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"INNER BUSINESS" LINDA BJORK



**FIVE STEPS
TO BECOMING A
STRESS-SMART
AND IMPACTFUL
LEADER**

Five Steps...

How You Can Become A Stress-Smart and Impactful Leader

- Even If You Feel Like You're at A Disadvantage

First off, I want to make very super sure that you are reading the right e-book. I have been a CEO for 10 years. I don't like to waste anyone's time and this book is for people in leadership positions.

If you use your talent to lead any teams or organizations and you're sick and tired of being stuck and stressed out, and you're ready to get unstuck to get to that next level of your leadership, then this e-book most certainly is for you.

- We are going to be exploring why being an open-minded person in a leadership position makes you the most valuable person in the world.
- We're also going to be looking at how we can turn you into a stress-smart and resilient leader.
- We're going to be talking about how to have the upper hand in any meeting at anytime with any people. This is so important for all leaders, but especially those who have been overlooked and sabotaged based on being different, being a woman, a minority - and we're going to get into why that is especially important for lots more than white men to advance in the workplace. (If you're a white dude, don't worry, there's lots of goodies for you in here too).
- Also, we're going to be looking at the new "it" qualities that are a must for future leadership, that will make you gain massive influence as a leader - without losing yourself or sense of well being.

- And more...

If this sounds intriguing for you, please read on. I am serious when I say that I really, really, really need you, as an open-minded leader, to step up to the plate and find the strength to doing so. I hope you'll read through the messages in this book so that we can fortify you with some extra muscle.

House Rules

We do have a few house rules that I want to go through with you, not with a stick and ruler or anything, I just want us to be on the same page as we get started.

House rule number one: I don't want an attitude of "*I'm not willing to change my ways to get new results in life.*" This is a surprisingly common attitude where we really do think that we can do the same thing over and over expecting a different result, which by the way, is the very definition of insanity. We're not going to have that here. We're going to be open minded and ready to learn new things.

Number two: I don't want any bad intentions by reading this e-book. My methods are highly potent, they're based in mind training, and they should only be used for good contributions to the world.

Number three: My clients' results are definitely within your reach. There are so many e-books and webinars out there on the internet that says that, "*Oh, my case studies are quite the anomalies.*" "*This one guy that made \$100 billion in one day is a case study, but it won't happen to you.*"

Even though I can't *guarantee* an outcome for you, I can guarantee that if you do the work, you will see results. In other words, what you'll read in this e-book is very much within your reach and it's very typical for all my leading clients who do the work.

Let's Get Honest

Before anything else, we first and foremost need to get really honest. I have found in my many years doing executive coaching that if we're not honest about where we start, we're not going to get anywhere that we want to go

because we're not dealing with the right stuff. We're not coming from the right perspective to move forward.

I want to ask you a few questions, and you just read and listen in if this resonates with you, because I really want to know if..

...You lie awake at night, having a hard time falling asleep, relentlessly going over in your mind worries about tomorrow, whatever it may be; you're worrying about the future and you just can't seem to shut that off, or you might be mulling over things in the past but the result is the same, which is that you cannot turn your mind off and get some sleep.

...You feel exhausted or you're just "fresh out of energy," you feel that you don't wake up in a way where you feel energized and joyous. You feel like you're constantly in catch-up mode, and that exhaustion that wasn't there before is now taking over where it's kind of hard to feel happy about things, to feel alive, to feel that it's exciting to do things, because you're exhausted.

...You have had traumatic workplace experiences. Now, you may not think about them as traumatic workplace experiences, but I want to tell you something, and this is very important. I speak with a lot of executives all the time and they're in very different industries and very different leadership positions, but they are people in leadership positions, and they have been in situations where they have been completely knocked down at work. Harassment of various degrees. Things like being asked to "shut the F up" in a meeting because the boss is talking. If you get asked to shut up by the boss in a meeting in front of other people, what are you going to do next time when you have something really insightful and wonderful to share with a group? You're going to shut up. Women tend to be victims of harassment to a higher degree than men, but please know that we need to be honest about these things, honor that it impacts our future actions, and find avenues to recognize the trauma, heal and come back strong.

These are traumatic events that happen in our careers, but most of us are so ambitious and wonderful, and we are so strong and well-educated, we don't want to be a cry-baby that we don't see that we actually have these traumas. But they are keeping us back.

It could be someone laying a power game over you, giving you a really bad performance review and sticking that into your files forever so that when

you're going to move or you want to transfer out of that hellish place, you're going to have a bad performance review in place. Those are things that happened to my clients and they don't even realize that this is trauma on their system, and it's something that holds them back.

If you have that kind of feeling about not really daring to step into your greatness at work, it might very well be that you're in that traumatic experience and not even realizing it.

Another thing that I'm thinking of to ask you, which is very, very common for many talented and sensitive professionals is that we've come to a place that the only strategy we have to surviving the workday is to buckle up. We do not feel our emotions. We're not interested in going soft and even feeling what we want, being in touch with our inner selves because we have learned to buckle up. Not only have other people said that we should, but we have also made that into a strategy ourselves. Shutting down is one way of coping with the world being too much.

What may resonate more with you is that you sort of wear your emotions on your sleeve. In other words, you snap at everything. You're not closed off because you're snapping at everything. You're crying for anything. You're just in a negative reaction mode all of the time. That's another form of mental and emotional state that we can be in.

Sometimes we feel like we just want to hold our breaths until someone can come and save us. So here's for some good news: You have the capacity to save yourself. You might need some guidance but you have that capacity and it's important for you to know that there's no such thing as lost hope.

What also might resonate with you is that you feel fine, but you know in your heart of hearts that you're meant for something bigger. Instead of it being any kind of traumatic experience or having real trouble at work, you might be feeling that is just a lot of "meh," like a lot of not really feeling that this means anything or that something is important.

That meaning that we are missing and looking for can sometimes be a way of not really feeling that you're a part of this life and that whatever you do in your workday has just nothing to do with your purpose.

Then you start asking yourself, what's the point of all this? What's the point of having a job? I thought I did everything right?

Alas, here we are.

There's a reason why we meet in this e-book, which is that you do have a sense that you want to step into a bigger leadership life for yourself - and good thing, you're in the right spot and you're doing the right thing, which is to start questioning and examining where you are and getting honest with yourself, because here's the thing:

How are we going to change the world if we just feel like crying, or giving up, or being angry at everybody all the time?

The Real Problem

Well, we've come to examining what the real problem is, because once we get honest, we can actually look at what the real problem is.

It's easy to think that the real problem has to do with having too much to do or having too many idiots around you at work. If it wasn't for that idiot and this schedule, I would be fine. It's really easy to put that outside of ourselves and I, for one, am going to have to beg to differ.

Because the real problem is... that you haven't taken the Five Steps yet.

And we are going to be looking at those together.

There's a book by Jon Kabat-Zinn titled *Wherever You Go, There You Are* - and it's quite extraordinary how we can change jobs, and change husbands, and change cities, and change clothes and hairstyles, but in the end, there we are.

Once You Take the Five Steps...

The five steps that you're going to read about here, these five strategic shifts that you can make in your life, are going to be very exciting for you. And once you take them, you are going to get out of bed in the morning feeling rested and energized, powerful and ready to make a huge impact.

...You will have a mind that commands people's attention and respect, while you feel safe, calm and in control. I want you to feel that

you have this safe space that you carry with you wherever you go.

Everybody's talking about going outside your comfort zone and I'm kind of thinking *Why don't we just move our comfort zone with us?* We have this comfort zone of being safe in ourselves, and why don't we just take that with us, whatever we do and wherever we go, and that's the kind of thing that you will be able to do after you make these five shifts.

...You will feel zero guilt or stress when you go on vacation! This is a big deal because it's not just when you go on vacation. It's when you go home at night. It's when you enjoy your weekends with your loved ones.

I have this lawyer client who admitted that he was actually hanging out with his kids on the weekends thinking how much he would have made this time had he been at the office. Because let's face it, sometimes it's a little boring to be with our kids, especially if we don't dive into their world. And how *can* we dive into their world when we are so programmed for non-presence?

We have programmed our brains to not be part of being curious and being alive and being playful. We have just compartmentalized that out of our lives and we're expecting to just be able to switch that playful presence on. Well, if we close that off, that's going to be really hard.

...You will live in a new reality once you make these five shifts, including realizing that the only one holding you back from having greater influence and fun at work is... You! Which is really *annoying* to hear because this can be interpreted as you are the one to blame for not having a wonderful life. Our brains very quickly go there because we are wired for negativity, which we're going to talk a little bit more about.

We resort to blaming. *I can't believe I haven't been better than this!* But let's just focus on the good here.

It is up to you.

You can do something about your life and your fun and your fulfillment. You have that capacity. You might need a few more insights. You might need a little bit more training but you have the capacity and this is exactly how you're going to feel once you've made these shifts.

Quickly About Me

Before we dive into it, it's only fair that I tell you a little bit about myself. I used to be a CEO for 10 years for one of the most profitable creative agencies under my leadership, with HQ in Scandinavia. Not only did we win Agency of the Year awards, but also numerous other industry awards, and grew with global clients to open an office in New York City, serving international markets.

Before that, I was a Vice President and Creative Director in Corporate America. Leading staff and getting the best performance, creativity and wellbeing out of everyone has always been my passion. Not something I was always great at, actually there were pivotal moments when I really sucked at it, hence becoming a good teacher in the subject.

I am deeply fascinated by high performance and the inner qualities that make high performance happen. I am the founder of a leadership intelligence system called Mindfulness Intelligence®, and I also authored a book called *Inner Business: Training Your Mind for Leadership Success*. To make matters deeper, I am a certified Mindfulness Based Stress Reduction instructor, and also an ordained Interfaith Minister. Yes, you can call me Rev. Bjork if that feels good.

My days are filled with lifting executives and leadership teams up to become aware leaders with better skill-sets, leading from higher altitudes, finding and fulfilling their purpose, and enjoying life in the process. I live in the fabulous energetic borough of Manhattan which is a little funny because I was born in Trollhattan. From Troll to Man. I've done well.

That's a little bit about me. But this book is about YOU and we're now going to get to the fun part, which is to jump into discovering the five shifts.

Discovering The 5 Steps

There are five key steps that you must take to lead without damaging stress and defeating overwhelm, so that you can step into new exciting levels of influence while you enjoy more time for yourself.

Is this magic? you ask.

Well, it actually isn't. I'm very much of a methodical kind of science nerd, and so we're going to look at this bit by bit, magic aside, this is completely available to you. I'm going to walk you through all five of them in this book. How does that sound?

Step #1: You Deserve Nothing

We are starting with shift number one: You deserve nothing.

Wait, what? I thought you were a nice lady. Now you're telling me I don't deserve anything??

Well, what this shift is actually about is that you have to shift your leadership from a place of deserving to serving, in order to have any success on all levels in your life.

This shift is a big reminder about servant leadership, and we're going to talk a little bit more about what that means because it's very easy as a leader of an organization when you get a certain title and a certain position, to think that it has to do with deserving.

I thought as I was climbing the ranks, that I deserved stuff and I deserved special treatment. It's a little embarrassing now in hindsight, but I think that it's also quite natural because our egos will step in and make this about *me* instead of what it's really about, which is ***as you climb the ranks and you expand your domain, you can serve more.***

It's kind of funny because when I talk about servant leadership with people, they almost kind of freak out as if "serving" and "being a servant" would mean quitting your job, going to an ashram five months out of the year and start giving away all your stuff. Here's the thing. I really, really want you to keep your job. If it's a good job for you, I hope that you will keep it. I hope that you will be there and be in a position of influence and power, because we need a lot of strong, wonderful leaders to step up to the plate.

Once we get this shift that we're here to serve, we have the possibility to actually find our purpose as we continue with our next steps. If we don't know why we're here, why keep on walking?

You deserve nothing because you're here to serve, which then leads us to step number two.

Step #2: You Can Have It All

Finally! A step that sounds good! But wait, why don't I already have it all if I CAN have it all?

Because we've had so many experiences so far in the workplace - we've had really great experiences and we've had a lot of bad experiences - there's a lot of programming that has happened along the way. That happens automatically. In fact, our subconscious mind is programmed the most before we reach the age of 7!

We continue to program ourselves all the time, whether we like it or not, but the brunt of it for most of us are conditions that we have carried around since we were little kids. And what do we hear when we are little kids? We hear the word "No" very often. And "money doesn't grow on trees" and "who do you think you are" and so on.

In my masterminds with Mindfulness Intelligence®, we go through the whole list of Core Beliefs, trace back to the ones that trips my clients up, heal them, and they can move forward with a healed subconscious mind - and that opens up to a whole new level of reality in their lives.

Most of us have not been programmed for greatness. In fact we are very, very likely to have been programmed for littleness, for not thinking that we have a capacity to step up and be as glorious as we were created to be. That's why it may be hard to convince you so quickly of this point:

You are ordained for greatness.

I know that some part of you can feel it because you would not have stepped into a leadership position if you didn't. And although it sounds counter to Step #1 of not deserving anything, there is a big difference between thinking and acting as if you deserve things versus stepping in to your greatness and acting from there.

I'm here to say: You don't have to hide your greatness anymore!

You can reprogram yourself to actually dare to be seen in a way where you

are truly you, and not just doing good, performing well, kicking ass - as we're sort of expected to do. We have a whole new reality waiting for us if we can step into our greatness without bringing with us the burden of our programming such as "you have to sacrifice a lot to be successful" and "you can't be your true self and happy and stuff like that while you make it to the top".

And I know, I know, most of us aren't really sure if the top is available to us, because we've somehow been programmed that it's not really what's going to happen to us anyway, because we are after all... [insert the idea that usually holds you back].

A lot of us have a programming that we can't have it all. That we actually can't have the money, the love, the deep relationships, the success, na-a.

Well, I'm here to tell you that you can have everything that's important to you.

You can have anything that's important to you.

These are the kinds of things that we don't really believe because we've been programmed that you have to sacrifice your family, you have to sacrifice your joy, you have to sacrifice vacation and doing things that are fun and relaxing to you in order to reach success. We've been taught that that is how we are supposed to even be able to have a career. All of which is craziness.

In a healthy reprogramming of yourself, we need to look at a few things together.

This one is for women in particular: Women are (usually) automatically expected to have a good education and create a good family. That's a strong expectation that comes with us, and with any expectation, there's programming.

We got the good education, check. But the true and big expectation on most of us women is that we have babies and create a good family, right? That's the number one expectation that's been put on most of us. Have good grades, get a good job and then you create a family. That's really what we've been taught.

We're not expected, however, to be world-changers. We're not

expected to significantly impact reality for future generations, and this is the programming that we need to get out of very, very soon, because if we don't do it, who will?

This programming can of course also go for men. I work with so many wonderful men who, for various reasons, have come to the same stop in life: I can feel I'm meant for more, but nothing in my programming supports it.

We have learned that if you are ambitious, you have to sacrifice a lot. We already talked about that but keep in mind that this includes your purpose.

It's so strange that we always think about sacrificing. It's almost like we think that there's a universal law that says that if you have a little bit of bad happens in life, you're going to have a little bit of good, and if you have a huge win, then you're going to have a huge loss.

But there is no Even-Steven Law in the universe!

What we do have as a law in the universe is a Law of Metaphysics that says, *The better it gets, the better it gets*. Which means that as you step into your purpose and as you know who you are, and as you can start having meaningful contributions to the world in alignment with who you are, you are going to attract more things that benefit you because you emit that energy.

This whole sacrificing stuff is something that we really need to examine. Where does it even come from? Can it be a patriarchal structure that is defending itself from imposters such as anyone not being a straight, white man who believes in Leadership By Fear?

What I know is that there are some hefty structures to break through, especially within ourselves.

You will get reactions when you step into your greatness. You will get reactions from a system that's trying to defend itself. Be prepared and be supported.

Am I saying that these men have an unfair advantage? Yes, I am. So far that has been true. But that's not where our focus is. We are focusing on how things are changing. We are looking for *our* advantage.

Our advantage is that we *want* to develop, we *want* to grow, we *want* to have

a positive influence in the world, and so we educate ourselves. We get new insights. We practice. As we practice, and here's the beauty, as we practice, we will be the top 2% of the 2% because 98% of people spend 98% of their time doing things that are not important to them.

Isn't that just absolutely crazy?

You can be one of those who actually find out what's important to you, and you learn how to focus on what's important to you, and you build a life that is aligned so that you can carry out what's important to you.

Then we're not going to give a crap about old-timers or boys-clubs or robots or anyone else who feels threatened by our presence because we're going to contribute so much with the sheer use of our presence and our talents that it's going to be a moot point.

Please learn what matters to you and please step into thinking about being innovative in your field. If you are going to be relevant for tomorrow, remember that innovation happens in the meeting with qualities such as collaboration, communication, thoughtfulness, playfulness, patience, care and compassion. It's only by imagining and caring about other people that you can imagine what they need and what will further their development and their well being.

None of those qualities are old-world leadership qualities. I'd go so far to say that they are feminine qualities. Men, women, and anyone in between - these feminine qualities are what will make you stand out and be the leaders the world needs.

You can step into being a great innovator in your field. It's there. It's completely available to you.

Which leads me to my last point of reprogramming yourself, which is that the future of our planet depends on you. If you think I'm kidding by now (I'm pretty sure you don't think I'm kidding by now) because we need awesome leaders stepping up to the plate with these natural qualities of care and compassion, and wanting to have dialogue and actually do things from a bigger, more sustainable perspective.

That's why you're so important, and one of the most important people in the world.

Which leads us to step number three.

Step #3: Use Your Secret Weapon

And what might that secret weapon be?

Why, it is your mind!

Through and beyond this power weapon, you have access to total presence, self-awareness and awareness about people and events around you.

It's just crazy how we have such fancy educations and we have zero points taken in knowing our minds, which is the most under-utilized business development tool there is.

If we learn how to use our minds in a skillful way, there's just no limit to what we can do. The mind is, of course, not just our thinking brain, it is our whole intelligence. It seems like the system is so big, and I don't even have words for it yet, but science can measure that the strongest energy center in our systems is the energy of our hearts. We can also feel that we have a kind of physical intelligence going for ourselves, we have a whole nervous system, our gut, our brain... We are amazing creatures and we just kind of completely neglect this holistic awesomeness as a tool in business, which is crazy - and we have to change it.

Let me share a couple of pointers that I hope will be helpful as you get to know your mind better.

First off, you need to know who's who. What I mean by that is that we have these psychological functions within us that we need to be aware of, and the reason I've made them into "people" is that I want you to know that they're not you. We have these functions and it feels like you, but they're not you.

I've named them Mr. Stress, Mr. Ego and Mr. Autopilot.

I want you to start recognizing that there's a difference between you and when Mr. Stress takes over, and I want you to recognize there's a difference between you and what your ego tells you that you want.

Mr. Stress is one that will wreak enormous havoc on our nervous

systems.

We could do a whole book just on what happens when this chemical dump gets off-loaded as a result of stress and how it is poisoning our bodies.

To make it short, please know that stress is the cause of more than 70% of all illness in the world, and it is the leading cause of our seven most deadly illnesses.

Mr. Stress is not to be taken lightly. We cannot get rid of Mr. Stress, and we're not here to learn how to be stress-free, because then we would be delusional - but we are here to manage Mr. Stress much better because we need to significantly lower the negative impact that we experience from stress in our bodies. When we do, we get a lot smarter about stress, and that's all we can hope for.

Then there's Mr. Ego.

Mr. Ego is actually one that makes Mr. Stress work even harder because your ego will always tell you that you are never ever good enough.

In Mr. Ego's mind, you will never make enough money. You will never be slim enough. You will never be a mom or dad good enough. You will never, ever do anything good enough for Mr. Ego, and that is detrimental to your mental and emotional health.

You need to become aware when it is the often-times detrimental Mr. Ego that is putting you down and running the show, versus when you are motivated to do something great and try a new challenging level and push yourself harder in an attempt to get to your goal - because there's something healthy about the latter. Big difference. So these are functions that you need to start being aware of.

Then we have Mr. Autopilot

Mr. Autopilot is another survival function that makes us do things in a robotic state, not really being present to what we are doing right now.

It's actually quite a big liability and it turns out that almost 50% of what we do in the workday is on autopilot. At work!

You can read a lot more about Mr Stress, Mr Ego and Mr Autopilot in **INNER BUSINESS**, Training Your Mind for Leadership Success.

For the purposes of starting to use your secret weapon, your mind, you need to be aware that we have all these different inner functions, that I call characters, that pull you away from your true you, from your greatness and the full capacity of your mind. In the Mindfulness Intelligence® Mastermind, we go through ten of these characters!

If you combine the insights of who is pulling you on the inside, with your so-within-reach ability to being present, you will most certainly be using a whole new secret weapon in everything that you do! You will feel alive, on purpose and doing better than you ever could imagine in life.

Out With The Old!

Another thing that we need to examine together as we upgrade our minds and our leadership skills is to look at the OLD versus the NEW. This will be quite the deep dive, so get ready! What we need to do together is to identify the big paradigm shift going on between how we used to do things in the old way - and how we have to do things in the new way.

The new world will demand completely different things from you, and you need to know what they are.

Stephen Hawking, may his beautiful soul rest in peace, said “*intelligence is the ability to adapt to change.*”

So here we go.

The OLD

Let's look at what that really looks like, because the old way is telling us to:

- ***Buckle up,***
- ***Go it on your own,***
- ***Work on your industry skills,***
- ***Climb the ranks,***
- ***Sacrifice a heck of a lot of stuff,***

- *Settle where you are (because you're not supposed to dream that big)*

In the OLD, you never know your true purpose or reach your full potential.

That is the structure of the old way and it is just that: old.

To stay relevant, we need to step into the new. And as we do, we will be part of this massive wave that's happening right now that is shaping the world and that is shaping a much higher well-being for ourselves and for others.

The NEW

The NEW way has everything to do with...

Self Awareness. It's only from self awareness that we can access the fullness of ourselves and understand not only ourselves but actually understand others in the process.

Interconnection. We are not here alone and we will not make it on our own. We won't do anything on our own - and we better start honoring that in the way that we structure our business and conduct ourselves.

Presence, again, the most important skill there is, because nothing ever happens in any other place than in the present moment.

Russell Simmons actually says it really well when it comes to presence in business because he says, "*You can't make money in the future. You can't make money in the past. You have to be present.*" He's totally right, and this of course, applies to everything.

Growth Mindset. It's hugely important for everyone to recognize that mindset is the way that we're going to succeed in the new world. Between skill and mindset, I choose mindset any day of the week. Why? Back to interconnection - nothing happens in isolation, and having a team member who can't collaborate is the kiss of death for innovation and growth.

Service leadership (which we already talked about) and **Alignment** so that your ideas, your thoughts, your actions are aligned and congruent

with who you are and what your organization wants to do. Being of service and in alignment is how you lead effectively.

In the new way, you stand a chance to utilize your full potential and making this impact that we want in the world.

These new conditions for success are part of the cutting-edge leadership system Mindfulness Intelligence®. We're going to talk a little bit more about that. It rests on four different pillars that I know that you're going to resonate very well with.

The pillars in Mindfulness Intelligence® are:

- *Stress resilience*,
- *Attention control*,
- *Mind management*, and
- *Changeability*.

Again, intelligence is the ability to adapt to change (Stephen Hawking), which leads us to...

Case Study #1

Lauren is a fashion retail specialist, head of global purchasing and assortment for several major retail chains of clothes and accessories. Now that certainly sounds like a dream job, doesn't it?

Well, she came to my program and she was very disappointed and disheartened to work under yet another bad boss. Why are there so many incompetent bosses out there?? The majority of professionals who go through my program have a significant problem with their boss! Here's where our programming stands in the way again, because we are programmed to believe that it takes two to tango and if you work with idiots at work, then that's that! Suck it up sister!

But back to Lauren: With the Mindfulness Intelligence® program, she learned how she could improve the quality of their relationship significantly, and really get what she needed. From feeling overlooked, she felt seen. From being left behind, she was put in front. From having requests

of pay raise dodged, she got a new compensation package worth 50% more than before. These are visible tangible results. But the real results happened within her FIRST.

Here's the thing: Yes, there are idiots in the world, and there will probably always be idiots out there. But you need to start realizing and start living in a way where people who try to undermine you or otherwise annoy you can't rock your boat.

Like Lauren, you need to focus on how you can be clear first and foremost with yourself, what you want and what's important to you, and when you have "cleaned up" your subconscious, healed what needs to be healed, then you can move on to how you communicate with someone else who's important in your workday (like for instance your boss) and how you can actually - through your own mind and your own expectations and your own energy - turn a relationship around. You'd be surprised, that with the right process, even those that you might think are very difficult will suddenly turn around and become collaborators.

They become people who don't stand in your way anymore.

That is exactly what happened with Lauren, because she proved it to herself and everyone around her new thoughts and actions completely transformed new outcomes. This included finding out that her boss wasn't so bad to work with after all.

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Let's do a quick recap!

At this point, we know that we have to

- Make a switch from deserving to serving,
- That we need to reprogram ourselves and
- We know that we need to use our secret weapon, which is Mindfulness Intelligence®, to become resilient and impactful leaders.

Step #4: Redrawing Your Universe

It's time to look at how we can redraw our universe, redraw our road-map

if you will, to get really clear and smart about how to make a huge impact, without losing ourselves in the process.

Here's the deal: The most important life giving source in the center of your universe is the SUN, around which all other planets of varying importance orbit.

Now, unfortunately, your solar system is built the way that other people have told you to build it. Here's where this programming part comes in again. And what have we been programmed with?

We have been programmed with that if you're only successful, everything else will fall into place.

When you're successful, then you're going to have a great family. When you're successful, then you're going to feel happy. When you're successful, then you're going to start going to the gym and take care of your health, and when you're successful, etcetera, etcetera.

We've made success into the sun in our own solar system, which means that we've made success the life giving force, the light that shines on all of our other planets.

The big problem here, and the huge flaw that is irreparable, is that success will never happen for you because the very function of your ego will always tell you that you didn't do well enough, and you can absolutely do better, and this is not enough, and we have to beat that sucker too, and we have to do this before we're satisfied, and the bar is just going to keep on getting higher and you will never reach a level of success - which then unfortunately never makes your "success sun" shine and effectively make all of your other planets stay in darkness.

We need to really smarten up about what it is we do with our own life-giving universe on the inside of us, because here's the thing: You get what you are. And the solution to having a new solar system that actually works for you is to choose your life-giving sun as something that the ego can never touch, something that will sustain you through thick and thin and through anything that happens.

And what could that be?

Well, it could be something like happiness. It could be something

like joy. It could be that feeling of presence, kindness and compassion.

When you have that feeling - whatever of those very inner, heartfelt, durable qualities that resonate with you - as your life-giving sun, all your other planets will light up and flourish, blossom and this includes your planet of success!

Which leads us to...

Case Study #2

Elizabeth is a CEO of a national media company, head of 300 marketing, media advertisement, tech people and production staff. Listen, she came to our program and she was worried about her own sanity and wellbeing as her leadership pressure was beyond human, and I can tell you, this included staff bullying and poor collaboration and they're in this very, very pressured industry.

The mood was bad, the attitude was bad, and what happens when all of those things are bad and the culture really goes down the drain? So do your results. So not only was her own wellbeing on the verge of collapse, her whole company with everyone on board, were at their wits end. But as the leader, all eyes were on her, and rightly so! That's what leaders should be prepared for. Leading in times of crisis.

With all this at stake, Mindfulness Intelligence® gave her a road-map to embodying congruent decision-making and tools for new skill-sets for high-stakes leadership.

She had the opportunity to build herself up as not only a strong leader, but also as someone who could hold the space for other people in her organization. This is an imperative point about leadership:

As she transformed, her staff transformed with her.

That's the beauty of being a leader. How you ARE influences everything. The decisions that you make, the energy and the presence you have matter. You need to be rested enough to be resilient, sharp enough to understand what's going on, and in touch with yourself enough to care about

your most important asset: you teams.

When you hear a word like presence, it may sound very soft, but make no mistake, presence is the sharpest tool you have.

There is nothing you can't figure out from presence. Presence is where your real power resides.

Step #5: Invest In Mentoring

Believe it or not, we have come to step number five already for how to become that powerful, impactful leader. This step is called invest in mentoring.

Anyone who wants to be a great leader needs a mentor or a coach. Believe me, you can think of any great leader right now, and I can guarantee you that the leader that you admire has a mentor.

Great leaders understand this principle; whatever has gotten you here will not get you there.

That is why mentoring is so necessary.

Mentoring gives you new insight and it gives you accountability. Both of which are essential to making it to your dream position and dream life.

Now think about it: There are new insights in your mind right now that wouldn't have been there if you didn't make time to read this e-book. In addition, a mentor adds the much-needed accountability factor! It's like creating an epoxy glue where separately the components are fine, but when you actually put them together, nothing can break it apart.

How this works in real life, is let's say you have a cycle of stress and frustration in your life, and this cycle is just any stress BS that keeps going around and around in your own system, intermingling with defeating programming.

As long as you are in that cycle you will feel stuck, disadvantaged and sometimes even sick or in pain. If you think about how much stress that your own system endured last month: How much pressure were you under, and how you ran out of time before getting to the fun stuff, how often you felt over-looked and frustrated about not really getting heard, how tired

you were... And btw, how were your happiness levels as you went to work, as you joined work from home, as you came home from work, or as you logged off from zoom trying to feel normal about a limited world? I mean, just think about how draining your relationships at work and at home were last month!

My mentor, Dr. Robert Holden says something to the affect “There’s nothing more exhausting than trying to manage other people.” That seems to go for both work and at home...

So here you are, possibly with all this exhaustion and stress or overwhelm and lackluster that go into your cycle - and as for anyone, you actually need help ‘‘‘‘breaking it.

We need help stepping out of the downward spiral, and in order to break the cycle of stress, defeating mind habits and frustration, we need an authentic, tested process that will yield real results.

We don’t have time for things that don’t work! Last time I checked none of us are getting any younger...

And good thing we’re wise enough to know that an app won’t help us get to a new level of leadership.

We actually know, even though we might resist it at times, but we *know* that it takes real work to get to real results. I didn’t say *a lot of work* but we have to do the *right* kind of work - and that’s exactly the process that I have been formulating, and tried and tested with absolutely jaw-dropping and world-changing results.

The Golden Process

There is a specific order of things that need to be done *in that very order*, or lest it won’t be effective as we are reaching for getting new, great results.

Here Are The Pieces In Bigger Strokes:

1. We need to first and foremost transform stress and workplace trauma.

I know that there are some of you who don’t resonate with being stressed

out, but I can tell you that there are a lot of hidden consequences of stress that are absolutely detrimental, and they range from feeling exhausted and having pain that wasn't there before, getting sick often, getting migraines, and having trouble focusing. Besides, 70% of the workforce are reportedly stressed out, so as a leader, knowing how to deal with stress is paramount.

There are things that we don't call stress because they don't feel like stress as we're experiencing it. For instance, exhaustion doesn't feel like stress, but it comes from stress. We need to figure out what is it that needs to be healed within us before we can move on. That's why gaining insights about what is blocking our subconscious mind is key.

2. Attention Control

When we have our stress and misdirected programming more in order, we need to get skilled at our attention - not only how we pay attention, but what we pay attention to. Focus is one of the most sought-after skills these days since we are living in unprecedented distraction times. What few people realize is how teachable the process of focus really is.

3. Mind Mastery & Self-Awareness

The third part is to master your own mind and awareness of self. Without knowing how our minds work - how they work for us and how they work against us - we cannot be effective in creating new results. This is why self-awareness is so important. Most people think that "this is my personality and that won't change". They are making two mistakes with that statement: First, they are thinking that their personality is static, which is plainly not true. We work diligently with how to change our "personal reality" to fit the life we're interested in having in Mindfulness Intelligence®. Second, when we dismiss our personality as set, we also dismiss our dreams and our opportunities, having already decided that "I'm just not cut out for that fantastic position".

4. Habits of Influence

The fourth piece is to form new habits of influence. With new habits of influence, you are going to train yourself in becoming impactful, innovative, and inspirational - all these things that you need to do as an influential leader. Habits of influence teaches you how to be nimble to change and moving yourself, your teams and your clients with the times - and that is

how you get to new results.

One thing I know for sure, is that whatever you do, don't go this alone. Make sure that you have someone by your side who can help you with both insights and accountability.

Coach Phil Jackson has won 11 championship rings in the NBA, which is of course unheard of and super impressive. This is with different teams btw, and he explains the success of his coaching by saying, “***My nature elevates their nature.***”

This is the same thing that Elizabeth in our case study experienced, that as her abilities and her nature transformed, the way she showed up, also transformed her team.

That's what this highly skilled and accomplished coach in basketball is saying as well. Actually, I saw an interview with Coach Jackson where Oprah asked him of his single one most important success factor. Everybody wants to know, and she got the opportunity to ask, and he answered without hesitation: meditation.

Out of all the things, to get all these different teams to win a championship ring, he says the one thing that he can point to has been the success factor is meditation. Now that is mind training on a high level for high level results.

I see mentoring as a life insurance and a life booster.

You can think about it this way. Executives spend sometimes around \$300k on a fancy education, and when I get clients who, “out of nowhere,” got either a heart attack or got burned out, whatever it was, they suddenly couldn't work and their annual earnings went from \$500k or even \$1M down to zero, I always think *if you had only invested in a mentor to prevent this disaster.*

The most common feedback I hear when people start the Mindfulness Intelligence® Mastermind is “oh, I wish I had known this twenty years ago”. Unfulfilled potential is such a sad waste.

So, find the best mentor out there and do what it takes to work with them.

What I had promised you was to share with you why being an open-minded person in a leadership position makes you the most valuable person in the world. I hope that you can feel that now.

What we also talked about was how you can turn into a stress-smart and resilient leader, how to have the upper hand in any meeting at any time with any people - and the new “it” qualities that are a must for future leadership.

What Do You Need To Win?

So what do you need to win all of these things?

- You need to go from deserving to serving
- You need to reprogram yourself
- Use your secret weapon Mindfulness Intelligence®
- Redraw your universe, and
- You need to invest in mentoring.

These five shifts alone are enough for you to get stress-smart and to propel your leadership impact to a whole new level.

Your Choice

So... Now you have a choice. You can either take what we've outlined in this e-book and forget all about it. You can think that this whole greatness thing of being a leader who feels great meaning and impact doesn't apply to you.

You can continue feeling the stress, pain and overwhelm, and keep sacrificing your family and feeling that you're not good enough. In your mind, that's exactly the way it's supposed to feel when you have a job.

You can think that this idea of having too much to do with too little time and constantly feeling like you're in catch up mode is your lot in life.

Or...

You can decide to make your life a lot better, to really step in to that inherent strength, wellness and talent that you have, and to embrace your authentic purpose to make a difference.

You can decide to be brave enough to actually hear this calling of yours, to step up to the plate and be part of making this world a far better place.

It's because of your qualities that we can make it happen!

And if this sounds something like you would like to do, where you can take your leadership to a whole new level and where you can learn all these skills that we've talked about in Mindfulness Intelligence®; getting to know the true awesome you, getting to be skilled and purposeful, and really good at negotiating and reading people. If this is something that sounds good to you and something that you would like to explore, then I have an offer for you.

Your Breakthrough

If you have read this far, I know you are a person of leadership integrity who is determined to reach higher levels both personally, financially and professionally.

I have committed to leaving space to speak with you ***personally*** about how you can apply the insights and tools to yourself, starting today! And whatever your biggest challenges are, chances are that I've seen them and know how to transform them in to victory.

Here's what's going to happen: You and I are going to get on the phone together for 45 minutes. And on that call I will personally work with you to craft a step by step game plan to defeat stress, free up extraordinary abilities in your mind and show you how you can become a more impactful leader.

And by now you're asking What is the cost of all of this?

It is absolutely free.

You read that right.

However (here comes the fancy but), this is not for everyone.

Here's who this is for:

You need to be using your talent to lead any kind of team. That means you probably have a leadership position, managerial position or you're a business owner or entrepreneur of sorts, and you need to be serious about making a positive difference for yourself and others. You must be willing to take action and follow directions. That means that you are open minded, decisive and coachable.

If this is you, go ahead and book your session now at:

www.bjorkbusiness.com/5stepvip

Why On Earth?

You may be asking yourself why I would be doing this? Talk to people for 45 minutes on the phone for FREE? Normally I charge up to \$1000 for a session.

But here's the thing: I believe that the future of our planet depends on great people such as yourself stepping up to the plate and wanting to become an even better leader. Not everyone is lucky to have Mindfulness Intelligence® be part of their company benefits. The world needs you to be the greatest leader you can be. I can help, and that's why I'm doing this.

I want to see more non-psychopaths handling the pressures of leadership - and stepping into leadership greatness is what I teach - and that's how I'm here to serve.

Plus, I know that you might want to get to the next level of your leadership, in which case we can see if we're a fit, and if not, that's of course totally fine as well. What's important is that we get this kind of breakthrough so that you can get on your way with less stress, more impact and, above all, more clarity!

Your Move

If you want to book a free breakthrough call with me, go to www.bjorkbusiness.com/5stepvip

When you get there, choose a time from my calendar that works for you. Then, you're going to come to this brief form. It's short and it's really great if you fill that out because it puts us in a better position as we get on our breakthrough session together.

This offer is not available anywhere else but ebooks live forever, so please don't be upset with me if there are no more available time slots. They are on a first come first serve basis and finding an alternative time is not guaranteed.

I'm very much looking forward to speaking with you soon!

To Your Greatness,

A handwritten signature in black ink. It begins with a heart symbol, followed by the name "Linda" in a cursive, flowing script.