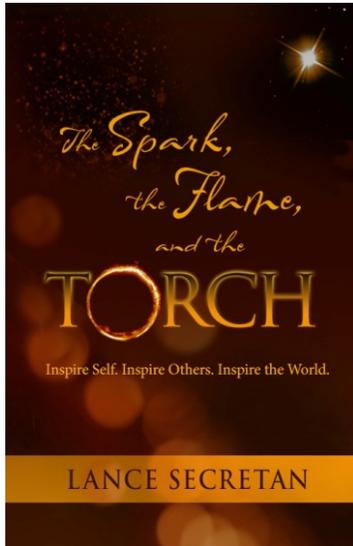


The Spark, the Flame, and the Torch: Inspire Self. Inspire Others. Inspire the World.



“Lance Secretan—through the use of his inspiring CASTLE Principles—shows us how to transform, stretch, and excite an organization to a new level of performance and excellence.”

Marc Benioff, Chairman and CEO, salesforce.com

**Caledon, Ontario, Canada – HIGHER GROUND LEADERSHIP®:
FROM SELF-INTEREST TO THE COMMON GOOD**

We are emerging from a dark era of leadership where the level of employee job satisfaction has plummeted and the level of social responsibility in corporate America is at an all time low. According to the Conference Board, between 1987 and 2009, the level of employee job satisfaction plummeted from 61% to 45%, and the number who finds their work “interesting” sank from 70% to 51%. Equally disturbing, the greatest levels of dissatisfaction are among those under the age of twenty-five—our most precious source of tomorrow's leaders. According to Rasmussen Reports 45% of likely U.S. voters think a group of people selected at random from the phone book would do a better job of leading America than the current Congress. The leadership style that gave us *The Great Recession* is not the leadership style that can build a resilient and inspiring future.

The next generation of leaders is discouraged by the leadership style that has eroded the global economy; **New Story Leaders** are yearning for inspiration, purpose and personal meaning at work and at home. These **Value-centered** leaders have an aura about them, a presence, an ability to inspire others that gets things done and enables them to live and lead with integrity and authenticity. They are guiding us into a brighter time of hope, awakened to the wisdom of creating inspiring organizations and a deeper sense of fulfillment. This is a philosophy Lance Secretan calls Higher Ground Leadership®.

In Dr. Lance Secretan's latest book, **The Spark, the Flame, and the Torch: Inspire Self. Inspire Others. Inspire the World** he integrates experience and theory to show us how to fulfill our destiny and create inspiring organizations. This book is typical of Lance Secretan – broad, imaginative, sweeping and radical—and breathtakingly inspiring. Lance Secretan has written many books about inspiration and leadership, but this is the first time he has taken his work of over 35 years and integrated it into a unified theory of inspired leadership. Here is a masterwork, which offers a comprehensive approach to being an inspiring person and therefore an inspiring leader. Complex ideas have been distilled, in Lance Secretan's trademark style and use of fascinating stories and metaphors, into simple, easily implementable concepts, processes and exercises that explain how to inspire a team, organization or country as well as your family and friends.

The Spark, the Flame, and the Torch: Inspire Self. Inspire Others. Inspire the World teaches us how to become a more inspired person, how to be a more inspiring leader and how to be the change the world needs for a brighter future. It is a brilliant work that helps leaders overhaul performance management and coaching practice, rethink leadership and focus on inspiration.

Lance Secretan's latest book, his 15th, *The Spark, the Flame, and the Torch*, is a manual for this new movement and will be launched in the spring of 2010.

THE SPARK IGNITES THE FLAME, AND THE FLAME LIGHTS THE TORCH.

Part ONE: First, the Spark is ignited. “The Spark”—is the initial energy that kindles the embers of inspiration within each of us; that moves us to live large and to inspire others, to reach our real potential, to make a meaningful difference in our own life, the lives of others and the world. Without the spark, we are ordinary and dull and our aim falls short of our dreams. The spark that inspires us is the rekindling of passion and energy, of dreams and magic in our lives, of relationships that lift us up, and of bearings that lead to meaning and fulfillment, excitement and zest. The spark initiates fusion, combustion and reaction.

The spark is awakened by a newly realized, deep, inner awareness of **Why** we are here on Earth, how we will **Be** while we are here, and what we have been called upon to **Do**. Few people have discovered the answers to these questions, or have even cared to explore them. They are content to live the unexamined life—and as Socrates said, “The unexamined life is not worth living”. On the other hand, great leaders are those who have reflected thoughtfully on these questions, and defined the right answers for themselves, and have therefore ignited “the spark” within them. This is the often silenced voice of the soul speaking, and this we call **Destiny, Character and Calling**— the *Why-Be-Do*—**why** we are here, how we will **be**, and what we will **do**. When one stands in the presence of someone who has a deep, inner knowing of who they are—an awareness of **Why** they are here on Earth, how they will **Be** while they are here, and what they have been called to **Do**—one is standing in the presence of an inspiring person. This is “the spark” that flashes and radiates from within them. Their certainty about their path, and the passion they have for it, makes them the kind of person that others want to be with and to follow, firing up their own hopes for living the same way. This inner awareness creates a fusion with their higher purpose and causes a powerful release of energy. It causes them to be inspiring—they can’t help themselves, because it radiates from within them and stirs the hearts of others.

With this inner knowing and inspiration, we develop a bold, audacious, thrilling, and inspiring ONE Dream® and pour all this into building powerful relationships that inspire.

Part TWO: The spark ignites the flame. “The Flame” is the fire within us that lights the way for others, that generates intensity and raises the temperature; that fires the spiritual and emotional rockets of our lives, that takes us to unexplored places of promise. The flame is bright and visible to all—it represents the values we practice, passionately believe in and model for others. The flame fuels a furnace that informs all our actions, and illuminates the path for others. It is our standard against which we calibrate our conduct. It represents the behaviors we model for others and teach to them, which in turn, encourages them to ignite their own spark and set fire to their flame. The Flame is a set of values we call the CASTLE principles, an acronym for six inspiring ways of being:

Courage: Reaching beyond the boundaries of our existing limitations, fears, and beliefs.

Authenticity: Being genuine, transparent and aligned with our inner voice in all aspects of life.

Service: Willing and actively supporting the good of the other.

Truthfulness: Being honest and transparent in all thoughts, words, and actions.

Love: Relating to others by touching their hearts in ways that add to who we both are as persons.

Effectiveness: Achieving desired outcomes successfully.

As we live by these principles, through our example and our actions, we are the flame by which others are warmed, guided, developed, comforted and inspired. This is how we change the world.

Part THREE: The flame lights the torch. “The Torch” is the legacy we create and the wisdom we pass on, the gift of mentoring, coaching and growing others—how we convert the spark into a flame, using it to light the torch, which we share with others. The flame is used to light the torch and the torch is used to carry fire to others. The torch is “paying it forward”, teaching others, helping them to grow and being an inspiring mentor for them. It is with our torch that we light the way for others. As Carl Jung reminded us, “As far as we can discern, the sole purpose of human existence is to kindle a light in the darkness of mere being”.

To live the inspired and inspiring life, we pass through these three progressions: we become inspired: *The Spark*; we live an inspiring life: *The Flame*; and, we share with others, the opportunity to do the same: *The Torch*.

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Lance Secretan

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BIOGRAPHY

Dr. Lance Secretan

Lance Secretan, PhD, is acknowledged as one of the most insightful and provocative leadership teachers of our time. A prolific writer and an advisor to leaders worldwide, he is revolutionizing the way that men and women integrate inspiration and leadership. His teaching and writing on conscious leadership, is radical and ingenious and has been hailed as among the most original, authentic and effective contributions to leadership thinking currently available. Individuals, entire organizations, cities and states have experienced remarkable transformations through his unique wisdom and approach. Thirty of *Fortune's Most Admired Companies*, and 12 of *Fortune's Best Companies to Work for in America*, are his clients. *Leadership Excellence* has ranked him among the top 100 Most Influential Thinkers on Leadership in the World and in 2010 he was ranked among the Top Five Leadership Speakers in America.

Lance and his wife Tricia, divide their time between a rural home in Ontario Canada and a Rocky Mountain retreat in Colorado.

