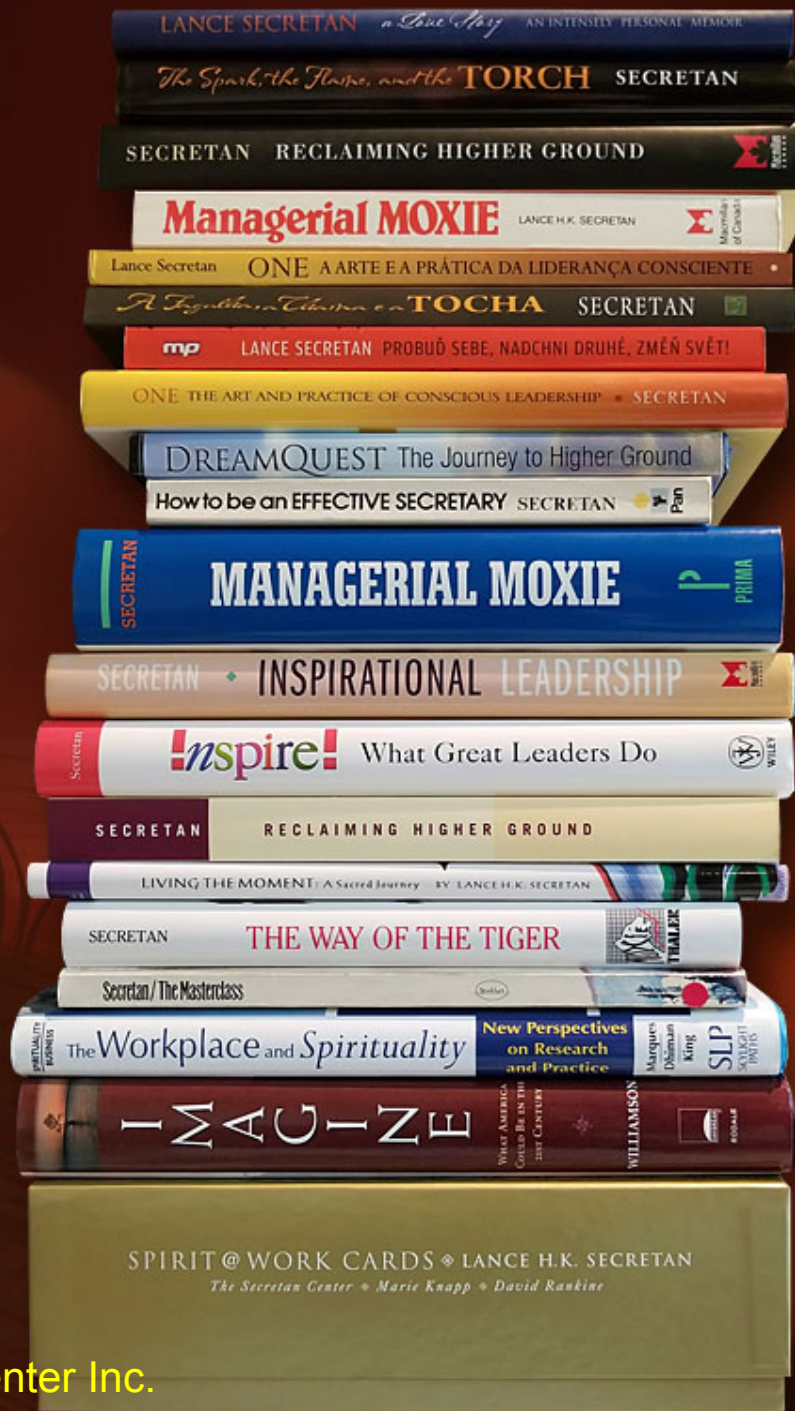


# The Secretan n Center Inc.

## An Overview



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2021

# Note to the Reader

This short PowerPoint presentation is arranged so that you can easily skim across the offerings of The Secretan Center Inc. If you would like to expand on any of the frames, just click the “notes” view for additional information





The Sun

The  
Higher  
Ground

The Red  
Road of  
Life

Founded in 1972 as an Advisory firm dedicated to helping leaders create inspiring cultures. We call our work, “[Higher Ground Leadership®](#)”



# Our Philosophy

## Three Fundamentals

1. Focusing on People and their *Passion, Meaning and Fulfilment* first – and THEN the Metrics

The real need for most people is to have their sense of hope restored, their passion and inspiration reignited, and to believe that their leaders can be trusted and relied upon to guide them to a more inspiring world. Achieving this leads to dramatic changes in performance, engagement and success.





# Our Philosophy

## Three Fundamentals

1. Focusing on People and their Passion, Meaning and Fulfilment – and THEN the Metrics
2. Moving beyond “Leadership Techniques” to Inspiration

Motivation is something we *do* to people. It is fear-based and underpins most modern leadership theories, marketing and HR thinking.

Inspiration is inner directed, connects more to the soul than the personality, and draws its energy from passion, love, meaning, personal fulfillment and higher purpose. Inspiration is the heart of personal and organizational greatness—and The Secretan Center’s work with clients.

Inspired people build inspired teams. Inspired teams build inspired organizations. Inspired organizations inspire the world.



# Our Philosophy

## Three Fundamentals

1. Focusing on People and their Passion, Meaning and Fulfilment – and THEN Metrics
2. Moving beyond “Leadership Techniques” to Inspiration
3. Transformation – Uniting behind a Corporate *Dream*

Galvanizing the passion of every one of the organization’s stakeholders—inside and out—and harnessing this energy in a way that achieves a shared dream, creates breakthroughs for organizations seeking to achieve a quantum shift in performance—transformation. This is the cutting edge thinking we have developed to replace the blandness of the historic approach of "mission, vision, and values". We call this new approach, ONE Dream®.





# What We Do

Everything we do at [The Secretan Center Inc.](#) is about ***INSPIRATION***: Helping leaders to build inspired and inspiring organizations, creating cultures of inspired employees; coaching leaders to inspired performance and lives; delivering keynotes that inspire; inspiring people to learn and grow; sharing messages and ideas that inspire; writing books and developing DVDs and on-site workshops and training that inspires; and certifying consultants, coaches and teachers so they can inspire others. Our pledge: Every time we touch others, they become more inspired.



# Executive Team Development

Most leadership teams have a certain level of dysfunctionality in them—and greatness in corporate performance is facilitated when the leadership team becomes a high-functioning, seamless, high-performance group. We conduct one-day retreats for the executive team to help them to build and sustain a mutually inspiring, reinforcing and fully functional team. This serves to raise the level of inspiration by modeling a new standard of performance excellence for the rest of the organization. Included in this work is the opportunity for each leader to identify their own personal purpose, which can be seamlessly aligned to the ONE Dream®.





# CEO and Executive Team Coaching and Mentoring

The success of a team is determined in part, by the personal success of the leader(s) of the team. Coaching is a key part of the personal journey for leaders who are transitioning from one leadership experience and approach to another. As leaders move from old to new behaviors and attitudes, the wise counsel of an advisor, who has been in these situations many times, can help to maintain and accelerate momentum and confidence along the journey. Lance Secretan has worked extensively as a personal coach to leaders in every field.



# ONEDream®

The creation of a dream is a liberating and strategy-clarifying experience. There are three steps:

- 1] *Identifying the dream;*
- 2] *Realizing the dream, and ,*
- 3] *Sustaining the dream.*

The Secretan Center has developed a breakthrough system that invites leaders, their teams and all who contribute to the success of an organization, to identify, realize and sustain their dreams—their most extraordinary, outrageous, never-before-achieved aspirations.

We call it the ONE Dream® Process





# Keynotes and Workshops

A subtle and effective way to test an organization's appetite for [Higher Ground Leadership®](#) is to invite Lance Secretan to address an audience of leaders in which he describes the philosophy, shares case studies from the many successful implementations of this thinking around the world, and inspires everyone with a sense of excitement about the possibilities. When the audience develops energy around the ideas they have heard, traction quickly follows and this results in a design that is energized from within.

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# Strategic Advisory Services

The Secretan Center Inc. advises organizations and their leaders with corporate and personal transformation, strategy and visioning. We do this by working with leaders, inspiring them and their teams to create inspiring organizations that change the world.

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*Lance Secretan is one of the most important leadership teachers of our time. His work is helping leaders to create organizations that are inspiring places for employees, customers, and suppliers..”*

**Marianne Williamson – Former US Presidential candidate,  
New York Times Best-selling Author**





# Political Advisory Services

Dr. Lance Secretan has a passion for rebuilding the integrity and inspiration of politics. He is an optimist who refuses to believe that our political systems are broken or irreparable. He has coached political leaders and advised political systems which, in turn, have led to their resurgence, helping them to restore respect and win back the approval of citizens and achieve new levels of performance and service excellence.

# Skiing and Leadership

Each winter, leaders from around the world visit Dr. Lance Secretan in Colorado to learn how to significantly increase their leadership skills and to live lives that are inspiring to others. We call this invigorating, on-mountain experience, the Leadership Summit.

New levels of skill and awareness are achieved by participants in a fraction of the time we usually expect for such breakthroughs. It takes passion, the willingness to let go of old ideas, an open mind for learning and change, a desire to improve—and most importantly—a firm belief that there are no limits.

“Argue for your limitations, and sure enough, they are yours.”

RICHARD BACH, ILLUSIONS





# In-house Training Programs

The [DreamQuest® Program](#) is the curriculum that covers Higher Ground Leadership® and supports corporate transformation towards the [ONEDream®](#). It includes state-of-the-art leadership concepts and everything necessary for your facilitators, coaches and trainers (trained and certified by the Secretan Center) to deliver the materials to their employees or clients, or in their coaching work. We set out to create an experiential program that is both affordable and accessible for everyone, as well as being adaptable to the needs of any sized organization.



# Certification as a Higher Ground Leadership® Teacher or Practitioner

More than a program, this is a life-changing “learning experience” designed for those who wish to accelerate personal growth and learn new concepts of leadership and life based on Dr. Lance Secretan’s renowned philosophy called [Higher Ground Leadership®](#). Members of the graduate community are called “Pathfinders”.

*I hardly know where to begin in describing how being a Pathfinder has changed my life. Not only have I become a more conscious and effective leader of my 80-employee home health agency, but moreover, I use the practice of conscious leadership in every area of my life. The time and the tools that Lance has most generously given to those of us who chose to be part of this movement are invaluable and translate across all industries, cultures and spiritual paths.*

*The moment I became a part of this Community, something deeply changed for me. It has been many years since my first Higher Ground gathering and I continue to refer to Lance’s books for inspiration and solace. And I will be forever grateful to Lance and all of the Higher Ground Community for this opportunity.”*

**Pam Spizman-Pegasus Home Health Care**





# Certification as a Higher Ground Leadership® Coach



*I have just completed Lance Secretan's Higher Ground Leadership® Coach Certification program. Not only did every class, and every call, inspire me each week, but the inspiration has continued to inspire me as I work with private coaching clients, preparing talks, and in my day to day personal life. Well worth the investment of my time! Thank you Lance and Deanna for hosting this program, and to Megan for continuing to lead the follow-up community.*

**Marie McNeil – Certified Higher Ground Leadership® Coach**



# Reading Group Guides

Reading Group Guides lay out a plan for a team to discuss and learn about the ideas presented in each book and provide information about how to begin a dialogue, run a workshop or facilitate a meeting.





# Assessment Tools

Helping You to Calibrate Leadership, Likeability, Corporate Culture and Climate, Stress and Inspiration...

The Secretan Center offers many tools, [surveys and other resources](#) for organizations and individuals who are ready to commit to growth and positive change through their journey to Higher Ground Leadership®. We are pioneering breakthrough concepts of leadership and these tools, surveys and resources offer unique insights into how things are, and how they could be.



# Dr. Lance Secretan

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*If I could choose but one person to work with for the remainder of my professional career, it is Lance. He is an inspirational leader who brings out the best in others, no matter what their title or task. He knows how to elevate everyone around him to achieve a level of excellence that is unexpected. His knowledge of corporate culture and leadership make him a huge asset to any corporation or organization looking to move to the next level. Lance successfully helped my organization earn a place on [Fortune magazine's 100 Best Companies to Work For](#) for four years in a row.*

***Scott Regan, former COO,  
Memorial Health, Savannah, Georgia.***

