

ONE: The Art and Practice of Conscious Leadership



For Immediate Release

Contact: Sarah Grimmer
Email: sarah@quantumties.com
Phone: 250.388.5439 PST

“Individuals, families, communities, corporations, and nations would soar to their full potential if we all lived the principles suggested in ONE. Buy this book and transform your life and your world!”

Jack Canfield, Author, *The Success Principles*TM

Caledon, Ontario, Canada – Lance Secretan gave up following the herd years ago. His theories and innovative thinking have resulted in extraordinary personal and organizational breakthroughs that focus solely on creating the conditions for exceptional individual and organizational performance for those who want to break away from the pack. After researching the attributes of ineffective leaders (through the unconventional route of asking followers!) he has developed a new theory of leadership based on the opposite. Used by thousands of organizations and individuals to enhance local and global communities, it is now the subject of his fourteenth book, **ONE: The Art and Practice of Conscious Leadership** – and the power fueling an exciting new movement.

More than at any time in our history, we are witness to a world struggling from the fallout of inappropriate leadership decisions and actions. In **ONE: The Art and Practice of Conscious Leadership**, Lance Secretan brilliantly reframes leadership theory with a new vision for the 21st century and has written a book for all of us in need of inspired and conscious leadership. He traces 6,000 years of history to show how we have become detached from our innate sense of oneness, and instead, have embraced the illusion of separateness, rooted in science and rational thought. Secretan reveals how this illusion has created profound misunderstandings about leadership—in companies, communities, institutions and countries—and how, once again, we can become conscious leaders—through the practice of *oneness*.

In this book, Secretan reveals how the conscious leader practices the *CASTLE Principles*—CASTLE is an acronym for six attributes: Courage, Authenticity, Service, Truthfulness, Love, and Effectiveness. Like all fundamental, life-changing concepts, these are simple ideas—well known to us all, yet easier to talk about than to live. Secretan shows us how to embrace these principles, by telling the stories of people and organizations who have done so, thus helping us to see the sacred connections between everyone and everything—which is the source of conscious leadership.

ONE is essential reading for those who yearn for innovative ideas about leading and living consciously in ways that will inspire and transform people, organizations, and the world.

ABOUT THE ONE PROJECT and COMMUNITY:

The **ONE** project was created for those in professional practices as well as those seeking to bring sophisticated cultural and leadership transformation processes into their organizations. Passionate about getting the message of oneness into the world, Lance Secretan realized that removing cost barriers was a crucial step in achieving this—and so he decided to self-publish the book and deliberately offer the book to this community at an unusually affordable level.

This unique and brave publishing initiative has seen hundreds of passionate teachers and thought leaders come together as ONE from England, Holland, Germany, South Africa, Australia, New Zealand, the United States and Canada. Each **ONE** team member committed to acquire and distribute 200 books. This community has collaborated not only in developing the manuscript for **ONE**, but also in a literary open-source project that is co-creating the suite of working tools that enable the innovative leadership practices found in **ONE** to be taught to others around the world. By modeling the power of oneness, these leaders have all stepped forward with a desire to change the world at work, at home and throughout their communities.

“Eight years ago, our organization was in trouble. We were losing money and market share. Morale was abysmal. And we were the least preferred hospital in our market. Today, our financials are solid, we are the market leader, we are number one in customer preference, and we are rising on Fortune’s list of “100 Best Companies to Work For.” In ONE, Lance Secretan shares the transformational ideas that helped us achieve organizational brilliance. I urge you to read this book—these principles could work the same magic for you, too!”

Scott Regan, Executive Vice President, Memorial Health, Savannah, GA

ABOUT THE AUTHOR:

Lance Secretan, PhD, is one of the world's foremost leadership experts and a renowned pioneer in innovative methods of inspiring people and organizations. The former CEO of a global corporation and an acclaimed business school professor, Secretan works with a gifted worldwide faculty, changing the lives of people, transforming companies, and revolutionizing the way we think about leadership. He is the best-selling author of 13 internationally published books on leadership, an award-winning columnist, philosopher, corporate coach, and one of North America's most sought-after keynote speakers, retreat leaders, and business advisors. Voted one of the nation's top ten speakers, and one of the "top 21 speakers for the 21st century" (*Successful Meetings* magazine), he addresses audiences around the world. Lance and his wife, Tricia, and their wonder dog, Spirit, divide their time between a home on the edge of a wilderness area in Ontario and a Rocky Mountain retreat in Colorado.



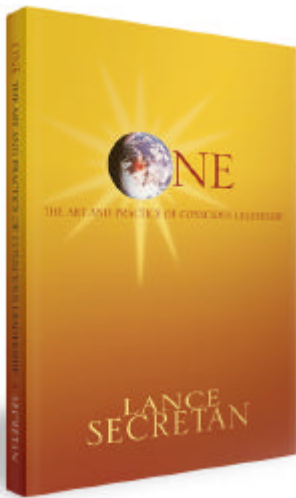
ONE: The Art and Practice of Conscious Leadership

By Lance Secretan

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For more information and photos visit: www.secretan.com/presskit



ONE: The Art and Practice of Conscious Leadership

BOOK SYNOPSIS

ONE: The Art and Practice of Conscious Leadership is about the journey we have traveled from oneness to separateness— from a view of life based on a conscious awareness that we are part of one story, one planet and one cosmic system, to a belief that everything and all of us are separate.

More than at any time in our history, we are witness to a world struggling from the fallout of inappropriate leadership decisions and actions. Dr. Secretan brilliantly reframes leadership theory with a new vision for the 21st century and in *ONE*, has written a book for all of us in need of inspired and inspiring leadership. *ONE* is about unlocking the potential of humans, *all* humans, not some of them or just the financial parts of them. It is about enhancing the local and global communities we share and being gentle with each other and nature. The art and practice of conscious leadership can be ours when we return to oneness.

In Part 1, "The Art of Oneness", Secretan presents an incisive history of our journey, describing how we came to think in compartmentalized ways, how we can think as one again and for so many of us, find new meaning in work and leadership.

In describing the reality of oneness, Secretan points out that whenever we suffer pain or sadness, it is because we have separated ourselves from what or who we love and whenever we experience love and joy, it is because we are one with what or who we love. All our human trials can be explained and resolved through this awareness.

Secretan uses many examples to advance his theory that there are always causes and effects— there are never actions without consequences—anywhere—because we are one. *If one throws a soda can out of the car window, one might think that this is no longer part of our world because we have moved on—but this would be wrong. If millions of others do the same, rivers will become polluted and our drinking water will be at risk. If we cheat or steal from our employees, customers or suppliers, we may think that we can get away with it, but this is a misconception as we have learned from the examples of countless industries and leaders. If we have a rancorous exchange with our spouse, it isn't just the other party who is hurt—we are both hurt because our relationship—our oneness—is strained, and this damages our marriage, and therefore, both of us. When we inspire a child to do something extraordinary, we change the world. We are one.*



Becoming aware of the need to think, feel and act with oneness—in other words, consciously—is the easy part. Part 2, "The Practice of Oneness" explains how to accomplish it by using the "CASTLE Principles". CASTLE is an acronym formed of the first letters of six concepts—Courage, Authenticity, Service, Truthfulness, Love and Effectiveness. When *fully lived*, these principles are profoundly transformative and inspiring to self and others, and have been successfully applied by thousands internationally for exceptional personal growth and organizational performance.

The CASTLE Principles have a unique history: Secretan did not discover them—they discovered him. In his consulting work and during corporate retreats, Secretan asked participants to describe the characteristics of *ineffective* relationships—whether at home or at work, in politics, religion, academia, relationships, and among families and friends. This research showed that people were typically turned off by others who were not courageous, authentic, serving, truthful, loving or effective. It made no difference whether they were a CEO, a stay-at-home Mom or an athlete. It was a small intellectual leap to conclude that living fully in the opposite of these limiting behaviors might reveal conscious leadership—and so the CASTLE Principles were born.

Courage: Being brave enough to reach beyond the boundaries created by our existing, often deeply held, limitations, fears, and beliefs. Initiating change in our lives, of any kind, is only possible when we are courageous enough to take the necessary action.

Authenticity: Committing oneself to showing up and being fully present in all aspects of life. Removing the mask and becoming a real, vulnerable, and intimate human being, a person without self-absorption who is genuine and emotionally and spiritually connected to others.

Service: Focusing on the needs of others by listening to them, identifying their needs, and meeting them. Being inspiring, rather than following a self-focused, competitive, fear-based approach.

Truthfulness: Being truthful in all thoughts, words, and actions, and listening openly to the truth of others and refusing to compromise integrity or to deny obvious or universal truths, even when avoiding the truth might, on the face of it, seem easier, especially in testing times.

Love: Embracing the underlying oneness with others and life. Relating to and inspiring others and touching their hearts in ways that add to who you both are as persons.

Effectiveness: Being capable of, and successful in, achieving the physical, material, intellectual, emotional, and spiritual goals we set in life.

What is heartening is that there is nothing new to learn here—no challenging theory or equation. These are concepts that are within us already, that at some stage in our lives have been fully lived at least once, but, for many, have been lost, and now, we yearn to reclaim them. The exercises and processes throughout the book are simple: *recall when you were at your personal best and live at this peak again.*

ONE: The Art and Practice of Conscious Leadership is essential reading for those who yearn for innovative ideas about leading and living consciously in ways that will inspire and transform people, organizations, and the world.

BIO: Dr. Lance Secretan

Lance Secretan, one of the world's foremost strategists and leadership advisors, brings passion and courage to his Cause—to *change the world by reawakening spirit and values in the workplace*. Lance's brilliance as a teacher and storyteller is showcased in his work as an electrifying and unique thought-leader, public speaker, “coaches’ coach”, and bestselling author. In his breakthrough work on leadership and inspiration, Lance has the uncanny ability to foretell, discern, and translate concepts while holding the mega-view.

Secretan's life is one of exceptional experiences and contribution. Wisdom drawn from years as a corporate executive, academic, humanitarian, coach, father, and husband, makes his perspectives invaluable. He holds an M.A. (cum laude) from the University of Southern California and a Ph.D. from the London School of Economics.



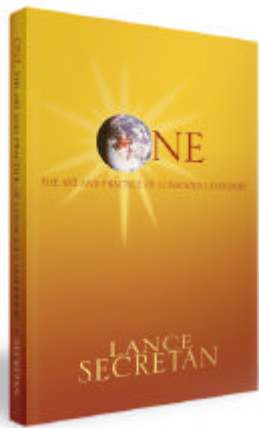
Lance is the international best-selling author of thirteen books that revolutionize leadership theories—his latest offering,

ONE: The Art and Practice of Conscious Leadership, will be published in April 2006. He is an award-winning columnist, currently contributing a monthly column to *Worthwhile Magazine* (www.whorthwhilemag.com). Voted one of the nation's top ten speakers, and one of the twenty-first century's most influential, Secretan loves to capture the attention and excitement of audiences around the world.

Dr. Secretan works with an exceptional worldwide faculty to guide the transformation of people and organizations. One in five of Industry Week's 100 Best-Managed Companies are among his clients. The foreword of one of his last book, *Inspire: What Great Leaders Do*, was written by 13 CEOs all testifying to the transformational effects on their corporations and personal lives as a result of their work with Lance and his colleagues.

Lance was the Chairman of the Advisory Board of the 1997 Special Olympics World Winter Games and is a former Ambassador to the United Nations Environment Program. In recognition of a lifetime of caring about people and the planet, Lance was awarded the prestigious International Caring Award (often referred to as the U.S. Nobel Prize) as well as the McFeely Leadership Award.

Lance and his wife, Tricia, and their wonder dog, Spirit, divide their time between homes on the edge of a wilderness area in Ontario, Canada, and a Rocky Mountain retreat in Colorado.



ONE: The Art and Practice of Conscious Leadership

Q & A with author Lance Secretan

“Whenever we experience pain or sadness, it is because we have become separated from what, or whom, we love. And whenever we are inspired and joyful, it is because we are one with what, or whom, we love. All human challenges and successes can be explained through this awareness.”

Q: Why this book? Why now?

A: I wrote **ONE: The Art and Practice of Conscious Leadership** to reframe leadership theory with a new vision for the 21st century. More than at any time in our history, we are witness to a world struggling from the fallout of inappropriate leadership decisions and actions. For 6000 years we’ve become specialists in separating our thoughts, ideas and beliefs. Think about healthcare, education, religion, labor/management, politics, departments, competitors, markets, customers/suppliers and the way we think about everything – dividing everything into separate parts in order to understand the whole. But separateness is failing to inspire us – when one separately disrespects another, we fail as ONE. I believe that we are yearning to return to and achieve a feeling of being whole again and becoming inspired by the possibility of our ONENESS.

Q: How do you define ONENESS?

A: Throughout **ONE**, I describe how we have come to think in compartmentalized, atomized ways (which I call *atomism* or *separateness*), and how we can once again think holistically (which I call *holism* or *oneness*), and therefore find real meaning in leadership and in life. The *New Oxford Dictionary of English* defines holism as—*the theory that parts of the whole are in intimate connection, such that they cannot exist independently of the whole, or cannot be understood without reference to the whole, which is thus regarded as greater than the sum of its parts.*

Q: What is the ART of Conscious Leadership?

A: I see it as the exploration of the emergence of a renewed and powerful desire for oneness in our generation. I believe that advances in technology and communications have been a major impetus of this desire, and that the desire goes even deeper: it is a longing to regain the myth, mystery, and magic of a oneness we experienced before the dawn of separateness created by the ideas introduced in philosophy and science. It is this appreciation of our oneness that each of us is yearning to find in our leaders, and by which, deep inside, each of us aspires to be guided as we lead.

Q: How do you see your theory of oneness relevant in the 21st Century?

A: Well, I don't think it matters what century or what part of the world we are talking about. There are always causes and effects—there are never actions without consequences—anywhere—because we are one. If I throw my pop can out of my car window, I may think that this is no longer part of my world because I have moved on—but I would be wrong. If millions of others do the same, rivers will become polluted and my drinking water will be at risk. If I cheat or steal from my employees, customers or suppliers, I may think that I can get away with it, but this is a misconception as we have learned from the examples of countless industries and leaders. If we have a rancorous exchange with our spouse, it isn't just the other party who is hurt—we are both hurt because our relationship—our oneness—is strained, and this damages our marriage, and the refore, both of us. When we inspire a child to do something extraordinary, we change the world. We are one.

Q: What is the PRACTICE of Conscious Leadership?

A: Conscious leadership is practiced through the *CASTLE Principles*—CASTLE is an acronym for six attributes: Courage, Authenticity, Service, Truthfulness, Love, and Effectiveness. Like all fundamental, life-changing concepts, these are simple ideas—well known to us all, yet easier to talk about than to live. If we can embrace these principles, they will help us to see the sacred connections between everyone and everything—which is the source of conscious leadership.

Q: How did you come up with these CASTLE principles?

A: I wish I could take all the credit, but I didn't really discover them—they discovered me. In my consulting work and during corporate retreats, I have asked participants to describe the characteristics of *ineffective* relationships—whether at home or at work, in politics, religion, academia, relationships, and among families and friends. This research showed that people were typically turned off by others who were not courageous, authentic, serving, truthful, loving or effective. It made no difference whether they were a CEO, a stay-at-home Mom or an athlete. It was a small intellectual leap to conclude that living fully in the opposite of these limiting behaviors might reveal conscious leadership—and so the CASTLE Principles were born.

Q: How does someone learn to use these CASTLE principles?

A: What's so heartening with this message – in these busy times, is that there is nothing new to learn—no challenging theory or equation. These are concepts that are within us already, that at some stage in our lives have been fully lived at least once, but, for many, have been lost, and now, we yearn to reclaim them. The approach taken I've used in the book is simple: *recall when you were at your personal best and live at this peak again.*

Q: How does ONE reframe our view of leadership?

A: In **ONE**, I propose that we reframe our view of leadership—not just in the context of work, but in the larger context of life. I use this formulation, rather than the more usual distinction between “work and life” because “work and life” is a limiting, fragmenting mindset based on separateness. It assumes a separation of work and life, and of course, there are not two things to separate—there is only *one* thing—it’s called *life*, of which work is just a part. The endless search to balance these two is thus a hopeless one, because modern communications, the global nature of the workplace, the changing nature of what we call “work and the adaptations of culture accentuate the obvious: that “balance” is irrelevant. Such thinking emphasizes our tendency to separateness thinking. Life can be perceived as one again when we seek to be inspiring, conscious leaders living fully integrated lives. And we are all leaders from our first breath—who can ignore the demands of an insistent baby? The challenge, then, is not how we can balance work and life, but how we can lead *integrated* lives through the realization that all the parts are really one.

Q: Who is the ONE audience?

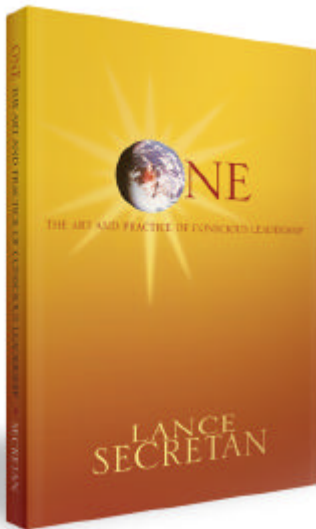
A: This book is a dialogue for all leaders in all walks of life—and embraces the leader within each of us, whether we are CEO, team member, follower, parent or child. It is important reading for those who yearn for innovative ideas about leading and living consciously in ways that will inspire and transform people, organizations, and the world. Many have told me this is my most accessible message yet —so I hope that it captures the imagination, the hearts and the minds of people everywhere — who simply want to make a positive difference.

Q: Your last book, Inspire! What Great Leaders Do was published in the U.S. by Wiley and Sons. Why did you choose to self-publish ONE?

A: I was interested in getting the message of oneness into the world, and realized working with a passionate community, and removing cost barriers were very important steps in achieving this. I wanted to create a publishing model for **ONE** that was aligned with the message. This has certainly been a unique and brave initiative, where each step of the way, we practiced and witnessed the power of the CASTLE principles. We have joined with hundreds of passionate teachers and thought leaders who have come together as one, from England, Holland, Germany, South Africa, Australia, New Zealand, the United States and Canada to support, build and celebrate the power of **ONE**.

Q: Any final thoughts you’d like the world to know about ONE?

A: I’d like the world to know that this message is far greater than ink and paper. It is a mission, being celebrated by an international community. This community has collaborated not only in developing the manuscript for **ONE**, but also in a literary open-source project that is co-creating the suite of working tools that breathing live into the innovative leadership practices found in **ONE**. They have contributed and helped to fashion what will be received and taught by others around the world. By modeling the power oneness, these leaders have all stepped forward with a desire to change the world at work, at home and throughout their communities. They are true models in the art and practice of conscious leadership.



The CASTLE Principles

The Practice of Conscious Leadership is through the CASTLE principles. CASTLE is an acronym for six principles, of being and action within us all, that have proven, and are proving, to bring oneness to many lives:

C **OURAGE:** Being brave enough to reach beyond the boundaries created by our existing, often deeply held, limitations, fears, and beliefs. Initiating change in our lives, of any kind, is only possible when we are courageous enough to take the necessary action.

A **UTHENTICITY:** Committing oneself to showing up and being fully present in all aspects of life. Removing the mask and becoming a real, vulnerable, and intimate human being, a person without self-absorption who is genuine and emotionally and spiritually connected to others.

S **ERVICE:** Focusing on the needs of others by listening to them, identifying their needs, and meeting them. Being inspiring, rather than following a self-focused, competitive, fear-based approach.

T **RUTHFULNESS:** Being truthful in all thoughts, words, and actions, and listening openly to the truth of others and refusing to compromise integrity or to deny obvious or universal truths, even when avoiding the truth might, on the face of it, seem easier, especially in testing times.

L **OVE:** Embracing the underlying oneness with others and life. Relating to and inspiring others and touching their hearts in ways that add to who you both are as persons.

E **FFECTIVENESS:** Being capable of, and successful in, achieving the physical, material, intellectual, emotional, and spiritual goals we set in life.