



7 PARADIGMS OF FEMININE LEADERSHIP: How Women's Soaring Influence will Change the World

Interview hosted by Liyana Silver on January 17th, 2011

(L) Welcome to a New Paradigm in Feminine Leadership: How Women's Soaring Influence will Transform our World. With my dear friend and colleague and also executive coach and co-creator of Mind, Money and Meaning, Jennifer Russell.

I just want to say a few words of introduction before I hand her completely over to you. She's got just a wealth of information to cover. We don't want to waste even one moment.

I want to begin by a quote that Jennifer might repeat. It's a great one and really sets the stage. It's a quote by the Dalai Lama. It says, 'The world will be saved by the western woman.'

Jennifer is going to dive in and really teach you her angle, her corner of understanding where is the divine feminine in our modern world, especially for those of us who are entrepreneurs or business women and have an extraordinary craft or gift to give to the world.

And may not be as easy as we'd like in getting our message through in the business world. You're really going to learn about this new paradigm in feminine leadership and how it can transform your experience in your life.

I just want to tell you a little bit about this extraordinary woman who's going to keep you company for the next hour and almost a half. She, for many, many years and when I met her, was working exclusively in high impact startups.

I remember meeting Jennifer for dinner and she was describing this new technology that she was working on and created that would revolutionize the printing industry and basically make it completely nontoxic. That would really revolutionize our experiences. Incredible amount of waste.

She said to me, "Molecules are sexy." That just started a beautiful mutual appreciation fest. Jennifer's background is in molecular chemistry and all kinds of things I probably can't pronounce. She'll tell you more about, but she's taken a turn over these last several years and partnered with an extraordinary business coach and they just complement each other so well.

Bryan Franklin, for whom many of you know, and really is in the business of creating the most impactful group experiences on the planet. I've had the pleasure to watch her apply her sexy brain to those like you with a message, with a contribution to the world, get it out into the world.

And to have major success beyond what you or any of the people I've witnessed though previously possible without sacrificing any of the quality in their lives.



7 PARADIGMS OF FEMININE LEADERSHIP: How Women's Soaring Influence will Change the World

I just watched their programs and their influence on friends and clients of mine revolutionize and rock their world. Whether it's solo-practitioners just starting out or really high level execs, this is just an original thinking, an inspiration, a very powerful woman and a truly committed being that you're going to be in the presence of tonight.

Jennifer, anything I missed?

My Personal Journey

Not at all. That was one of the most generous and beautiful introductions. Thank you so much. I'll hope to live up to it for all of our listeners tonight.

She's done an incredible job of giving you a sense of who I am and why I'm here. I thought I'd give a little bit of a sense of why I'm so fascinated and inspired by this topic of feminine leadership and why I think it's so important to delve into it now.

As Liyana already said, I got my start in the area of environmental science. Mostly I was driven from a very young age with an incredible curiosity for how the world works. I had a purpose that I came into contact with very young of wanting to leave the planet better than I found it.

My first foray into that was using the best that science had to offer in order to create technologies that basically saved our planet and did things for the world that got rid of some of the toxins. The environmental movement of social entrepreneurs was one that was really near and dear to my heart.

I started in that career as a woman in a highly, highly male dominated field, as a student of leadership and how to create change. My initial foray was one of trying to be more masculine in order to play their game.

When I first went into the corporate arena, I noticed that I was mostly trying to be hard and driven and focused. A lot of things that I admire and value about my personality that helped me get ahead, but I also couldn't help but think that maybe half the deck was missing in the way I was going about things.

I wanted to explore what other ways that we can lead in organizations and create change.

For a very long time I was a very, very masculine woman in that field. I realized that I thought that it was the only way I could play.



7 PARADIGMS OF FEMININE LEADERSHIP: How Women's Soaring Influence will Change the World

Not that long ago I got an offer from my partner, in life and in love, who came to me and offered to have me instead of working with test tubes, come and work with people. He was one of the most incredible speakers and transformational gurus I had ever witnessed.

He was creating some of the most impactful group experiences on the planet. He comes to me with an offer of, 'You're one of the most exciting executive I know. Come and help me build this new organization where we go out and help the entrepreneurs of the world and nurture their ideas and help them create a ripple effect in the world.'

It was hard to leave the career I was in, but I realized that one of the main reasons that I am on this planet and really wanting to use my career was to create more of an impact. I realized that working with people, that there would be a ripple effect.

- 1) I could just work on the technologies I was working on....OR
- 2) I could work with hundreds, dozens of entrepreneurs and dozens of organizations to create more and more change for people and helping them to nurture their ideas so that they get out there.

I eventually said yes after several months and decided to come onboard and work with Bryan Franklin, who some of you might know. It allowed me to live the dream that I had always had. To be a deliverer and not just a seeker of knowledge and ideas.

What drives me and what's most important to me is impact. What I want to do in the world is help entrepreneurs and those with the spirit to make a difference on the planet, to go from having success to having significance.

What I want to do is inspire all of you and all of us in order to do that in a better and better way.

I was asked, not that long ago, about what the source of my presence and power was in being a student of the topic of leadership. One of the things that I think has been a real asset for me is the family that I came from.

I had the two most extreme examples of parents on the national and feminine continuum you could imagine. My father was 6'4", 250 pounds, financially driven, results focused, hard, shrewd intellectual. The warrior archetype.

He was incredibly successful and savvy at business. I gleaned a lot of knowledge and information about how to be successful and helped drive my career to a place where I was running companies and on boards and really doing well in that world.



7 PARADIGMS OF FEMININE LEADERSHIP: How Women's Soaring Influence will Change the World

My mother, on the other hand, was the extreme feminine. She was highly, highly spiritual, very compassionate, unconditionally loving. She was an artist by trade. Highly sensitive. I went to crystal healers and channelers. She rejected all the cultural norms. Rejected the whole nine to five and working for a living.

Here I am a young child betwixt to these two parents. As we are children, we have to create a feeling of love and safety and belonging with our family of origin. I think some of my power as a leader has come from what was necessary for my survival, which was to straddle and integrate them both.

As I heal with both of them and as I become closer to my mother and my father, I'm more able to embody the wisdom I see from the masculine and the feminine.

An Evolution vs a Revolution

What I want to talk about, as I dive into this discussion tonight, is what this isn't. This talk is **not about critiquing what's wrong with the masculine and perspective behaviors and ideals**. It isn't about rejecting or tearing down the old way to make ready for the new.

It's **not an either/or** discussion. There is wisdom in both sides and I'm not here, like many feminists that I've gotten in conversations with, to say that men are the root of all evil. That everything we've learned, to create the society and civilizations that we've come upon, we need to throw away.

I'm also **not here to make this a really esoteric conversation** where we talk way over on the other side of the continuum about everything about 'being' about 'flow' and 'just allowing' things to happen and being way off in the realm of metaphysical.

Because **when you're too far in that realm, it doesn't inspire** and people don't necessarily want to follow.

What I am here to talk about is what I call an evolution instead of a revolution. **Where a revolution basically rejects what came before, an evolution incorporates into the whole that which came before and leaves room for new ideas and new paradigms.**

In this case I want to talk about new paradigms of feminine leadership because for a long time we've seen a highly patriarchal world and I think it's time, the time is now, for us to champion the other. I believe it's a continuum where they both support each other.

This talk may be a little different than some of you might have thought.



7 PARADIGMS OF FEMININE LEADERSHIP: How Women's Soaring Influence will Change the World

What I'm Here to Do - Why this is so important...

If that's what it's not, let me tell you about what this talk is about. What I'm here to do is to help transform business into a life nourishing endeavor and what I think is necessary for the survival of evolution of humankind.

Many of us have our careers as the thing that drains us, as the thing that we sacrifice for. I'm here to talk about a paradigm where **what you're doing in your life**, in your business, in your community, what you're doing for money and finance **can be what nourishes you and can be in alignment with who you are**.

I'm also here to talk about how **learning how to be adept at changing the hearts and minds of the people around you to create a new future** that would not have happened anyway **is the single most important key to your freedom, happiness, and success**.

That's exactly how I define leadership as the ability to create a future that would not have happened anyway and a keen and sophisticated understanding of how to change the hearts and minds of other people.

Imagine for yourself, for a moment, that you had a greater ability to do that and imagine what you could accomplish in this world. I'm here to talk about how you go about doing that.

I'm also here to inspire you and challenge you to take on some of the paradigms that we're going to be talking about and interact in your business, in your relationships, in a community **[14:43 inaudible]** with that paradigm so that you can see the ripple affect that that has on your lives and the lives of the people around you.

Why Now? Crises On Multiple Levels

That being said, I want to go into why now. Why is it so important that we make this transition and champion the divine feminine now?

Mostly I think it's because **we are experiencing crises on multiple levels**. We have an apprehension about our future with so many crises coming to a head.

What I mean by crises is we've got economic crises. We've got things like **economic bailouts, housing crashes, recessions, and it seems like Enron scandals and free falling markets** followed by international falling markets. We have a clear economic crises going on that's making for a lot of uncertainty.



7 PARADIGMS OF FEMININE LEADERSHIP: How Women's Soaring Influence will Change the World

We have environmental crises. We have **oil spills, global warming, water shortages, fuel shortages, oil shortages, poor air quality.**

We have epidemics. We have rising obesity. We have low nutritional value in our food. We have famines occurring. We have poor nutrition occurring where people aren't getting what they need. We have us where we consume way more than what we need in order to be healthy.

Finally **in our relationship we have crises there.** We have a **high level of divorce and domestic violence** that continues.

I think the questions that we are facing are deep and disturbing and we are wondering how we are going to solve the seemingly insurmountable social and ecological problems we've created.

All of that may sound awful and deep and dark, but I'm here to say that I believe that **our species is an emergent aspect of 15 billion years of evolutionary development** and **we are the leading edge of this evolutionary transformation.**

One of the most inspiring women that I know said the following, *"Our image of the future affects our actions. As we see ourselves, so we act. As we act, so we become."* (Barbara Marx Hubbard)

Crisis precedes transformation. Our history shows us that these are evolutionary drivers. These are vital stimulants which breed **[17:28 inaudible]** innovation. I feel like we're at a point now where the crises are at a head, which is going to help trigger us to change the way that we think about things, change the way we do things.

I believe that we can all play a significant role in determining a future that has an inspiring future as it was our past.

Why Now? Polarities Out of Whack

The other reason why now is because the **polarities are out of whack.** For a long time we've had a patriarchal model of leadership. Every time we looked at how we lead, we see a highly male model. One of the **highest leverage things we can do when one polarity is out of balance is to champion the other.**

I want us to champion some of the feminine to solve and use the wisdom from both polarities to solve the world's crises and our own personal challenges, thus gaining the range of both. That's what I'm here to talk about.



7 PARADIGMS OF FEMININE LEADERSHIP: How Women's Soaring Influence will Change the World

Let's go into some of the seven paradigms that I want you guys to talk about. If you're taking notes as we're talking through these paradigms, I want you to pick the one, after I'm done, that you feel like is the area where you might work on most.

Start looking at the ways that you might change how you're approaching your life, your business, your community, your friendship, and your relationship and see how perhaps moving yourself to the other side of the paradigm and treading a new path might help inspire those around you and create a new future for yourself.

Paradigm #1 – Competition vs Collaboration

On the more masculine side we see a competitive paradigm. That's a **win/lose**, dog eat dog paradigm that we've had and this has created incredible things in our world, but what I want to see is a collaborative paradigm versus a competitive paradigm taking place.

What I am getting really excited about is a **trend, at least in my industry, where there is more collaboration** between people. Rather than thinking that when one person wins, the other loses we have a more feminine model where we're looking to collaborate and contribute to one another and work together. We start to realize that we can experience non-linear growth when we combine our efforts.

One of the reasons that we do calls, where people like Liyana and I can get together, is because we know that by working together and pouring our resources and sharing our ideas that we both stand to gain learning from one another.

What I'd like to see is all of us having a more collaborative and abundant mindset instead of thinking that if you are helping the other people in your network, and the people that you work with, and even your 'competitors, that helping them might erode your ability to win. Instead see how nurturing those relationships are and how they can help you succeed.

I think we can create an environment where all of us are creating more rather than less. This is not to do away with competition. This is just to champion more and more collaboration and the mindset that you aren't losing just because someone else is 'winning'.

EXERCISE: Pick 2 People You Compete With

I want you to do a thought experiment during this that you might think about later when we're done. The exercise is this: think about two people that you're the most competitive with where their win feels like a loss for you. Think about those two people.



7 PARADIGMS OF FEMININE LEADERSHIP: How Women's Soaring Influence will Change the World

Then think about an act of generosity or kindness that would give them some advantage. Think how you might contribute to their success in a way that helps them further what they're doing. In so doing, I want you to notice the ripple effect of what that does for you in your life as you begin to become the person that is a contribution to the people that you know.

My premise is that more and more people will gravitate to you and you'll have more success.

A story I'd like to share with you about this idea is about a couple of people that were in our program last year. We had two people that were both looking to be coaches and consultants. Unlike the other people in the course, they decided to work together.

They shared leads. They co-taught. They mentored. They advised each other. As a result of that partnership, they became two of the most successful people in our program. Each of them started from scratch.

They had both left their current careers to start a career in coaching and had created a six-figure business, each of them, in less than a year. There's something to be said for understanding the value of collaboration.

Paradigm #2: Goal Setting Model vs the Emergent Model

The masculine mindset is one of setting goals. We create a business plan. We create a set of things that we're trying to accomplish. We're at 'A' and we're trying to get to 'B' and we create milestones.

This is a valuable way of creating a new future, but I want to offer you a feminine paradigm of rather than just setting goals, of going from A to B, nurturing all of your relationships to see what happens. This is an emergent paradigm. Let me explain what I mean.

The feminine paradigm would, rather than creating a plan and a goal, you'd create fertile soil around you and that fertile soil represents the network of people that you know. As you are pouring the nutrients into that soil, like we were saying collaborating and contributing to them, you would see what emerges. Out of that soil there are things that will sprout up. These will become new possibilities for you. This is an emergent paradigm where rather than linearly completing the steps along the way to your goals, you are literally just creating value in your entire network and seeing what emerges and following that.

What happens when you do that is you have more and more possibilities rising up as a result. Many of which you could not have predicted. If you have many, many people in your network that you are trying to help, more and more of them will be inspired to help you and bring opportunities your way. What might be possible for you is a possibility that you might not have ever imagined.



7 PARADIGMS OF FEMININE LEADERSHIP: How Women's Soaring Influence will Change the World

A story I want to share on this topic is one about one of my favorite people on the planet who we have worked with. He's a personal friend of ours. When we met him, he was struggling. I think he had a savings account from his parents. His best month financially was \$3,000 in any given month and that was the best he'd ever done. It was really unstable and inconsistent.

He took on nurturing his network as his personal mission with or without any monetary compensation. He asked himself how could he be a connector and a networker of people in his communities? How could he take everyone that he knew, nurture those relationships in such a way to create value for them?

He would introduce everyone in his network to those most relevant to them. He would look for ways that each of them could help one another without a focus on necessarily the value it would have for himself, but just with the clear idea of how they could benefit each other.

As a result of that strategy and of him being very, very deliberate about that, he's created an incredible network of millionaires and billionaires, and is now living his dream of having a career as an author. He has two six-figure book deals. One of those deals with one of the most famous public book agents on the planet. He has a marketing and consulting business that grew to six-figures...all because he focused all his energy on nurturing his relationships and then moving towards the one that sprouted into opportunity. He is an incredible success story and example of the emergent model.

Paradigm #3 Profit Motive vs Service Motive

The next paradigm that I want to talk about is moving from a profit motive to a service motive. This is seeking to provide value...and when you're providing value, money will take care of itself.

With a purely profit motive, not that businesses don't need any profit motive in there, but with profit as your only motive what occurs to you to do is entirely different than if your focus is on the question 'how can we provide the highest service and the highest value possible to our customers and to the people that are in our world.

The more committed you are to *their* winning than you are to what you're doing, the more your business will grow. The power of a word-of-mouth campaign on what you do and your ability to get in front of the right people improves accordingly.

One of the things that we're seeing in our industry that we do as well - is that we continue to 'move the free line', which means this - we continue to give away some of our best stuff and work with people pro bono and provide a lot of value.



7 PARADIGMS OF FEMININE LEADERSHIP: How Women's Soaring Influence will Change the World

Instead of having that feeling of 'Oh no, no, no. I can't give away this...this is some of my best stuff.' We try to give that away to create a relationship and a sense of service and as we're doing that, more and more people want to work with us. There's an incredible benefit to doing that. It creates reciprocity.

There's another story I want to share with you on this topic. We were at a marketing summit with a lot of the most famous marketing gurus on the planet who were getting in front of the room to teach the latest and greatest tools and techniques on how to grow their business. Most of the people there had six and seven-figure businesses, there were a few that had multimillion dollar businesses that were up there in front of the room. They were focused on all of the tricks and tools to market effectively. How to improve conversions.

Then one of the things that impressed me most was a man, by the name of Dean Graziosi. He got up in front of the room. He has built a \$100 million business, but he is in a completely different league from everyone else that had gone on stage before him. Rather than talking about all the tricks and tools on how to build your business and market better, he talked about his obsession with his customers. He talked about how **he measured the growth of his business, NOT by the number of sales and how much profit he was making, but he measured the success of his business based on the success stories he was creating** with people that he was working with.

Something really profound to me about that as an idea and that as the driving force is that it occurred to me that if you have that as a motive and everyone in your sphere is having incredible success, that's the kind of person that you want to work with, that's the kind of person that you want to mentor and advise you. A profit motive versus a service motive was what he was highlighting.

Paradigm #4 Leading to Gain Power vs Leading to Empower

This one is one of my favorites. This is leading instead of to gain power, leading to empower. So many people want to join an organization to have authority for authority's sake. They want to have the power because there's something sexy and fun about having authority.

These are the positions that make the money. These are the positions that tend to stroke our egos, but **if we're just looking for power for power's sake, we're missing what the true power of authority is, which is to empower all of those around us.**

If you were just seeking authority and power, you'd be assuming that you can comprehend the whole system and make all the decisions down to the last detail. But **if you want to work in a self organizing system, you have to empower all of its parts.** You can empower and inspire those parts.



7 PARADIGMS OF FEMININE LEADERSHIP: How Women's Soaring Influence will Change the World

You have to trust that each part is how it needs to be. The extent to which you have shortcomings is the extent to which the system you have domain over will falter, if you're not learning how to lead to inspire and empower those around. **Your responsibility as a leader is to empower at every turn, to inspire. If you empower, your flaws are inconsequential.**

One of the ways to do that is to be less specific about the method and more specific about being incredible at communicating your vision and the outcome. Able to do that and you're able to inspire those around you. What you create is well beyond what you could think of because then you're combining the intelligence and the wisdom of everyone on your team.

In my history I had two bosses when I was in the corporate arena in biotech. It was incredible the difference in what I was inspired to do under both of their leaderships. I had one of them who was always micro-managing me. He was trying to exclude me from meetings. I was feeling like he was telling me exactly how to do everything. He was getting into the nitty-gritty and wanting everything to be his own way without even asking how things had come before.

He was a new hire. They paid a lot of money to have him come. He worked for some very large corporations. Proctor and Gamble and Colgate Palmolive. He had risen to the top in those organizations. They trusted that he'd be a good leader in a smaller entrepreneurial organization – bringing all of his experience and wisdom.

I found that his style of leadership, which was all about gaining authority over us and his team and taking authority away from us, was really demotivating and demoralizing. My contribution to the company plummeted under his leadership.

Conversely under the leader who was the senior VP at the time at the same company, he had a way of inspiring us to bring out our best. Under *that* leadership, I was brought in and told that my contribution was greater than any 10 people at the company and I attributed it to his leadership because of how empowering he was.

It can make an enormous difference. We went from launching 40 products to launching 0 under both of those leaders because of their style. It's a really significant difference you can make by being more inspiring to the people around you.

EXERCISE: Pick Someone to Empower

I'll encourage you, as another exercise, to find someplace where you are relying on someone, where you want it to turn out a certain way and empower them to do it in the way that they see fit. See if you can be more of an inspiration to them.



7 PARADIGMS OF FEMININE LEADERSHIP: How Women's Soaring Influence will Change the World

Paradigm #5 Resource Obtaining vs Resource Sharing

This is a paradigm of resource obtaining on the masculine side versus resource sharing, which is a more feminine paradigm.

There are global ramifications to our obsession with obtaining more. Our U.S. population makes up about 5 percent of the population of the world and used to consume about 40 percent of its resources.

We have this obsession with creating a lot of waste and using up a lot of these resources. We throw out 200,000 tons of edible food daily. We're reaching a crisis point where we need to have focus on sharing these resources rather just on obtaining. We need to use them wisely.

Paradigm #6 Loyalty to Ideas vs Loyalty to Life

A loyalty to ideas, which is more of a masculine paradigm, versus a loyalty to life, which is more of a feminine paradigm. **Often we focus more on our idea, our innovation, our technology than on our customer and our own lives and the lives of our customers.**

This can get you out of whack. It has cost our economy trillions where we've invested in ideas that never went anywhere instead of businesses that were based on creating an experience for the customer that allowed them to be more sustainable.

The rate of change is getting faster and faster and **as we approach chaos, that is the feminine domain.** There is less and less order and in chaos is opportunity and danger. The feminine tends to thrive in that chaos instead of fail.

With a loyalty to life and a loyalty to sustainability, we've got companies that can continue to play rather than a loyalty to an idea that isn't working, that's using resources, that isn't adding to the lives of the people that are working there and the people who that company is serving.

Another story I'd share about this one and I hear this a lot about people who want a balance in their life where they feel like their whole lives are a sacrifice to their job.

A man that was in our program last year was working 50, 60, 70 hours a week. He was a patent attorney. He began working with us and in working with us he not only doubled and tripled his business, he was several months in and in a very heartfelt share said, "Now when I'm home...I'm *home*." Meaning that he didn't take home any of his work – he was really present. What he meant was that he was actually with his wife at five o'clock, the end of his work, and saved his marriage and saved his family life as a result, which was ebbing away at his lack of attention to it.



7 PARADIGMS OF FEMININE LEADERSHIP: How Women's Soaring Influence will Change the World

What he did was focus on how can he create a business that integrates his family life, his desire for an integrated life where he is both happy at home and happy at work. He began to learn how to leverage his time as a result and created strategies to create a lot more business for himself in a lot less time. We worked with him on that and his wife thanked us for it after. Loyalty to life instead of ideas.

Paradigm #7 – Conquering the Physical World vs Integration of the Whole

The last paradigm I want to talk about is the paradigm of instead of conquering the physical world, seeing us as an integration of the whole. Instead of an either/or, we are a both/and. We aren't just humans separate from animals. We are an integrated whole on a planet that is alive.

We distinguish ourselves from the rest of the animal life in the whole Earth systems and **we try to conquer physical matter and the physical world**. On some level I think we see it as dead and something that we are here to conquer.

The problem with this is it contributes to our willingness to use our natural resources to its detriment. **As we create more and more advanced material lifestyles as a barrier between ourselves and nature, we're depleting the various physical resources we depend on to live.**

We need to have a paradigm that we are an integrated whole rather than create businesses and lives that are about conquering the physical world.

EXERCISE: Pick 1 of the 7 to Champion

In summary with these paradigms, I want you to take a look and go through some of them. **Pick one where you feel like if you were to make a change in your life, you put yourself more on one end of the continuum and champion one of those paradigms, think about the ramifications that that could have on your life, on your relationship, on your community**, on how you might get in front of more and more of the right people. How you can nurture the relationships in your life so that more and more people are talking about what it is that you do and wanting to help you and you are amassing around you a community of people that are having the same mission and the same goal.

SUMMARY

The less compelled we feel to defend who we are, the more energy we have to invest in becoming the best version of ourselves. That greatness demands both decisiveness and flexibility. Courage and prudence, strength and vulnerability, action and introspection.



7 PARADIGMS OF FEMININE LEADERSHIP: How Women's Soaring Influence will Change the World

I challenge you to find the wisdom of both of those qualities in both sides of all of those polarities. Through measure of greatness is our capacity to navigate between our opposites with agility and grace. To accept ourselves exactly as we are, but never to stop trying to get better.

Q&A

(L) Here's where we're going to transition and I'm going to step in and moderate the questions.

Q1 I'm a female with a lot of yang or masculine energy. I'd like to learn how to shift into the balance of masculine and feminine in business so that I can gracefully receive what the universe has for me with intuition and deep knowing of the pulse of the universe rather than striving and expending so much energy.

I think you covered that a little bit in your paradigms, but if you have anything else to add, that would be great.

I definitely relate because I happened to start my life, and many people see me as a very young style person. For me it's been a learned thing to reintegrate some of the feminine aspects of my personality.

Some of the things that I've been learning to do is focus on the empowerment of those around me. I know I was a yang and masculine style person. I was a bull in the china shop when I started. People respected me, but didn't necessarily want to work with me.

It came through some humility and some learning on my part to realize that if I softened my personality and created more room for those to interact and add their voice, that what would happen on the other side of that would be a lot juicier and I'd have more and more people wanting to work with me.

I'd encourage you to pick one of these feminine paradigms, the one you feel like is the hardest for you and whether that would be empowerment or whether that's collaboration and I would encourage you to pick one of those and be really, really deliberate about bringing that into your life, being more on the other side of that continuum.

Incorporate some of these paradigms into what you do and I think you'll find that a whole new world of [1:10:07 inaudible] will open up to you. That you've been letting sit in the corner.

It's like the little five year girl who's got matted hair who's wanting you to let her take the seat for a little while and trust her. Trust that she has something valuable to add to the conversation and see what she has to say.



7 PARADIGMS OF FEMININE LEADERSHIP: How Women's Soaring Influence will Change the World

I've often done this where I will name the parts in me. We're all a conflagration of parts. You can give those parts power by giving them a name and looking at what their personalities are and what their hopes, dreams, and fears are.

Find the part of you that's the feminine. Find the part of you that feels more yin than yang. Give her a name even. Find out what her hopes and dreams are and then trust her to inform you and tell you what she wants for you.

What are the intended positive outcomes she wants to see? Have a conversation with her. You might be enlightened to see what it is that she sees for you and what lesson she has to teach the rest of you.

Have that conversation with that part of you and take that advice.

(L) Beautiful. Thank you so much for that.

Q2 What do you do when you get discouraged and want to give up? I like that one a lot.

I love this one. I was in this place not that long ago. I was completely discouraged, feeling like I wasn't having an impact, not liking where my career was going, feeling at a low point.

What I did from that place of discouragement is I looked at connecting more with my purpose. I have a short story I want to tell you that will illustrate what I did.

I was at this low point. I wasn't feeling connected. I didn't like what I was doing. The story comes from my interaction with Bryan, who's my partner in life and in love.

I went to him and said, "Look. I'm not liking this. What can we do?" He looks at me and says, "Let's just drop it. Let's do something completely different. Let's change everything about what we're doing and make it into something that you won't be so discouraged by. Something that you'll be empowered by and excited about."

I looked at him and I said, "You can't be serious? Can't throw away this incredible career as one of the most successful coaches on the planet creating these incredible programs. You'd walk away from that just because I'm discouraged and unhappy?"

He said, "Of course." I looked at him in crisis and said, "How can you do that? How could you just walk away from that?"



7 PARADIGMS OF FEMININE LEADERSHIP: How Women's Soaring Influence will Change the World

He said something to me on that day that I will never forget and has ever since changed how I view what I do on the planet and took me from being completely discouraged to completely passionate. It was this.

He said, "I can live my purpose doing anything. The circumstances make no difference. My purpose on the planet is to give more access to choice. It doesn't matter if I'm talking to somebody in line, if I'm talking to the waitress, if I'm working for somebody's company.

"I live that purpose anywhere that I'm at in every moment. I'm always in alignment with that. It doesn't matter what I do. I'm willing to do anything. Drop me in the middle of a foreign country and I'll live my purpose."

It was one of those 'ugh' moments where I realized I was so disconnected from what experience I wanted to create on the planet. I was so discouraged because I was blaming my circumstances for my inability to do that that I hadn't realized that all along all I needed to do was just decide on something simple, an experience that I wanted to create in the world.

Maybe it was empowerment. Maybe it was connection. Maybe just an experience. Then that day I just decided I'm going to figure out what my purpose is and go ahead and create it everywhere. I found every opportunity.

It didn't matter if I was doing it in the business, which I did start doing, but I also did it with all my friends and I started doing it in every conversation I found myself in. As I started to do that that feeling of discouragement started to disappear and then I started to get more and more on fire and more and more impassioned.

I'll encourage you, who submitted that question, to figure out what experience you want to create in the world and start doing that everywhere and watch your discouragement melt away.

The next question is I'd be grateful if you could address issues for women artists who want to create and be of service and at the same time thrive themselves. I'm not a business owner, but I am a writer, actress, and artist who's always worked in low income communities and now find it very difficult to survive, much less thrive financially.

How can we be true to our calling and also help shift the economic paradigm so that there's room for the artist to serve the community and make a good living?

I love this one because we get a lot of artists coming up to us asking us this question. Here's how I see it.



7 PARADIGMS OF FEMININE LEADERSHIP: How Women's Soaring Influence will Change the World

For those of you that have a creative endeavor and consider yourselves artists and have that struggling artist syndrome, here's what I want to share about that.

You have your craft. You have that art that you're good at. Many of us spend a lot of focus and time and attention on getting really great at our craft, but the problem is that we treat that craft as all we have to do in the world to be successful.

What I'm here to tell you is you need to wrap that craft around the three pillars that we talked about, which are marketing, sales, and leadership.

If you take your art and not depend on others, but depend on yourself to fall in love with marketing and sales and fulfillment, treat it like a business. Don't treat it as a hobby, like so many artists do. If you really want to make a career out of your art, you need to fall in love with marketing and sales at the very least.

Leadership is your way of having them want your art to change their heart and mind, to change their environment.

I would encourage you to be a student of the aspects of your craft that will create a successful business and realize that in every engagement you are selling yourself, your ideas, and your service. The day of just having agents to represent you is over for many, many artists. You have to treat it like a business.

The second thing I'll tell you around how to thrive as an artist comes from a woman who I admire and love. Her name is Danielle LaPorte. She's created what's called A Style Statement. I think this is a really, really neat idea.

She's written books on it. She's semi-famous in New York and a friend of ours. Here's what a style statement is. A style statement is two words that you combine that are provocative and unique that describe who you are and create a really visceral experience and a set of imagery.

If you take the time, as an artist, to determine what your style statement is and pick those words that are really evocative and create an experience for people as they hear them. Use that style statement to create your websites, to create how you speak to people, to create how you dress.

Use that to be the filter through which people experience you. Then you will stand out as an interesting character instead of just another artist that they come to meet.

Let me give you a sense of what Danielle LaPorte's style statement is to give you a sense of what these are. Hers, if you knew her, you'd realize how perfect these words are, but her two words are sacred dramatic.



7 PARADIGMS OF FEMININE LEADERSHIP: How Women's Soaring Influence will Change the World

Everything about what she talks about, how she dresses, what her website looks like, how our emails are written. Everything about her screams the experience of sacred and dramatic. The imagery that she creates when she does things is all sacred and dramatic.

These are very evocative words that you know her and you have a sense of her as an artist even though she's a speaker and a writer.

I encourage you, as artists, to pick these.

I'll give you one more example of a style statement on the business end and that's a real estate agent who was not selling art, but wanted to sell houses and wanted to stand out in a market where there were real estate agents everywhere she looked.

She created her statement, which was an elegant invitation. Imagine what that evokes. Imagine working with a real estate agent who everything about her screamed elegant invitation.

That's the kind of person you want to find you a home. That's certainly the kind of person if you're high end looking for something really beautiful and big, which were the clients she was looking for. You'll go to her faster than you'll go to anyone else. She became one of the most successful real estate agents in her area after doing that exercise.

- 1) Learn the three pillars. Fall in love with sales, marketing, and leadership. Treat your art as a business if you really want to create it as a career and not a hobby.
- 2) Create a style statement for yourself so that people have an experience of you every time they interact that evokes what you are trying to evoke with your art.

That's that one.

(L) What's your question?

Q3 Thank you Jennifer and Liyana. This has been absolutely inspirational. Do you help people who are starting pretty much from scratch? I've got a few little questions.

Next: how crucial is the three day live event to your program? Where and when is it being held because with international travel this has to be planned quite some way ahead?

Also, the same question applying to the retreat and is that held after the course is completed?



7 PARADIGMS OF FEMININE LEADERSHIP: How Women's Soaring Influence will Change the World

I'm going to start with your first question. Do you help people that are starting from scratch? The answer is absolutely yes. I'm getting this question a lot because we've just had five or six people join our program that are in exactly that boat.

They're at a transition in their lives where they want to do something different. They're not all the way sure what they want to do and they want to use our guidance in the program to help them figure out what that is and to get a lot of clarity.

Yes, we'll absolutely do that and part of the way we work with people who are in your scenario, if that's you, is we find out where their little geniuses are. There are things that all of us do that we almost take for granted.

We don't even know that it's a talent because it's just so natural and normal for us. What we do is we work with you to figure out what those things are, what those natural genius talents are and we work with you on finding where your passion is and what experiences you're wanting to create.

Then we look at our networks and the people that we know and brainstorm ideas to create businesses that might be in alignment with all of that.

We'd take a look at what your current network is and see if there's anything that is common that your current network of people need that you can provide and go from there. We'll also look at the people that have businesses already running that need help and see if we can connect you to those people.

That's how we work with people. That's an oversimplified, but short answer to how we work with people who are in transition.

Let me answer the next question. How important is it to come to the live event? I'd say it's fairly important because at that live event we get you in acquaintance with your virtual board and we're going to send you off to do one of the assignments of the course.

If there's any way to make it and you're considering it, highly, highly recommend it. However, I will say this. We have a couple of people already in the boat of I have to miss it, but I don't want to miss this whole year of your program.

Here's what we do for them because people have lives and it happens. Some people have planned events well in advance of our program and they can't make our weekend. We have, I think, at least three people in that boat right now.

Anyway, what we do is we record the entire event. We do audio, video, and we're going to have handouts and PDFs. What we do is we provide that for you. We have a transcriber that transcribes the



7 PARADIGMS OF FEMININE LEADERSHIP: How Women's Soaring Influence will Change the World

event and we provide you the transcript, the audio, and all of the handouts to the event so that you get to experience it even virtually.

We don't provide that to anyone, but the people that miss. Everyone else, they had the experience of it. You uniquely will get the transcript and audio.

And we will sometimes do a makeup session that's a very shortened version where we work with you one-on-one or one-on-the group, like the group of people that missed and we'll get all of those people together and walk through what we did and try and give you a little bit of the interaction that we created at the event.

We have had to deal with that in the past.

Now let me answer the question about locations and times. Our program starts, our live kickoff, we have two to choose from because we have a lot of people located on both coasts.

Our first live kickoff event weekend is in New York City. We have another kickoff event in San Francisco, in the bay area. It helps for tickets if you do at least three weeks in advance. That's the location.

The retreat happens in the middle of the program. The retreat happens in July and it's in the wine country of San Francisco and is one of the most beautiful events that people attend all year. Many of them found that to be their favorite part. We throw that into the Mind, Money, and Meaning program and our Ascended Masters program if you decide that that's a match for you as well.

Did that answer those questions? Did I hit it all?

(P) Yes. Thank you very much.

You're welcome. I encourage you if you have some curiosity and any other questions, to sign up for the session and we can talk about it further. But thank you so much for that.

(P) Thank you

(L) We are going to start to wrap-up here, but I really encourage you to bring your questions and go for it. Signup for the free power consultation with Jennifer. We could spend the rest of the evening answering your really rich questions and Jennifer's extraordinary answers and unfortunately, we are out of time.

This is from a woman in Poland. I love getting people who are out of the country and in a different continent. She says, "Dear American people. Thank you so much for sharing your



7 PARADIGMS OF FEMININE LEADERSHIP: How Women's Soaring Influence will Change the World

knowledge and wisdom with me. Thank you for leaping me into new paradigms of being and having and building a new me."

Thank you for that shout out from Poland.

Thank you so much. It's so neat to have an international audience.

(L) Just for the sake of time, we'll go ahead and start to wrap-up here. Jennifer, any last thing that you want to say before we call it an evening?

Thank you all. This is a topic near and dear to my heart. I just want to leave you all with the idea that we women are, as the Dalai Lama quoted, the western woman will save the world. I really believe that there is some truth to this.

What I want to empower and inspire all of you to do is become the leaders that you are inside and nurture what it is that you're up to. Bring that out into the world and have the courage to take a leadership role in your lives. And have the courage to change the hearts and minds of those people around you because your influence is exactly what the world needs right now.

I just want to personally encourage you to do that. If there's any way that I can be of any help to that, even if you just want to reach out to me personally and you can figure out how to find me on the website, which I'm there, please feel free to do so.

The more women I connect with, the more I'm living my purpose. Thank you for all of your time and your energies and your wonderful questions and your attention. Good luck with all of your endeavors.

(L) Beautiful, Jennifer. What an extraordinary evening to spend hearing the way you put really quality thought into concrete action on how we can actually live the feminine in life and business. Just extraordinarily well done. Thank you.

Thank you.

(L) Beautiful. We will go ahead and call a New Paradigm in Feminine Leadership: How Women's Soaring Influence will Transform our World complete.