

Press Release

Dr. Lance Secretan latest masterwork *The Spark, the Flame, and the Torch: Inspire Self. Inspire Others. Inspire the World* earns critical acclaim among business leaders.

Caledon, ON Canada– April 2010



Higher Ground Leadership®: From Self-Interest to the Common Good

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 over 35 years and integrated it into a unified theory of inspired leadership. Here is a masterwork that 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-or 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.

The Spark, the Flame, and the Torch: Inspire Self. Inspire Others. Inspire the World is available for purchase in our [Estore](#) and on [Amazon](#).

For information about Lance's [keynote presentation](#) or to request an interview with Lance, please contact [Tracey Gilmore](#) at [The Secretan Center](#) by phone at 519-927-5213 (ext. 3) or email tracey@secretan.com.

*Business Leaders are inspired by Secretan's new book
**The Spark, the Flame, and the Torch: Inspire Self. Inspire Others.
Inspire the World.***

"We live in extraordinary times when breakthrough ideas and innovation are absolutely essential. Humana embraced the ideas in The Spark, the Flame, and the Torch, and they helped us define our future. We have been inspired by Dr. Secretan's groundbreaking work and every leader in America can be, too."

Mike McCallister, President and Chief Executive Officer
Humana Inc.

"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

"Lance brings great insight to what makes our companies and people tick. This insight, combined with his energy and inspiration, creates that all-important call to action."

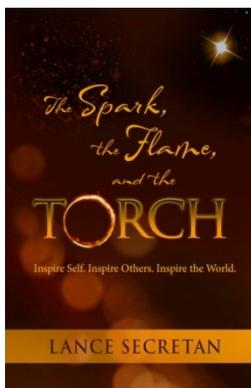
Dave Mowat, President and CEO
ATB Financial

"Lance Secretan and his team helped us regain confidence in our culture during our darkest hour. With disruptive challenges being driven upon us both externally and internally, we had to go back to the basics: what is our dream, whom do we serve, how do we decide between tough choices? The principles reflected in The Spark, the Flame, and the Torch are the very essence of how we regained our way."

J. Scott Spiker, CEO
First Command Financial Services, Inc.

"Lance has inspired a movement in Louisville which is lifting us toward a bright and prosperous future—where imaginations and individuals thrive. He helped us identify our ONE Dream® and create the plan to both realize and sustain it. Lance helped hundreds of community leaders discover their personal Destiny, Character, and Calling, and in turn they are inspiring thousands of people to work together, erasing traditional boundaries, and achieving our greatest possibilities in business, education, and government."

Joe Reagan, President & CEO
Greater Louisville Inc.



"Secretan's latest work, The Spark, The Flame, and The Torch is, without question, nothing short of outstanding! Lance continues to bring clarity to issues that are most complex. It is a wonderful introduction to the "Age of Enlightenment", and simultaneously worthy of graduate level study."

Metaphorically, and otherwise, it is his best ever. With love and inspiration, this work will indeed change the world. Every single concept addressed, in our First Command partnership, and in the six other books of his that I have read, is more clearly and inspirationally contained in his latest work.

Everything from the CASTLE principals, Destiny, Character, and Calling, the 5 Dynamics, Voice, Primary Values, Accelerators, and the Shifts are terrific. I loved the quotations from other inspirational people, and the stories that illuminated the issues. Bravo!!!

Thomas Cheritt, Vice President, Development & Training West
First Command Financial Services, Inc

“The work done by Lance Secretan for our organization was seminal and transformational. The One Dream® engagement inspired us to break through our traditional boundaries to capture the essence of our dream—providing us with a deep and passionate vision that is both inspirational and aspirational.”

Len Crispino, President & CEO
Ontario Chamber of Commerce

Lance Secretan’s latest book, *The Spark, the Flame, and the Torch: Inspire Self. Inspire Others. Inspire the World* teaches leaders how to become a more inspiring to be the change the world needs for a brighter future by overhauling performance management and coaching practice, rethink leadership and focus on inspiration. Please support our movement to create positive change in the world by going to www.secretan.com/torch and sign the **PLEDGE** to be an inspiring person in every thought, word and deed! PASS IT ON! ☺

Tracey Gilmore, Director of Delivery
The Secretan Center, Inc.