through the eyes of logic, which limited his empathy and relationships.

Learning to navigate nuance gave him access to an empathetic side he didn't realize was there.

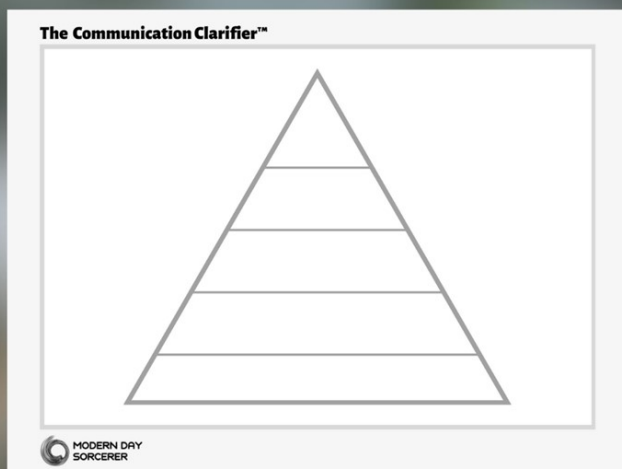
This has helped Jeff attract clients who are much more aligned with his company's values. His communication with his co-founder also improved because he's now able to get his ego out of the way. He's finally stepped into public speaking with ease.

And his relationship with his fiancé has deepened – she reports feeling more understood by him than she ever thought possible. She's a big fan of Sorcerer School now, too.

Accelerator 6: Anchor Expansion



Let's look at the influence you can have on your communication. Think about it like sound and how sound makes waves that reach people. We'll use the Triangle Model for this discussion.



As a change-focused leader, your communication can look like one of these things:

It can be staticky. Maybe you spend time thinking of the right thing to say or you're unsure of yourself or lack confidence. You may also question yourself or others. Perhaps, you judge or feel judged. You might also be impatient. Or, overthinking creates clutter that stops you from accessing intuition.

Or you could be muffled. Your words don't make much of an impression. You speak in intellectual terms – like you know a lot from books or teachers – but it comes from your head so it isn't very persuasive and doesn't connect with people. While you may be brilliant or have a lot to say, you can't get through to others.

Next, it might be blaring. Speaking up isn't a problem. But when you get excited, you bulldoze people or speak from force. You might notice that when you speak, the sound of your voice is harsh in your own body. Sometimes, conversations go sideways and you don't know how to get them back on track. Complex things are hard to communicate on the spot and people don't always understand you.

Maybe, it might be audible. You speak clearly and you can speak into things eloquently without needing much preparation. Also, you understand people

well and can bring situations into harmony. At this point, there's nothing "wrong" with your communication. But there's another level you may not have realized was there...

At the top, you're broadcasting. Rather than thinking about what you're going to say, words flow through you as if from someplace else – someplace more powerful than just you. You speak with harnessed, anchored potency. You can unpack complex issues with simplicity that gains understanding from others. Your words and actions magnetize people – less effort, more impact.

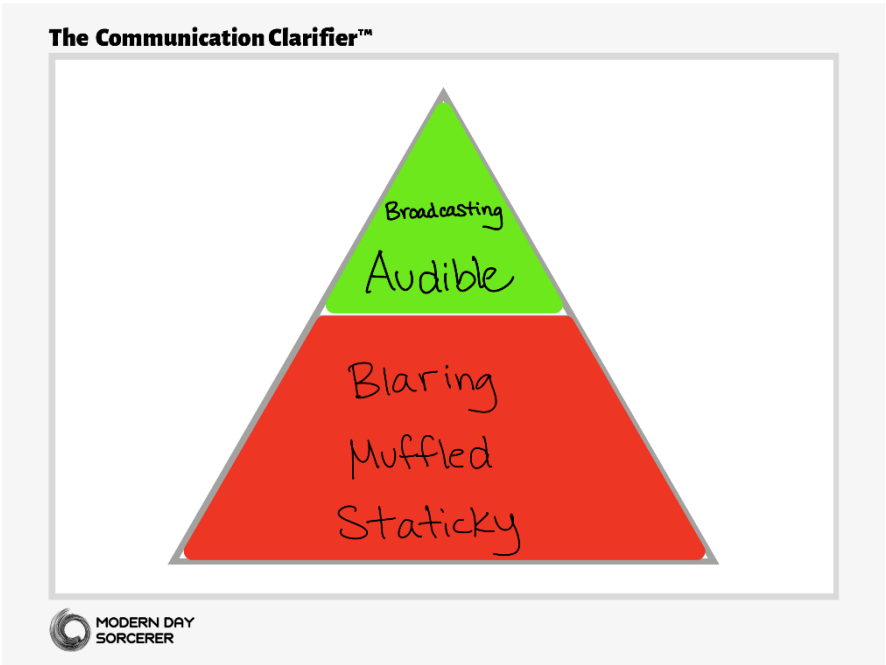


So, which one of these five forms of communication is closest to your influence with communication right now? Staticky, muffled, blaring, audible, or broadcasting?



I know that it looks like there are five levels to this Triangle Model. But if we're clear about this, there are only two categories:

There's not enough impact or consistently growing impact.



With that said, you're either in the green zone – audible or broadcasting – or you're not there yet.



To get you to the sweet spot of united fulfillment and impact, we need to switch you from “not enough impact” to “consistently growing impact.” And until you do that, frankly, it's going to be next to impossible to get you to where you want to go.



So, what we want to do is get you in the green zone asap. And that's going to happen with the following three keys.



Key #1: Recalibrate Confidence

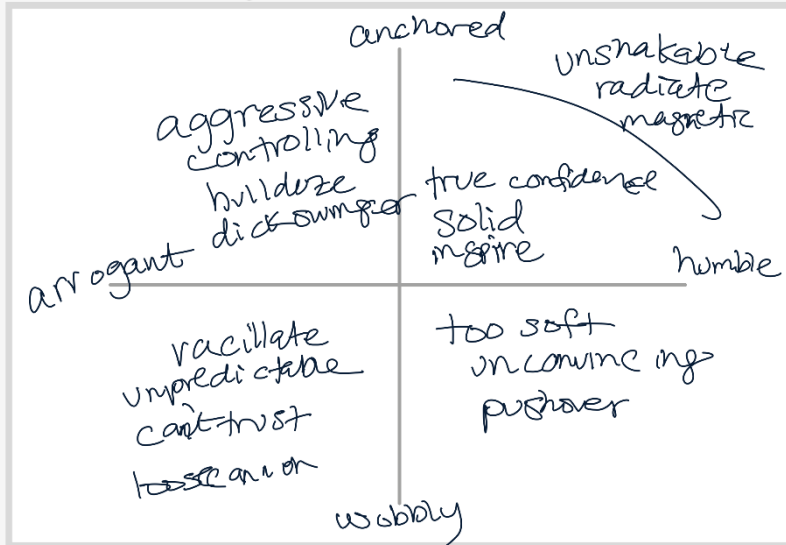


I want you to think about confidence for a second. You know, we rarely see signs of true confidence.



For most people, confidence is like Goldilocks Syndrome. It's either too hot, like arrogant and aggressive, or too cold, like you're a pushover. Most people don't even know what "just right" feels like.

The Confidence Paradigm™



What we want to do is determine where you're coming from now so you know which direction, or directions, you need to grow in.

People who are on the hot side of Goldilocks' porridge are on one end of the spectrum, the "arrogant" spectrum. And people who are on the cold side of Goldilocks' porridge are on the other end – they're "humble."

Now, the humble side is a beneficial thing. Humble leaders are those whom people trust and feel connected to. But there's also this line where, when we look at it through this lens, everything changes.

The most common challenge I see with humble leaders is that they're also "wobbly." And if you're one of them, it means you have a big heart. You want to be confident, but you don't want to do it like the people you perceive as "the dick swingers." And so, you get wobbly. You end up too soft, easily swayed, and unconvincing. You fear you're boring, a victim, and unremarkable. In short, you're a "pushover."

Now, the opposite of wobbly is a really powerful thing, and that's "anchored." Someone who is anchored is rooted in their power. They can't be knocked over because they're unshakable.

But because most people don't know how to be anchored in their power and humble or gentle at the same time, they wind up to be a combination of

anchored, yet arrogant. These people appear confident because they're strong, but they also come off as aggressive and controlling. This could be that you have really high standards. And even if your high standards come from how big your heart is, you may come off as pushy and bulldoze people. You might take all the air out of a room. In its worst iterations, you could be just a total "dick swinger" – yes, women can be dick swingers too.

Then we have the people who are arrogant but a bit more aware of the harm it does to people. And so, they're arrogant but wobbly. They vacillate between overconfidence and not-enoughness. They're unpredictable and you can't trust them. Basically, they're a loose cannon.

Now, all of these exist on a spectrum and you could be somewhere between any of them.

Maybe you can stay anchored in some situations until you encounter someone you're not used to dealing with – that's when you get wobbly. Perhaps you are generally pretty humble until you feel overpowered by someone and then you find your ego trying to control back.

What you want is to move toward humble and anchored. But this is really hard for most people because being both of these things presents a paradox: both are true, but they seem like two truths you can't have at the same time.

This is why we do everything in Sorcerer School on a cellular level. Knowing these truths consciously and experiencing them when you're under pressure are completely different things.

When you bring "humble" and "anchored" together, you become solid. You experience and exude true confidence and you inspire others. If you can become these things, this is where you become powerful really and truly.

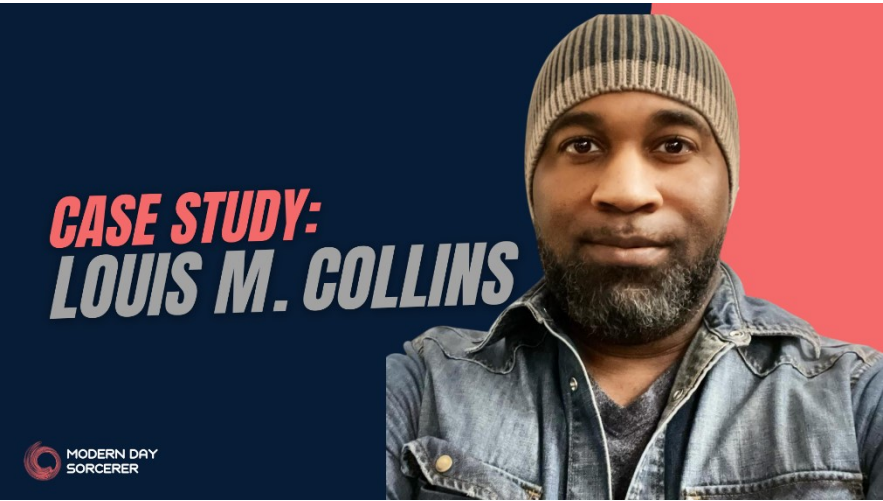
Now, I want you to take a moment and mark where you are on this spectrum. Where do you need the most growth?

And then there's the corner just above humble and anchored. It's humble and anchored expanded. This magic corner is what you really want to work towards. When humble and anchored really come together, you have unshakable and radiant confidence. You're magnetic. You don't have to say anything because people can just feel it. And your presence and confidence help others step into their own power.

However, this kind of confidence can't be forced. There's no faking it 'til you make it because it must be sourced from a deeper space within the self.

If you can become anchored while becoming or staying humble, you'll create true allies. The change you want to create in the world happens organically and with less work. Feeling like you're pushing against the grain doesn't exist in this space.

Now, I want to share a practical example of this.



This is my client Louis. When he first came to me, he was a gentle warrior who had plenty of the “gentle” but lacked the “warrior.” He was afraid of being too aggressive.

But after learning to Anchor Expansion and recalibrate confidence, he found his inner warrior without losing the gentle part. And this yielded profound results.

People now listen more closely and trust him more easily. He’s also become confident in all situations and can diffuse conflict peacefully. People respond by leaning in no matter what’s going on.



Louis began more on the side of humble but wobbly.

But that may or may not be you...

So, what we’re going to do right now is write down at least one goal you have to recalibrate your confidence.

What do you need to focus on right now? Is it humility? Being more anchored? Integrating the two?



Key #2: Distill Clarity



This is about clarity in what you need to communicate to make an impact. And clarity in decision-making so that you can navigate the ship of your purpose.



Think about finding clarity as if you were trying to take a photo in a moving vehicle.

With things speeding in front of you, it's hard for you to get a clear sense of what you want. Focus is also difficult when things are always changing.

We know that life moves quickly and changes unpredictably. Despite that, most leaders put their attention on the wrong things. And this makes it hard for them to discern where their focus needs to be to get a clear picture.

With that said, have you ever thought you were clear on something and when you brought it to your business partner or spouse, you suddenly were confused again?

For most, gaining clarity is about figuring things out and finding certainty to take action. But this is a trap that society's model of linear thinking has put you into.

You see, lack of clarity isn't your fault.

Like we talked about before, most of what you've been taught about business and life has been put into a box of linear perspectives. Linear perspectives have given most of us linear expectations.

The way we think we're supposed to find clarity directly opposes everything we now know about creation, which is that it moves in a spiral.

Transform Transitions



Have you ever been on a roller coaster?

As fun as it can be, you would be dizzy and disoriented if you were constantly on one while trying to work.

But the thing is, those ebbs and flows and moving loops are a part of life. When we resist them or try to make them linear, we wind up more disoriented.

What you need is to recalibrate the way you experience life's twists and turns so that you can experience clarity inside of them as well.

Now, most people think they need to wait until the twists and turns are done to focus on their own personal growth. They'll insist that when they're in the middle of a divorce, a job transition, or any other life event, they don't have time to grow.

But in reality, the very twists and turns of your transitions hold some of the most potent opportunities for transformation. Choosing not to grow during times like these will only perpetuate the false hope that stability is right around the corner.

The more powerful way to live is to learn to feel nourished and find clarity in the twists and turns. If you don't do this, clarity keeps changing on you like the photo in a moving vehicle and keeps you unsure.

What could more clarity do for your communication as a leader? And what value would that bring to your business or career?

In review, you need to recalibrate confidence then distill clarity. All of these prepare you to expand out your impact with communication. But what do we do to bring forth expansion?

Key #3: Activate Flow

Most people see flow as a form of creativity. And it is.

But it's also a form of communication.

Now, have you ever finished a conversation with someone and wished afterward that you'd said things differently? Or, have you found yourself in a situation where you weren't sure about what you could say to move things to a beneficial outcome?

Coming from the information age, you've been conditioned to perceive communication as thoughts, information, and knowing what to say.

But communication is so much more than information. It's a flow of energy, of greater wisdom and consciousness.

Flow helps you speak to your team so that they feel understood and inspired to be more productive.

Flow helps you experience potent energy that moves through you when you communicate, one that inspires and fuels action in others.

Flow helps you speak through words that impress and astonish even you because they come from a place much bigger than yourself.

Flow helps you navigate your way through what would have been a crunchy conversation, to discover that your leadership has forged connection in unlikely spaces.

Flow gives you mutual understanding with another, which you might describe as “magical.”

Now, most of the supposed experts in “flow states” teach you how to manufacture the right environment for flow. This, however, is only the beginning of flow.



Have you ever felt (even if just subconsciously) that it would be overwhelming to let in more aliveness, more power, more feeling, or more love than you currently can?



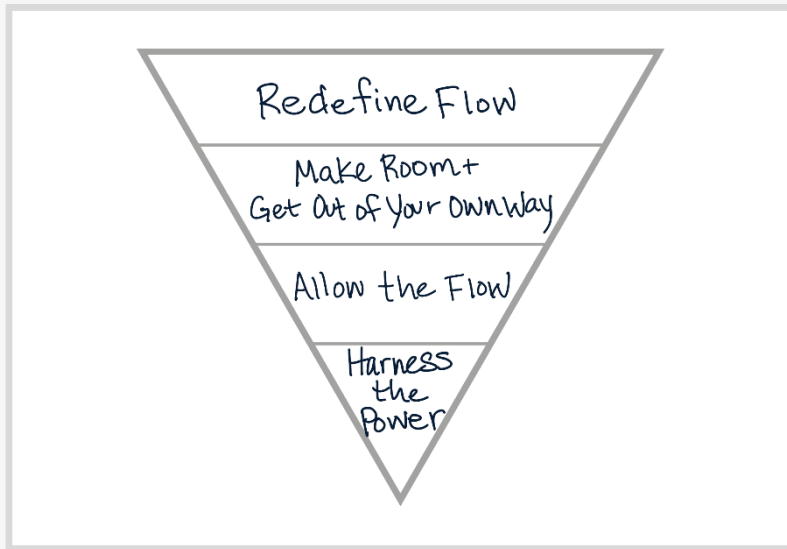
You see, flow cannot be manufactured. It must be opened to and allowed.

Putting yourself in a flow state is about rewiring and recalibrating your mind, heart, awareness, and body to open up to wisdom that’s already there. It’s about healing the resistance of your ego so that you can let in that which knows more than you do alone.

Flow isn’t something you can force. It’s something you have to learn to let in and harness.

But how do we do that?

The Flow Activator™



First, we want to redefine flow. In particular, redefine where flow comes from. Discern wisdom over information.

Then, you need to get out of your own way. You may have heard that “thoughtlessness” produces more inner knowing and wisdom. This is true. And that is why you want to develop the ability to remain in the state of thoughtlessness when you’re speaking and listening. To make room for a deeper knowing than the mind can think of.

Next, you want to allow the flow. This is a process of activation. It’s about letting the flow in, learning to hold it, and trusting in it.

Finally, once the flow is activated, you want to learn to harness power.

However, power isn’t something that belongs to any of us. It’s something that moves through us in service and only when we learn to open to it. But once you’ve learned to open to it, you have to learn to harness it – to contain and direct it so that you can use it in service, so that it is focused where it needs to go. So that it can save you time and keep you energized.

When you activate flow, you expand out in your communication, impact, and efforts. You’re aware of the electromagnetic fields created by each other’s bodily communication. You can speak and communicate powerfully without taking the air out of the room. This is a process of expanding out to

be able to be, do, and have more so that you feel rooted in an internal power that can break through barriers.



What do you want flow to help you with the most? Is it communicating in specific situations? Public speaking? Putting out fires more quickly? Harmonizing relationships? What is the priority for you?



Now, I want to give you a practical example.

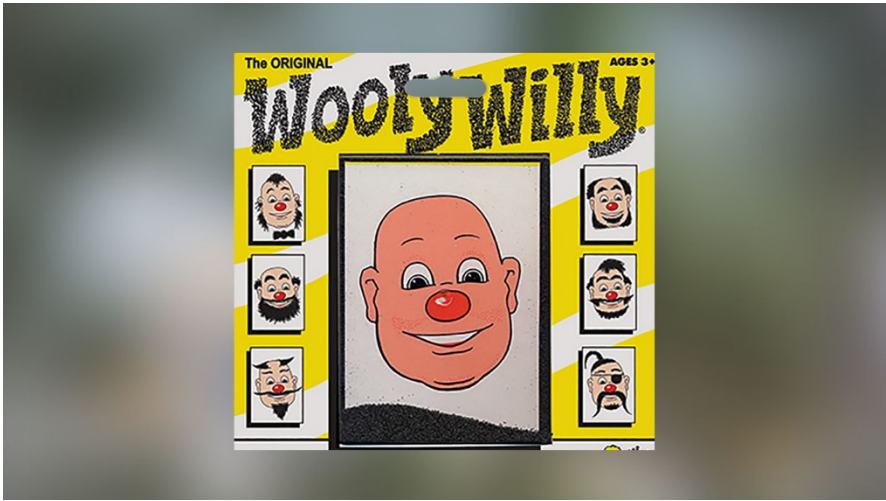


When Olivia came to me, she knew she held magic inside of her. But she felt that her connection to it was stagnant.

Through the process of anchoring expansion, Olivia gained new access to inner power and magic, which she now feels consistently connected to. She describes it as being able to hold a lot more than she used to be able to hold.

This has given her the energy she needs to fill her many roles, such as being a mother and an entrepreneur. And it's had a huge impact on her business, tripling her revenues in a short amount of time.

Become Magnetic



Have you ever seen that Woolly Willy toy – the one with magnetic shavings and a pen to draw with those shavings?

When you drag the tip of the pen across the cover, all of the magnetic shavings stick to the pen. It's because the pen attracts the shavings – it gathers them in with its magnetism.

I want you to be like that magnetic pen. Attract what you require for your vision because of who you're being. It's a way more effortless way of leading.

We've talked about a ton of stuff when it comes to cultivating communication that feels good and makes an impact.

Worksheet

Insights & Actions			
The Spiral Leadership Model			
Relate Dissolve Friction			
Communicate Anchor Expansion			
Innovate Ignite Infinite Wisdom			

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Now, I want you to go back to your Insights & Actions worksheet.

For Anchor Expansion, I want you to write down the three things you know you need to change or improve upon to cultivate more impact in your communication.

Part III. Innovate



We've covered how to begin getting some game-changing results with how you relate and communicate. But what about how you innovate?

I want you to understand something...

Innovation is creation. Humans, by nature, are born to be creators. If you're not creating in some way, your fulfillment becomes stagnant or empty. And if you're out of alignment with your efforts to create or innovate, you'll struggle with a push and pull that saps your energy and time.

As you may recall, there are three things that disruptors need to innovate in alignment with The Spiral of Creation. To have a solid foundation for innovation, you need to Ignite Infinite Wisdom. But before we cover how to do that, let's check back in on the other two of the 9 Leadership Accelerators™ you need to be guided by and live in alignment with your higher purpose.

Accelerator 7: Plug Into Progress



The key to staying ahead of the curve of innovation requires self-awareness that's in harmony with what the world needs. As a change-focused leader, you need to line up with what people are ready for. And then, be there for what they'll need next when they grow.

Without this, you might procrastinate without knowing why, feel like you have untapped potential, or start projects that fail to be successful.

One of my clients is a perfect example of what's possible when you Plug Into Progress.



This is Andy. Now, he came to me as an innovator... but he was stuck. He had ideas of what he wanted to do but none of them were getting results.

You see, Andy lives in Indonesia and people there were way behind the times in innovation. As a gay man living in a conservative area, Andy didn't even feel safe to be himself, let alone garner the support he needed to be a disruptor in his industry.

But once he experienced a transformation from plugging into progress, everything changed.

Andy became comfortable in his own skin. By living at the cusp of progress, he began to attract people into his life who understood him and wanted him to be himself.

He became really clear on what kind of innovation and change he's supposed to bring. He also developed strong relationships, and he now has plenty of support to make progress in his industry.

With each change, he no longer feels like he needs to pivot because he's always on the cusp of progress now. And years after his Sorcerer School journey, Andy reports continued growth and expansion in both his innovation and personal growth.

Frankly, just this one shift to plug into the flow of societal change can make you so much magic.

Accelerator 8: Elicit Engagement



This is about cultivating productivity and engagement with your employees or team, your clients or customers, or community members. It enables a shared vision between you and whomever you need to buy into what's important to you. It's also about creating an organizational culture in which the whole is greater than the sum of the parts.

To understand why this is important, let's look at the following case study.



Remember Natalya? And remember her recent transition to a better company I mentioned?

You see, one of Natalya's biggest fears used to be that her ego would get in the way of how she showed up as a leader.

And when she started out in the new company as a VP, it meant that she had a lot of responsibility on her shoulders. She partners side by side with her company's CEO and leads a large team. And because the brand has a focus on disruption, engagement in innovation is expected at every level, at every step.

Needless to say, the stakes are high.

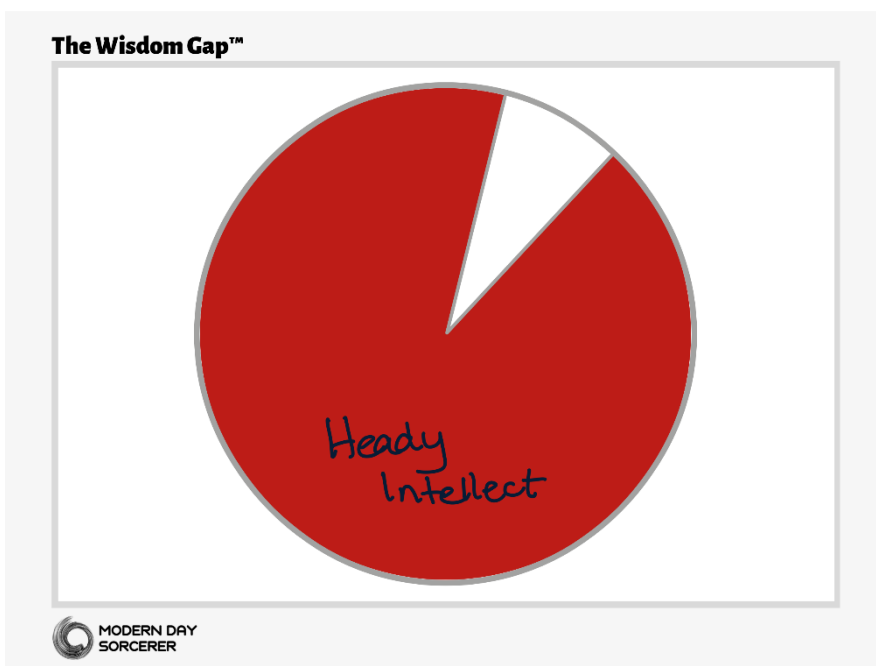
But through learning how to elicit engagement, Natalya has learned how to get out of the way of her ego and lead her team forward in innovation in a much more collaborative manner. It's also improved her relationship with her CEO and her team reports feeling more inspired and co-creative. And it only took her six months to be promoted to president.

Natalya's story shows us that if you want to have the support you need so that you're not alone in what you're creating, we want to make sure you have a shared vision with your team. And if you don't have a team, you'll want that buy-in from clients, your employers, or even your family.

Accelerator 9: Ignite Infinite Wisdom



I want to talk about the wisdom gap right now.

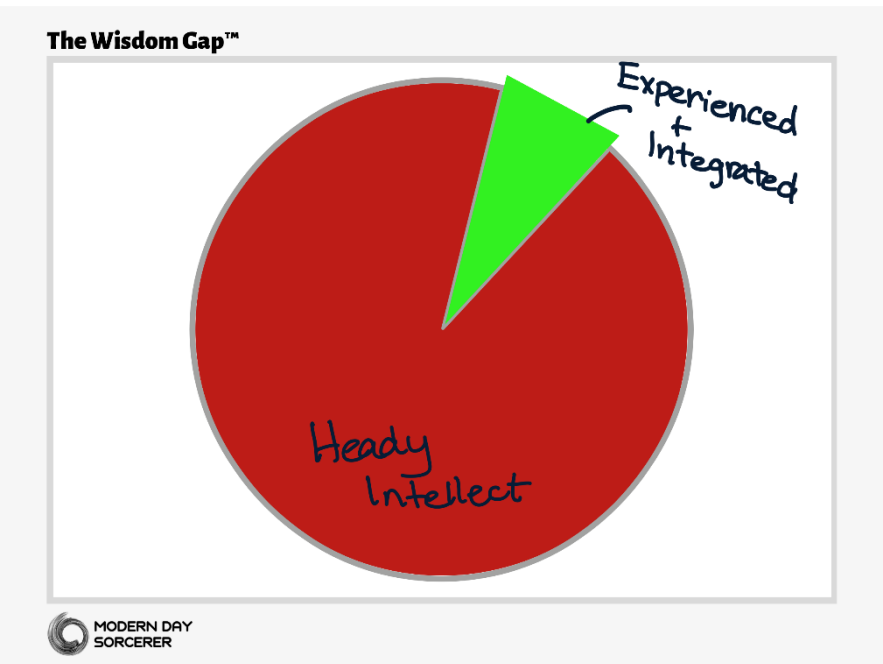


Most leaders gain their “wisdom” from learning or being taught. It’s “wisdom” they’ve gained from education, reading books, having mentors, or attending workshops. But if you think about it, that’s really just academic intellect instead of wisdom. That’s why when they speak about what they know, it sounds like they’re just regurgitating information.

Only a teeny tiny percentage of leaders operate from true inner wisdom – the kind that lights up a room and changes paradigms – rather than intellect.

There is one small, but very important thing that separates the two groups. And it is not that they know a lot or that they’re the smartest.

What differentiates the green group – those with true wisdom – from the reds or those with intellect is that the green group realizes that wisdom isn’t learned. They are aware that the wisdom they hold is experiential – cosmic, really. It must be experienced within the self and cannot be given to you by another.



Your wisdom holds the keys to help all of humanity. These are keys you don't get from reading a book or hiring a coach. They can only come from a depth of connection to yourself.

Without true wisdom, you'll wind up disconnected from rapidly changing times and you'll have a pretty bad case of Achiever's Angst.

Again, it's not that these people are smarter. Rather, their wisdom is "experienced" and "integrated."

.....

So now, I want you to take a second and think about your connection to inner wisdom. Do you feel blocked from it or connected to it?

Wherever you're standing with it now, think about taking that connection a few notches deeper. What impact would that have on your goals?

.....

Now, let's quickly talk about my client, Jennifer.



This is Jennifer. When we first worked together, she saw immediate magic with her money flow. You see, Jennifer is an author, so her pathways to make money are not traditional. And during the time we worked together, she ignited new and unexpected ways to make money.

So, when Jennifer came to me wanting to join Sorcerer School a few years later, she knew there would be a new level of money growth waiting. But it was a higher investment than she'd made before, so she was still a bit freaked out about taking the leap.

Even though I've seen so many of my clients double and triple their revenues or income, it never feels right to encourage someone to enroll just because it can make them money. Because for me, what we do is more about fulfilling your purpose – the money just aligns with that.

But Jennifer hung out with the idea for a bit. And then, she found her strength and just went, "I'm in. Scared, but in!" And honestly... I love that! It's because some of the coolest adventures begin because we're scared but take the leap anyway.

So, Jennifer joined Sorcerer School and magic really started to happen. There was a lot of money growth, including when COVID hit. During that period, her money flow actually increased because she was able to flow with where she was being guided through the changes.

But that's not the only magic that happened.

You see, Jennifer didn't think she needed to access a more unique wisdom because, being an author, she was already very connected to what is unique about her purpose in the world.

But through the work we did together, she started to open beyond her wildest expectations of inner wisdom.

She started being able to go to places of unique wisdom that cannot be taught because they're cosmic in nature. In a place where Jennifer already felt whole and complete, she's now reached a new level of flourishing – and doing so in new and magical ways.

The kind of results that Jennifer achieved is why I want you to ignite YOUR infinite wisdom. Because, frankly, a little bit of unique experiential wisdom can set you lightyears ahead of the game in business, leadership, and life goals.

And to ignite your unique infinite wisdom, let's talk about the three keys that will help you do just that.

3 KEY PRINCIPLES

Key #1: Become the Well Within



This is like sourcing water from the earth. The deeper you go into the core, the purer the water is. And it's because you're closer to the source.



You have a well of wisdom within yourself that is the same way.

But there are two reasons why you don't access it.

One, because it seems scary. The well looks dark and you don't know how to feel safe enough to go there alone. Or two, because getting to the purest source of wisdom, when there are so many options outside of yourself,

seems like work. Rather than going to the well, the tendency is to be motivated by the quick fix.

When it comes to your growth, it may seem a lot easier to hire a coach or search the internet, but it'll eventually make you sick – just like drinking from the tap. And just like taking time to go to the source for your water, when you source the wisdom from within yourself, it'll nourish and carry you a lot further.

Now, I want you to think about the awareness you can gain when sitting on a mountaintop.

In fact, I once knew someone who became a monk and spent eight years at a Buddhist monastery. In that amount of time, as you can imagine, much awareness was gained. But when they came down from the mountain and re-entered the mainstream world, all that awareness quickly faded and life became a struggle again for them.

We want you to get the awareness, expansiveness, and regular aha moments that you'd get from sitting on a mountaintop – day-to-day, every day. You need growth that's not only sustainable but that continues to expand for you even amid the chaos of everyday life.

Connecting to and making use of your well within is a four-step process.

First, we want to connect you to your well within. Even if you have never connected with it before, or even if you can do this with meditation, you need to learn how to connect to your well on a day-to-day basis.

Then, we need to work on feeling safe so you can go deeper. For most people, connecting to your well feels one of two ways: it either feels dark and scary so your mind blocks you from going there, or it feels too deep like you could be swept away in its vastness.

We need to help you cultivate a deep inner safety so that you can hold yourself from within to gain insights, clarity, and guidance.

Third, once you feel safe to go deeper, you want to learn to navigate The Spiral of Creation. This means you'll work with the natural pull of life to better live out your purpose and be more fulfilled.

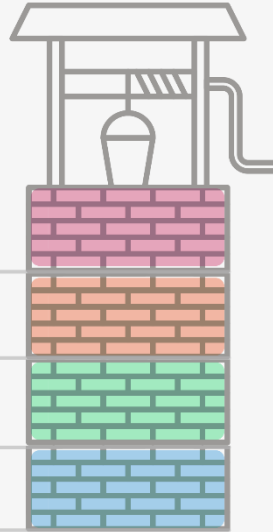
The Depth Progression™

Connect

Feel Safe → Go Deeper

Navigate the Spiral

Expand Out



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Then, once you learn to navigate The Spiral, we want to expand how you use your well so that you can use it throughout the day. This is especially big for those who have already accessed their inner wisdom but feel like it's hard to take it from the meditation cushion to the boardroom.



With that said, have you ever felt like there's just got to be more than this? If you don't connect to the well within yourself, it'll be like life is constantly holding a carrot on a stick – you keep feeling like there's more, but you'll never get to it.

So, what's your biggest takeaway from that? What do you stand to gain from connecting to the well within yourself?



Key #2: Crack Your Codes



Let's talk about humanity for a second.

Do you realize how freaking cool it is that you even just wake up in the morning? I mean, seriously! You're this walking, talking, feeling being that's made of consciousness, energy, physicality, and all sorts of things that we are only barely beginning to understand.

But then again, you're living in a society that's only beginning to value that. If you don't give your inner knowing space to express, it'll suffocate you or make you sick. You'll be bored or unfulfilled even in the best-case scenario.

To get out of that trap, you need to crack the codes of what makes you unique.

Now, here's what causes problems.



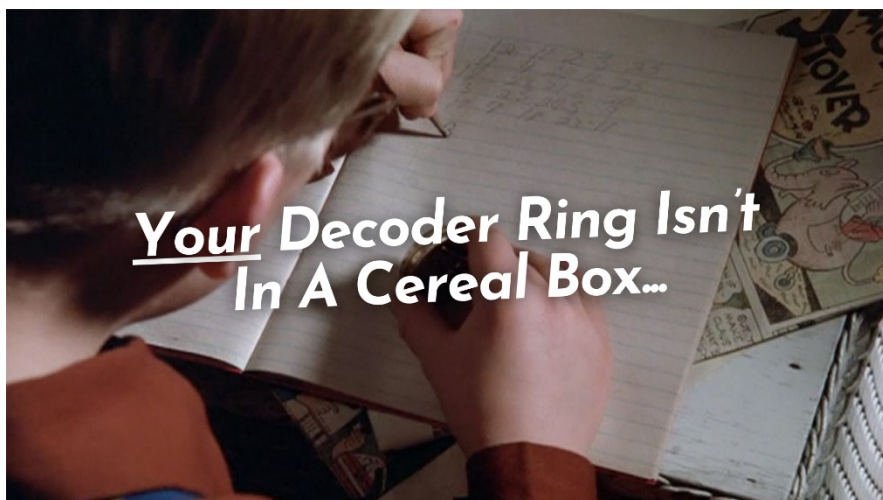
Cracking your own codes is like learning a new language from another planet. There's nothing outside of you – no texts or tutors – that can teach you your internal language.

You have to figure out how to learn it within yourself and what to do with it.

And if you ignore the calling, it leads to struggle.

So, what you need is to learn to decipher your own codes. And for that, you need The Spiral of Creation to guide you.

I can't hand you a cheat sheet that says, "Here are all your codes and how to use them." But what I CAN do is teach you how to decipher The Spiral's guidance so that you can determine how to use your codes.



Do you remember the movie *A Christmas Story*? There's a certain part in the movie that we can use as an example here.

The main character Ralphie was so excited to get his secret decoder ring that promised to unlock all the mysteries of the universe. But he had to drink a ton of Ovaltine and save the labels to get the ring.

And when he finally got his ring and decoded his first message... It turned out to be an advertisement for Ovaltine!

Understandably, he felt ripped off.

Have you ever felt that way?

Frankly, it's quite the metaphor for a pretty big portion of the self-development industry. So many people out there promise to help you decode yourself and the mysteries of the universe. But the thing is, no one can truly crack your own codes but you.

So, what we want to do is connect to The Spiral of Creation to get guidance for the codes – it's the code activator itself. And this involves three steps:

1. We need to activate your inherent systems so you can receive The Spiral's guidance.
2. Once those systems are activated, we want to teach you how to navigate them so you can decipher your own codes.

3. Once you've got your codes figured out, I want you to learn how to harness and use them inside of your purpose and all you're meant to do.

Do you remember Chett who I mentioned earlier?



You see, Chett is in technology but he has a background in neuroscience.

Now, I've seen a number of clients connect to what we're doing, or about to do, in Sorcerer School in their own unique awareness. Because The Spiral of Creation is something we can all access, they see signs of what we're working on, or about to work on, show up there in life. And as they begin to integrate the work we're doing, they develop further and further access to the "next levels" before we formally get there.

Chett was the same.

As we went on working together, Chett started to share awareness he received from The Spiral of Creation about how neuroscience works – things I had not taught him.

And now, he's gone on to create a new platform for data scientists using his unique access to this wisdom. Pretty cool, right?

Key #3. Adjust Your Signal



You now know that you need to connect to the well of wisdom inside of yourself. And then, you need to crack and decipher the codes of what makes you tick. But like I said before, it's like having a language no one else speaks.

So, the question becomes, “How do I relay it to others?”

Now, here's the biggest mistake people make here – and it's an example we've probably all seen...



We've all seen this guy. You know, the local guy walking down the street and comes across a tourist who doesn't speak the native language but needs directions.

When the tourist doesn't understand immediately, the local guy proceeds to JUST TALK LOUDER.

The tourist isn't deaf; he just doesn't understand the language.

It seems pretty extreme, but it's actually really common for innovators to be the local guy and take his approach.

You see, knowing something and helping others connect to what you know are very different things.

It feels lonely and frustrating to have a ton of wisdom but not know how to communicate it well to others.

It creates friction within your team, which leads to decreased productivity.

It even results in lost revenue when clients decide to end the relationship because of miscommunication.

But the good news is that this kind of friction is completely avoidable.

What you need to do as a disruptor isn't to speak louder. It's to adjust what you're saying or how you're saying it so that the person who needs to hear you can receive the message clearly and precisely.

If you don't do this, you'll struggle with leading your team to the shared vision. Or you'll wind up the innovator who gets their own wisdom but, because you don't play nice in the sandbox, A-Level clients and team members run for the hills. Or perhaps you'll stay small, feeling like the right employers, the right clients, or the right investors don't value everything you have to offer.

What you really need in this situation is something like a Google translate device. Something that takes your wisdom and immediately translates it for others but not dumbing it down or altering the content in any way. Instead, it's expertly transmitting the message you want to send in a way that is clearly received and understood.

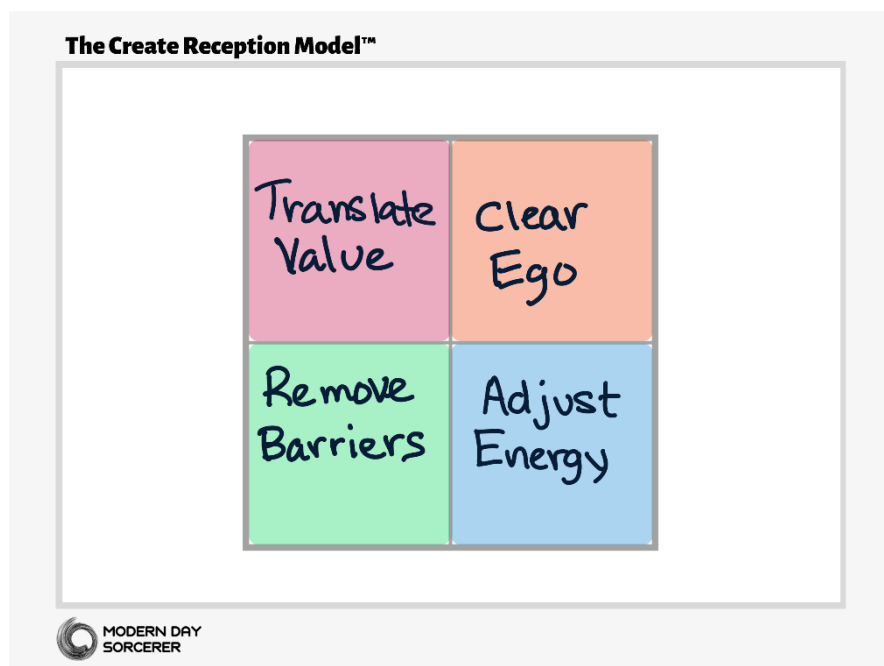
What do you think could change for the better if you had a way to translate what you know into what other people need and for them to receive it clearly? What tangible results would that create for you?

Now, let me show you what you need for this.

Anything disruptive or innovative requires more than just action to bring it about.

Imagine opening a gourmet restaurant in a neighborhood filled with fast food. To inspire people to want to eat there when gourmet food wasn't even on their radar, you'd need to slowly open the hearts and palates of the people living there. To inspire them to see food in a new light.

Create Reception



There are four key things you need to create a reception of ideas.

1. "Translate the Value" of your ideas. It's one thing to have a great idea. Understanding how others equate your good idea to their own wants and needs is another story. We need to match what you know the world needs to what people think they need or want.
2. "Clear ego". All big ideas require support from others. You need to discover the dance of ego so that you can get yours out of the way and learn how to deal with the ego of others without wielding a sword.
3. "Adjust (the) energy" of what you create so that it lands with people. Everything is energy, but leaders frequently disregard what this means in the implementation of their ideas. You need to learn to gauge the energetic alignment between your intentions and what you're actually creating, and then adjust the energy of your creations where it's needed.
4. "Remove barriers". Barriers to the reception of your ideas are internal and external, and both can be dissolved.

This process is what it takes to keep your big ideas in check with your big sense of integrity.

.....

Which one of these do you need the most?

If you could create the reception of your great ideas, what would it do for your fulfillment? And what would it do for your revenue or money flow?

.....

Worksheet

Insights & Actions			
The Spiral Leadership Model			
Relate Dissolve Friction			
Communicate Anchor Expansion			
Innovate Ignite Infinite Wisdom			

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I want to bring you to your Insights & Actions worksheet one last time.

You'll notice that there are four sections in this worksheet.

First, we worked with The Spiral Leadership Model. Then, we worked on Dissolve Friction and Anchor Expansion. Let's now look at Ignite Infinite Wisdom.

What I'd like you to do is go to the Ignite Infinite Wisdom section of the Insights & Actions page. Based on everything we've talked about so far, write down the three biggest changes you know you need to make.

Summary of The Spiral Leadership Path

We started this book by talking about the new way of leadership and self-awareness that meets the sweet spot between impact and fulfillment. And we said there are three things you need to do as a change-focused leader to meet this sweet spot and to create unshakable inner power, resilience, and freedom of purpose. And that is, you need to transform how you relate, how you communicate, and how you innovate.

The way we're taught to relate separates how we feel inside from the world around us. It's disconnected, takes on all of the weight or shirks responsibility, lonely, overlooks life's guidance, and perpetuates the same old patterns, making them seem impossible to resolve.

The way we're taught to communicate is inauthentic and surface-level. It's either heady and over-intellectualized or lost in the clouds. We have no choice but to be nervous or fearful of communication because we're not taught how to be vulnerable nor authentic. We're not taught what true confidence feels or looks like. And we're not taught how we can navigate any type of conversation to create optimal outcomes for everyone involved.

The way we're taught to innovate is all-consuming, frustrating, and exhausting. We either have to push against the status quo or go along for the ride of other people's rules and expectations.

All of these ways of being and doing push against nature's flow of what makes up powerful creation – with linear expectations. And, worst of all, they consume your time, energy, and money, leaving you either overworked and unfulfilled or frustrated, with less progress on your goals than you truly desire.

In the first section of the book, we talked about nature's way of creation and how you have the tools and keys to powerful creation right there waiting for you by learning to align with and harness The Spiral of Creation.

In the second section of the book, we talked about how to use The Spiral Leadership Model to find a sweet spot between impact and fulfillment in order to have unshakable inner power, resilience, and freedom of purpose – and get your time, money, and freedom back.

In the third section of the book, starting on the Relate side of things, we zoomed in on how to dissolve friction. We explored how you can get back your time and create a version of ease and flow that's far beyond what most people even realize is possible. Finally, we talked about how to activate opening, clear space, and apply alchemy to transform your inner and outer world to create the change you wish to see.

We then went to the Communicate side where we zoomed in on what it looks like to Anchor Expansion. We discussed how to communicate with greater influence. And we talked about how to recalibrate your confidence, distill clarity, and activate flow.

From there, we explored the Innovate side of things where we zoomed in on how to Ignite Infinite Wisdom. We talked about what it takes to close the wisdom gap and become part of the very small group of people who live, create, and operate from a deeper, authentic, ever-growing sense of wisdom. We discussed how to develop a relationship with the depth of wisdom inside of yourself that feels safe and simple to access and how to understand and translate your unique, ever-growing wisdom and inner guidance. We also talked about how you can apply your unique wisdom in practical ways to make more money and get back your time and freedom.

The Spiral Leadership Model is key.

It's your pathway from the old way to the new way. It's key to breaking free of the separation between impact and fulfillment, into living in a manner in which your impact supports and magnifies your fulfillment and vice versa.

We broke down the 9 Leadership Accelerators™ that turn my clients from leaders of the status quo to truly paradigm-changing leaders. It's taken my clients from exhausted and overworked to feeling spacious and having plenty of energy left over. It's also helped my clients go from feeling like something is missing to having unshakable inner power, clarity of purpose, and expansion in both tangible and intangible ways.

You can do the same, too.

What I'm going to do next is walk you through The Spiral Leadership Plan. It'll help you take everything we've learned so far and apply it to your world.

But there's one quick thing you need to know before we get started...

The Intersection Between Doing & Being

What is one of the key reasons why most business plans don't go exactly as planned?

Well, in addition to the fact that most leaders don't follow the natural structure and flow of creation, which causes their plan to fall flat or render useless, there is one other particular reason that isn't taught in business school, either.

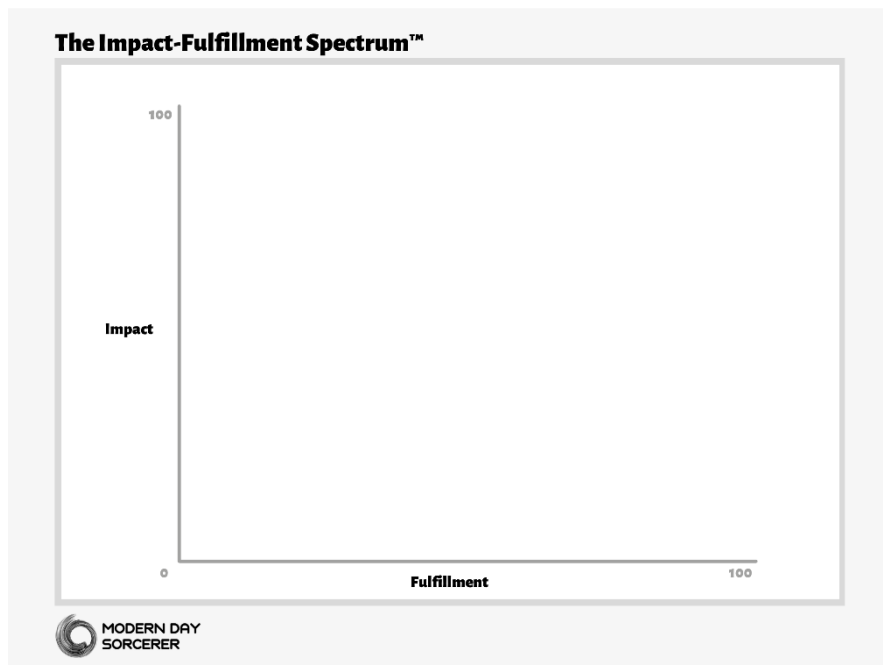
What I'm referring to is the intersection between doing and being.

What you have to do to accomplish a goal is preceded by who you have to be to accomplish that goal. Without being, your doing is thwarted. Where doing and being overlap is where you want to live so that your actions create what it is you truly desire.

As I walk you through how to create your Spiral Leadership Plan for yourself, keep in mind that who you need to become is just as (if not more) important as the specific action you take.

The Spiral Leadership Plan

Before we dive into creating a plan for you, let's take a look again at the sweet spot between impact and fulfillment.



If you look at this spectrum of impact and fulfillment, where are you on this spectrum now?

Are you making waves of change but losing touch with passion?

Do you have big ambitions for the world and want a faster way to get there than you have now?

Does the impact you know you're meant to have sometimes get held back by your mental or emotional landscape?

Have you lost touch with the sense of inner power that you know could move mountains if you could only find a way to turn on its flow?

Think about all those questions.

So now, put a mark on where you are in the spectrum. If you're really honest with yourself, where are you being held back in impact? And what about

your fulfillment? And when you merge them, where are you right now on this spectrum?

Now, consider where you want to be on the spectrum. What would you like to see change about your impact? And what about your fulfillment? When you merge them so that they can work hand in hand to optimize and expand each other, where do you want to be on this spectrum? Go ahead and mark where you want to be on this spectrum.

Next, write down two to three bullet points of what you'd like to see change or transform in your life, business, or leadership as a result of your move to a new place on the spectrum of impact and fulfillment.

Lastly, write down at least one feeling word for how you want/expect these changes to feel once you have them.

Now, let's check in on the timeline of these changes.

To get really potent results, we need at least a year. So, let's map out some goals for the next 12 months.

First, let's look at how you relate.

Remember that to recalibrate how you relate so that you're in the sweet spot of impact and fulfillment, we need to dissolve friction, create connection, and simplify complexity.

So, let's pause and talk about you.

Relate

When you think about how you relate, both where you're at and where you want or need to be to achieve your fullest goals of leadership, business, and self-awareness, what is the number one result, change, or improvement you'd like to see in the next 12 months? Remember, this can be big and even seem out of reach today because you have 12 months to get there.

Do you want to create more ease, flow, and a feeling of spaciousness in your schedule?

Do you want to align how you feel inside with how the world sees you?

Do you need to learn how to understand and interact authentically with people who are different from you so that you can lead a broader team or garner the support and opportunities you require?

Or, perhaps you need to forge a much deeper and unshakable connection to something bigger than yourself so that you can receive the guidance you need to lead your vision forward?

Whatever changes or improvements you want to make in how you relate, I want you to narrow it down to your biggest, most important, and most powerful goal now.

Your 12/60 Plan

	Goal 1	Goal 2	Goal 3
12 Month Focus			
60-Day Focus			

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For this piece, I want you to turn your attention to the worksheet called “Your 12/60 Plan.” What key transformation do you need to see in how you relate in the next 12 months? Write that down now.

Next, what is at least one tangible outcome you would like to see happen as a result of the transformation you just wrote down?

Communicate

In the next 12 months, what is the number one change, result, or improvement you’d like to see in your communication?

Maybe you need to recalibrate your confidence so that you’re more anchored and/or humble.

Perhaps you want to learn to listen better and even hear what people aren't saying.

Maybe you want to forge more powerful communication with your self-talk, dissolving not-enoughness or resolving patterns of self-sabotage as a result.

Or maybe, you need to clarify your message so that it's received by more people.

Wherever you are right now as a leader, think about what number one result or improvement on how you communicate could get you the biggest ROI. Write down your number one goal or intention.

Now, what is at least one tangible goal or desired outcome you'd like to see happen as a result of the transformation you just wrote down?

Write down your desired goal or outcome on the section labeled "Goal 2" in the "Your 12/60 Plan" worksheet.

Innovate

To round out a really solid plan that helps you get to your unique sweet spot between impact and fulfillment and get back your time, money, and freedom, we need to add innovation to your plan.

You were born to create and know yourself as a creator. And how you innovate is, essentially, synonymous with how you create.

To get from where you're at to where you want to be, what is the number one area you need to improve, change, or transform when it comes to how you innovate?

Do you need to turn on the flow of your unique, authentic wisdom? Or perhaps clarify your purpose?

Do you need to garner the support of your team or colleagues to drive your vision forward?

Or, do you need to free up your time and gain more energy so that you have the time, space, and energy to make the full contribution you wish to make?

What is your number one frustration, challenge, or setback when it comes to how you innovate? And what is one integral result or improvement you'd like to get in the next 12 months that will wipe that setback or challenge away? Write it down.

Now, what is at least one tangible result or outcome you'd like to see as a result of the goal or intention you just wrote down?

Write down your desired goal or outcome on the section that says "Goal 3" in the "Your 12/60 Plan" worksheet.

What Comes Next?

So now, you have a clear picture of your goals for the next 12 months. Chances are, though, that some of those goals may still seem a bit out of reach. In fact, if they feel a bit "lofty," that's a good thing – it's because we want to set a whole new bar for what's possible.

If we're going to do that, though, we've got to bring those big and seemingly unreachable goals down to earth. We have to ground them in reality – the here and now.

And in order to do that, we're going to look at the next 60 days.

To do this, I want you now to think back to the previous section, "The Intersection Between Doing and Being." As you may recall, we said that who you're being is what will precede and, ultimately, create changes in what you're doing or how you're doing it.

For each of the goals you wrote down for the next 12 months, I want you to consider the transformation that's needed, particularly in how you show up for yourself or others, to reach that goal.

For example, if your goal for "Innovate" is to create shared vision with your team, perhaps you need to become more trusting to support the process of creating shared vision. Or maybe, you need to be more open so that you can gain insight into other people's vision in order to create a vision that's shared by all.

The goal(s) you're going to set for the next 60 days will support your goals over the next 12 months.

So, as you consider your goal(s) for the next 60 days, consider the following question...

"Who do I need to become?"

For example, do you need to become more purposeful over the next 60 days in order to attain your career or legacy goals for the next 12 months?

Perhaps focusing on being more anchored in your confidence over the next 60 days will lay the foundation you need to get bigger results in the next 12 months.

Or maybe, becoming more trusting in the face of risk would help you remove the barriers of limitation, allowing you to get bigger results over the next 12 months.



What is the priority for you to find in your internal landscape (for the next 60 days) so that you can be, have, or do everything you desire over the next 12 months?

Consider at least one “version” of who you need to become to reach your biggest goals, both in your internal well-being and externally. Write down your answer to the key question above in the section labeled “60-Day Focus.”



You now know that to find your sweet spot between unified fulfillment and impact, you need to be able to relate, communicate, and innovate in alignment with the natural Spiral of Creation.

You now know that you need all 9 Leadership Accelerators™ to be able to 10X your power, fulfillment, and impact.

You now know that there are three main areas you want to start to get some really solid key results. And you know what’s the priority for you in the next sixty days.

So that brings up a question...

How do you get these results? Especially when your life is moving fast and you don’t have all the time in the world.

Let me show you where to go to get some help around this stuff now.

But before I do that, let me say that you can try to get these changes on your own. But like we talked about earlier on in the book, to get these changes, you need to connect to The Spiral of Creation – the transformation agent itself.

And connecting to The Spiral of Creation requires that you have all of the 9 Leadership Accelerators™ activated and are using them organically throughout every aspect of how you Relate, Communicate and Innovate.

This is all about a power that's been lying dormant within you – so with the right help, there's literally no reason why you can't.

If you want to go deeper into the 9 Leadership Accelerators™ we've worked with here in the book and ensure that you reach the goals you wrote down, then your next step should be this...

Book a call with me or someone from my team to get a free Spiral Leadership Audit.

I'm doing this because I want you to get the clarity that you need to identify which among the next steps you have the option to take are the most powerful choice for you.

So, I've arranged some space on my calendar and allotted the next few days to be able to talk with you one-on-one and assess what's in the way for you – what's at the core of things – and how to get you to where you want to be.

We're going to find out where you are right now, where you want to be, and how we can create a path to get you there. And if it feels like a good fit, we may offer you one of my programs under the umbrella of Sorcerer School.

Sorcerer School will fuel and ensure that all of your goals and intentions can happen with cellular level transformation. And it will give you the tools and connection to The Spiral of Creation that you need to bring cellular level transformation into your life, business, and leadership as a lifelong asset for expansion.

Like I mentioned earlier, in Sorcerer School, we use a comprehensive system of skills, transformation, and embodiments to help you become the creator of your own inner and outer expansion. And we do this all using neurobiology, physiology, and quantum physics to ensure that the transformation you experience happens on a deep and thorough level, preparing you for and guiding you into maximum and exponential expansion.

Also, we go much deeper into the 9 Leadership Accelerators™ that we worked with in the book. This will ensure that you get results with each Accelerator™ and that you blend your results so that the whole of your transformation, outcomes, and expansion is greater than the sum of the parts.

But before we determine if we can offer any part of Sorcerer School to you, you and I first need to talk to see where you are and what results you're ready to get and what move makes the most sense for you.

And, more importantly, to make sure we can definitely help you.

We'll be super upfront with you if I can't help you or if I think that we're not a fit. And if not, we'll probably be able to recommend someone or something else that I think would be a better fit. So, regardless of what happens on our call, you're going to walk away with a clear picture of what next step is best for you.

Let's be clear – this is not for everyone.

This is for those who are humble enough to know that there's so much more out there for them and that they need help accessing it. And it's for those who are serious about making the change that they need to start expanding their time, money, and freedom. And, most importantly, it's for those who want to do this by completely changing the game of the purpose, energy, authentic influence, and inner power they experience on a daily and continuous basis.

Our processes are unique in how they work for each person. So, together, we'll figure out what you really need, and you'll leave the call with the exact blueprint of what you need to get you from where you are now to where you want to be.

This isn't a guessing game of what you might need. We're working with a proven blueprint of humanity (and its complexity) and, specifically, people like you who care, who desire to make an impact, and who know that there's got to be more than what you've been experiencing so far.

And we'll be able to take our proven blueprint and show you where you need to start and what your unique journey needs to look like to cross the line from where you are now to where you want to be.

So, if you're serious about getting the results you wrote down from this book, then the last thing I'm going to have you do is book your call. Here is the link: <https://create.moderndaysorcerer.com/sorcerer-school-details>

You'll be taken to a calendar where you can schedule a call with me or someone from my team. And, again, we'll be really clear with you whether we can help you or not.

I have to be honest. Out of all the people we talk to, about one out of every three ends up not qualifying.

I do suggest that you book your call right away. For one, the availability for these calls goes fast. And also, I've found that those who take immediate action without making excuses tend to be the same people who get the biggest results.

Now, I don't know what brought you here. It could be because you just felt a sense of intrigue. Or, it could be that you have a problem you're facing in leadership or a next level you can feel coming on and something's telling you it's time.

But what I do know is that every single one of my clients has felt some sort of a nudge.

And the ones who are lucky enough to work with me to get results are the ones who followed that pull or inner knowing – which, if you think about it, is The Spiral of Creation at Work.

Thank you so much for being with me today. I continue to feel deeply honored by this work. The caliber and potency of people who are attracted to it blow me away.

It's been an honor to share this time with you.

"Before finding this work I had been to life coaches, psychologists, high-level business coaching – I'd done everything. But nobody could point me in the right direction. I knew I was the person to get me there, but I didn't know how to unlock myself to get there. I asked for expansion and I've gotten it throughout my career, leadership, and personal life."

**Natalya Spicker, President,
SheWorks!**

"Doing this work will help you have the things that you want, but on a deeper level – so that you can be more expansive and bring in what you want. This work is transformative on a deep, deep level. And it happens quickly."

Jennifer Hritz, Author

Jordanna Eyre helps change-driven leaders embody the power of their heart, lead with feeling, and create influence naturally... without ego or pressure as the driving force.



Inside You'll Discover How To Access An Authentic Power That Has The Capacity To Transform Every Element Of Your Business, Relationships, And Personal Growth.

UNSHAKEABLE is THE all-encompassing resource for change-focused leaders, disruptors, and innovators. Align with infinite purpose, envelop your days with fulfillment, create space in a busy schedule... and catalyze the contribution you were born to make.

UNSHAKEABLE digs deep into the significant challenges affecting those who are striving to live out a greater calling, or those who think and feel deeply about the change they wish to make in a world that's not set up for them.

- Too many leaders hit a ceiling of how much they can do, be and have – and never reach the intersection of impact and fulfillment they deserve. You'll learn exactly what you need to enter this "sweet spot" in every area of your life and business.
- Most leaders live in a never-ending journey of the "next" form of personal growth – a huge mistake. It's not more personal growth work you need, it's developing the capacity to transform inside of yourself – no matter what – that will bridge the gap between your "doing" and "being".
- The personal growth you count on today is likely to be the exact thing keeping you from getting to where you want to be. Or, at best, it's slowing down your process. Instead, you need to transform every aspect of how you relate, communicate, and innovate – on a cellular level. In **UNSHAKEABLE**, you'll discover exactly how to do that.

Over the last 30 years, Jordanna Eyre has cultivated a methodology that works with leaders across industries to source authentic power and inner wisdom. This work has transformed companies, propelled visions forward, and healed relationships. In this book, she shares The 9 Leadership Accelerators™ necessary for change-focused leadership that she has used to get results for thousands of leaders who have become **UNSHAKEABLE**.

This book is essential reading for change-focused leaders and disruptors of all experience levels and types to become **UNSHAKEABLE**.



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