

An invitation to blossom into *Leading with Your Signature Leadership Work*

A 1:1 coaching programme for pioneers and seasoned leaders in their field who have already amassed a wealth of valuable experience and leadership insights

“Your Signature Leadership Work is you at your best, showing up clearly and powerfully, delivering your best work to your ideal clients. It is the unique contribution you are here to make to the world that will create your most natural and valuable impact. I’d love to help you thrive by developing the deepest and clearest vision of your Signature Leadership Work and help you transform how you see yourself and the work you are born to do.”

“Even if you don’t consciously know it, your soul has been encoded to fulfil its potential and bring your unique Signature Leadership Work into the world. And I’m here to tell you this doesn’t need to be a struggle. With my help and the support of The Muse, you can gain clarity on exactly what needs to emerge at this new level of your leadership and who this work will serve. Now is the time for you to explore the extraordinary capacities that lie beneath the surface of your awareness and to blossom.”

Nick Williams, bestselling author of 19 books, speaker, leadership guide and founder of the Leading with Your Signature Leadership Work project

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Section 1 – Why I have created this programme for you

You were born with a calling etched upon your heart. You made a soul promise to lead the way and make this world a little better. No one on the outside is asking you to do this, but something in you has been calling you to keep initiating new projects. You have been living out that calling, and in your heart you know that now is the time to get serious about the next chapter.

I created this programme to help you become the best version of yourself. I believe there is some work you are here to bring into the world, and there are some people who really need your unique *Signature Leadership Work* as well as your unique flavour of leadership.

This leadership work of yours is the opposite of being a commodity, a cog in the machine. It is about your soul's expression. You are here to deliver something that your ideal clients cannot get anywhere else. They will recognise your work as the answer to their prayers. They won't just need your work, they will truly want you and your work.

It may be that no one is asking you to develop and deliver this new work. But something in you feels inspired and is the initiator of this new work. Something within you is commissioning this new work. You are saying 'Yes!' to something in you that wants to emerge. There is a splendour in you that has been imprisoned and wants to be freed.

You can lead the way by sponsoring an idea into existence. You are here to be a force for love and possibility. I believe that many more gifts are still within you, waiting for you to bring them forth.

It has been my great pleasure to deliver my own *Signature Leadership Work* across the planet for more than three decades. It would give me great pleasure to help you be at your natural best and get your work into the hands, hearts and minds of those who need it and are asking for it.

I can help you zoom out from the 'bug's eye' view of what you have been doing, to the more 'eagle's eye', thought leadership view. With a higher level view of your work, you can see yourself as a guide.

The impulse to be your best self and deliver your best work is such a healthy one, but it has probably been distorted and suppressed by other people's expectations of you, your own fears and a lack of guidance and encouragement.

Your *Signature Leadership Work* is about knowing and delivering your uniqueness to your ideal clients. It is something only you can do in your own unique way.

We can explore your unique *signature*, the energy and vibration that infuses your work and makes your work *uniquely and recognisably yours*. You don't need to manufacture

your uniqueness, it is already within you, so all you need to do is to deeply and skilfully express your unique voice.

If that is the place you'd like to get to, I'd love to help you get there. We would be going on a journey together, an adventure. In essence, this is an invitation onto that journey.

If we were to go on this adventure together, I would be inviting you to invest several thousand pounds of your money with me, as well as invest your time, energy and focus. So, I want to make sure we are a good fit and that I can be sure I can truly help you. I want you to know what you are going to get and where you will be at the end of the process.

I am laying out the territory for you and mapping out the journey too, so you can get a clear sense of whether this is right or wrong for you.

I am not looking to persuade you, I am looking to see if you feel an energetic click – a resonance.

And if there is, let's have a conversation.

Section 2 – Introduction

“I don’t get any better than this.”

This is how the *Signature Leadership Work* idea came to me when I led my first flagship programme.

The book I published in 1999, *The Work We Were Born To Do*, is far more recognisable than I am. People know that title more than they know my name. For a decade it was my *Signature Leadership Work*, although, during that period, the idea of *Signature Work* wasn’t even in my consciousness.

After ten years in print, Element/Harper Collins had let the book go out of print and the incoming interest it generated had begun to diminish. It was time for a new chapter.

I only developed and delivered *The Work We Were Born To Do* as a book, a 90-minute talk, and a one-day workshop. Although it was my best work at that time, I had no concept of being able to develop any kind of longer-term flagship programme *around* it.

The *Signature Leadership Work* idea really formed in my mind from a pivotal experience I had in 2011, 12 years after that book was published, and having been a speaker and coach for 21 years.

I had done quite well in developing a brand and a business even before *The Work We Were Born To Do* was published, and its publication supercharged my visibility. After a decade as an author, and several more books later, I had accumulated experience, wisdom and insight that other people were finding valuable. I wanted to pass on what I’d learned to other speakers, coaches and writers so they could blossom and go on to enrich the lives of the people they could reach.

Through time, many artists and creatives have been comfortable with the concept that ideas come *to* them, not just *from* them. They often talk about *The Muse* as a shorthand for understanding where these ideas come from. I’d felt very inspired, which I take as a sign that *The Muse* was probably inviting me to collaborate on a project with her. So, I co-conceived, designed and developed a flagship programme called *The Messages You Were Born To Share*. It was a vehicle for me to structure and share much of what I had learned at that point in my life and career around loving to foster and nurture other people’s growth.

It was a six-month programme – an adventure and journey to guide people to be powerful messengers. It was the first flagship programme I had created and delivered.

The adventure consisted of 24 modules – four modules on each day for one day a month over six months. Each module was around 90 minutes in length. I was thrilled that 40 people signed up. There was an optional deep dive on the following day for a smaller

group who wanted coaching and to go deeper into the topics. A dozen of the 40 enrolled on the deep dive day.

It also turned out to be the most financially successful programme I had ever created.

The goal of the programme was to help people with a message to share. I, along with a team of experts who were also my friends, would help participants articulate, craft and learn how to share their messages and deliver them through writing, speaking, coaching and broadcasting.

Effectively, the programme would help them to start or supercharge their own personal development business.

I devised, produced and hosted the whole programme. I guess I was *programme director, educational director, host and presenter*. I delivered around 60 per cent of the 24 modules and then bought in expert friends to deliver on specific topics.

During the third weekend, I stood at the back of the room and noticed something significant. Simple as it sounds, as I looked around, I noticed I was feeling really good.

I thought to myself, “Look what I have made happen!” I felt happy, inspired and fulfilled. I saw a room full of people learning and growing together, having fun and being grateful for the experience. And I’d been the instrument. I had led the way and been the driving force behind all of this happening. I had stewarded this whole programme into existence.

And in that moment, a thought crossed my mind. The thought was:

“I don’t get any better than this. This is me at my natural and spiritual best, showing up in my humanity. This is me utilising my many skills, my best qualities, delivering my cargo of gifts, collaborating with friends in service to my community. And it’s such fun!”

I was feeling good about who I was and what I was delivering to my community. I felt important. I knew that I mattered.

This was not my usual voice of doom that would tell me I was crap and doomed to be crap forever. It was the most positive and affirming voice in me, telling me that this really was me at my best at this point in my life.

And while this success did involve effort, it wasn’t just about hard work, struggle and sacrifice. This success had followed from me showing up at my best, even in my brilliance. It was a lovely new experience.

I was being creative, I had been able to bring something wonderful into existence, and I had been able to transform many of my painful and potentially crushing childhood experiences into something good, beautiful and valuable. I knew in my heart that this was what I did best.

It was a wonderful feeling.

It was that feeling of *this is me at my spiritual best* that I found so beautiful.

I enjoyed feeling potent, knowing I was having a positive impact on people's lives. I was utilising and expressing so many of my gifts and best qualities, in service of people I cared about.

That's how the idea of *Signature Leadership Work* was born in my mind.

Years later, this poem found me and it captured that feeling:

Cargo, by Greg Kimura

*You enter life a ship laden with meaning, purpose and gifts
sent to be delivered to a hungry world.*

*And as much as the world needs your cargo,
you need to give it away.*

Everything depends on this.

*But the world forgets its needs,
and you forget your mission,
and the ancestral maps used to guide you
have become faded scrawls on the parchment of dead pharaohs.
The cargo weighs you heavy the longer it is held
and spoilage becomes a risk.*

*The ship sputters from port to port and at each you ask:
"Is this the way?"*

*But the way cannot be found without knowing the cargo,
and the cargo cannot be known without recognising there is a way,
and it is simply this:*

You have gifts.

The world needs your gifts.

You must deliver them.

*The world may not know it is starving,
but the hungry know,
and they will find you
when you discover your cargo
and start to give it away.*

Your unique signature

After that, I did a bit of research about the idea of *Signature Work*. I loved the idea that our signature is an expression of our uniqueness. Chefs have signature dishes, sportspeople have signature moves, and musicians have a signature style. I loved that signature means ‘uniquely you, expressing the DNA of who you truly are, infusing what you do with your own essence’.

You probably know these examples of *Signature Work* from the human potential world, even if you don’t know the person behind them: *Feel the Fear and Do It Anyway*, *Unleash the Giant Within*, *Men Are From Mars, Women Are From Venus*, *The Power of Now*, *The Artist’s Way*, *The Seven Habits of Highly Effective People*, *Become a Key Person of Influence*, *The Hero’s Journey*, *The Millionaire Messenger*, *Making a Living Without a Job*.

And four of my own: *The Work We Were Born To Do*, *The Business You Were Born To Create*, *The Messages You Were Born To Share*, *The Leader You Were Born To Be*. Obviously the ‘Born To’ dimension infuses all of my work.

Your *Signature Leadership Work* is not something you have to do forever. It probably has an expiry date, and then you’ll have another iteration waiting to emerge.

The Work We Were Born To Do was my signature work for well over a decade, but then came new projects. You needn’t be caught in an endless cycle of rinse and repeat. *The Muse* always has new chapters for you. It can be continually expanding and evolving as you grow in your maturity and capability.

I would love to help you capture this feeling of you at your best and find your *Signature Leadership Work* that wants to exist in the world right now.

Section 3 – Who are you?

So, that's part of my story.

What's your story?

I'm aiming this idea of *Leading with Your Signature Leadership Work* to you as a seasoned professional. You have been a practitioner of your calling and leading the way for upwards of 15 years, maybe 20 years or more. You have a real growth mindset, love to thrive and never want to stop blossoming into more of your innate potential.

You have done a lot of your own inner work. You have a passion for expanding your self-awareness. You love understanding yourself and others.

You have reached a level of emotional and spiritual maturity.

You love serving your clients, you love your own sense of fulfilment and you also love your sense of mission, knowing that you are part of the evolution of human consciousness, from fear back to love. You love knowing that you are part of something bigger than yourself – part of Team Love.

You have answered the call to offer your own unique flavour of leadership. You have embraced your wonderful desire to help the people around you rise, just as you have risen yourself.

You have been pioneering and leading the way. For you, leadership is a calling, not a position.

You have probably had many of your own dark and challenging times.

You have probably had some real problems, some areas of grit in your life, and you have invested in transforming that grit into pearls of wisdom for yourself, and you love sharing your wisdom with others.

You have done a lot of the work of releasing the habits of the past. This is a heroic endeavour. You have had the courage and willingness to face your hurts, losses, anger and frustrations. You have developed more compassion in the face of your own suffering. In a very tangible way, the work you have done on yourself is contributing to the evolution of human consciousness.

You have developed a high level of self-acceptance and recognise and embrace your humanity. You love to operate with a high level of integrity, so you are less motivated by your wounding and more inspired by your soul's calling.

You have loved helping others know who they are and realise their own true power and potential.

I am imagining you have a fascination with the idea of potential. How does the acorn become the oak tree? The potential of the oak tree is inherent within the acorn. Even though you can't see that potential with your eyes, you know it is there.

Your *Signature Leadership Work* is based on an idea. It may well be profoundly simple, but it's an idea that's innately encoded with power and potential. Maybe the idea even knows what it can, in collaboration with you, become.

Together we can explore the potential of the idea behind your *Signature Leadership Work* and how you can begin to turn your idea into a deliverable reality.

Some of what you have come to know is in your bones; it's what you know to be true. You've developed awareness of deep patterns, insight, wisdom and experience. A lot has come into focus for you.

You sense you could be sitting on a vein of gold, but your gold needs mining and you need some help to transform your gold ore into golden nuggets. You have ideas but need help to get those ideas more fully formed, crafted and packaged, so you can deliver them to your ideal clients.

This idea, even if it's only a vague one, has been incubating in you for a while now. You sense that it's there, but you can't necessarily put a name to it. It's amorphous. But you do sense that there is some work that wants to exist, and it's yours to bring into the world.

Together, we can give shape and form to the idea and then explore what the potential of that idea might be.

And you do have an investment mindset. You wouldn't see this as a programme, but as an investment in your personal and professional development that will yield you significant returns. We can explore the returns you would like to harvest from what you invest.

Section 4 – It's time to graduate

You may feel as if you've plateaued, that your spark of inspiration is dimmer than it has been for a while, and you want it back. Maybe your work has even become a little mundane.

You have lost some clarity and crave some fresh focus around what you want to be doing and who you want to be doing it for.

You may be having to will yourself on a little, rather than being excited and energised.

You have outgrown what was your best, and you are now playing it a little safe. It is now time for you to graduate into a new iteration of you at your best. The work you are doing reflects who you were, but doesn't reflect who you've become. The opportunity is for you to stop diminishing yourself and instead blossom into more of the real you that is already innately within you.

One of my favourite quotes is by the French-American diarist and essayist Anais Nin, who wrote: "And the day came when the risk to remain tight in a bud was more painful than the risk it took to blossom."

I like to think of this as your graduation. You have succeeded at this current level and now you have a new assignment, a new adventure, a bigger and more authentic game to play. It's time to move to a new chapter of your power and confidence, and maybe begin to work with a new client group and have a bigger impact.

It's time to get serious, and being serious may involve you having even more fun and pleasure in your work.

Your soul wants you to be bold and brave again, to adventure, and parts of you are feeling a little vulnerable, scared and reluctant. That's normal when you are at a threshold of a new chapter.

For a while now, this new chapter of your leadership has been quietly forming and gestating within you.

Given the right conditions, it's inevitable that the bud will become the blossom. Its destiny is to blossom; this is what naturally wants to happen.

Yet we humans seem to have patterns that inhibit us from naturally becoming more of who we are already are in essence.

I have been at those threshold places many times, both personally and professionally.

There have been many times when I have felt as if the bud in me wanted to blossom and move into a new chapter of thriving. But at the same time, I was also afraid to blossom,

afraid to become the person I sensed in my heart I could be. I was afraid to own my power. I was afraid that I might just be fooling myself.

Do you feel it is time for you to risk a new chapter of your blossoming?

Having had the privilege of being party to thousands of coaching conversations over the past three decades, I have developed an understanding of what happens at these threshold points in our lives, just when there is a possibility to further blossom.

We usually experience a combination of inspiration, possibility and fear – and sometimes even terror. Many of the beliefs that we have harboured but buried can begin to surface again.

Thoughts arise such as: “Who do you think you are? You have got away with it so far, but now you are going to be exposed as a fraud, a phony and an imposter. People will see straight through you. You know you don’t really have what it takes. You are going to look really stupid. You will be exposed as the insignificant and worthless loser you truly are and always have been.”

Do any of those thoughts sound familiar?

When these thoughts arise, I believe it means you are growing and risking. You can navigate your way through these thoughts. But without a way of navigating, you can stay in the birth canal forever.

Some sense of who you are may well have to die away. Some small way of seeing yourself needs to be shed.

The bud has to die to blossom and reach its next stage of potential.

Sometimes that voice says it’s you who needs to die rather than a limiting concept of yourself. I have come to see from my own experience that every *temptation to death* contains an *invitation to a new birth*.

You know you are really good at what you do, maybe even world-class. I assume that your capacity to deliver what you do is largely a given. But it’s time for you to evolve.

What you are ready for is knowing how to identify this new chapter of your work and then brilliantly articulate, craft and package it so that you can market yourself more effectively and create more opportunities to deliver your best work to the right people. You want to learn how to more effectively describe what you do for your clients and tell stories about how you have helped your clients.

Section 5 – Some of the flavours of your new chapter

This new chapter is less about driving yourself, or making yourself suffer further by working harder, struggling or sacrificing. It is more about expanding your sense of self, and even moving into your zone of genius. It is about your natural abilities. Your work is an expression of your deepest self, so it doesn't need to be fuelled by pushing and proving. In fact, it is about quite the opposite. It is more about opening up, cultivating and allowing more of you out.

This new chapter is probably also about opening up to becoming an instrument, allowing your new work and this project to exist in the world, both from you and through you. I really felt as if *The Work We Were Born To Do* wanted to exist, and I volunteered to be the instrument through which it existed. I collaborated to steward it into existence. I gave birth to it, but I wasn't the source of all the ideas.

So, I think you are the right person to be the instrument through which life delivers some idea, some work to your people. You bear a gift to deliver. Effectively, the work will teach you how to do it. You are the bridge between the work and its people.

Like a gardener, your job is to cultivate the conditions within you and around you to allow what wants to naturally happen, and work *with* your own nature.

This new chapter is about accessing more of your own brilliance and your own spiritual heart. It is the process of allowing more of who you naturally are to emerge. It's about you in your sovereignty, you being in charge of you and deciding who you want to work with, and on what specific projects.

I'll be looking for your places of true inspiration – your longing to be inspired and inspiring, which can naturally follow from being more of your natural self. We'll look at how you open up to the inspiration that is trying to get your attention. It is powerful to be inspired, to be lit from within, and to be a source of inspiration to others.

This passage from Patanjali, compiler of the Yoga Sutras in the 2nd Century BC, has been guiding me in my own sense of inspiration for more than three decades now:

"When you work only for yourself, or for your own personal gain, your mind will seldom rise above the limitations of an undeveloped personal life. But when you are inspired by some great purpose, some extraordinary project, all your thoughts break your bonds: your mind transcends limitations, your consciousness expands in every direction, and you find yourself in a new, great and wonderful world. Dormant forces, faculties and talents become alive, and you discover yourself to be a greater person by far than you ever dreamed yourself to be."

We can look at where your next chapter of inspiration lies, what might be blocking it and how you can melt your blocks and allow more of your inspiration to flow.

I would love to help you bring your new project into existence.

And yet, every new beginning requires an ending and some letting go – and probably some grieving of what has come to an end.

It may also be time to shed the skin of the smaller identity that you have outgrown and expand your sense of self so you can play a bigger and more authentic game that reflects who you are now.

It may be that most of the pieces of your jigsaw are there but you haven't connected them up and seen the coherent whole of who you are and what you are able to offer.

You have many strands to you, many trainings and modalities that you want to bring together into a unified and coherent whole that reflects who you are now.

You know you have gifts, but you may not know precisely what they are and how to convey how your gifts help other people blossom and grow. But you are willing, and that's what matters.

You know it's time to show up even more clearly and powerfully so that your people are in no doubt what you are brilliant at and what to hire you for.

You have been around for quite a while, so you are already known to many people and already occupy a kind and warm place in many people's hearts and minds.

Some of them may well be waiting for you to show up with this new work, even if they are not consciously aware of it. This means they will respond positively to your latest offering. You are already part of a network of goodwill, so it may well be that much of the marketing work has already been done because of the years you have already been serving people. Your work now is to re-enter their consciousness with this new clarity around your *Signature Leadership Work* and remind them about you and what you can help them with.

Section 6 – Your *Signature Leadership Work* can be your ministry

I have designed this programme with the idea in mind that in some way, you see your work as some kind of ministry. There is a healthy longing and urge in many of us for our work to be our ministry. Your work can be central to your spiritual life, not separate from you. Your leadership can be the expression of the deepest aspects of you, the love within you. That love and your creative energies can flow into the world through the vehicle of your work and your leadership. Whatever your job titles, you know in your heart that your primary work is bringing more love and healing into the world. That is what makes your work meaningful, knowing you are playing your part in the restoration of love. Your work can be an instrument of love.

We are emerging out of a thought system of fear and back to a thought system of love. You are playing a part in the evolution of humanity. The difficulties that you have experienced qualify you, as you are making your own way back to love.

You can speak with authority because you know your own darkness and have found your way back to a better place, so now you can help guide others back into the light.

Please share your gifts – don't rob us of what you've got.

What will bringing your *Signature Leadership Work* into the world do for you?

Your *Signature Leadership Work* is the ideal vehicle for sharing your unique energies, gifts and talents with your ideal clients, so you get to operate at your highest level of energy and vibration. And, as a result, you are likely to experience other amazing opportunities and possibilities.

- You'll know what to say yes to and what to say no to.
- You are likely to help your clients achieve wonderful results and facilitate their transformation.
- *The Muse* does a lot of the heavy lifting for you – she is the source of the ideas – so your job is to be the instrument and the midwife, not the originator.
- You are likely to feel deeply fulfilled because you are in integrity with yourself.
- You are likely to get more yeses to your invitations to work with ideal clients.
- Incoming interest in you and your work is likely to increase.
- You are able to charge premium prices because people will buy your energy as well as your skilfulness.

Section 7 – Who are you *not* to? Coming out of the shadows

One of the conversations we might have is some version of, “Yes, but who am I to?”

One of the most important thresholds you may need to cross is that of acknowledging the importance of your own talent.

As programme director of the mind-body-spirit organisation Alternatives, I hosted some of the best creative, spiritual and scientific minds on the planet who had powerful and important messages that millions of people found valuable. Although I was publicly introducing them in front of hundreds of people, spiritually I was hiding out and living in my own shadows. I believed *they* were the important ones and I wasn't. They obviously had talent, but any talent I had could never match theirs.

I was giving some talks, facilitating workshops and doing some coaching, but I was still making Alternatives the most important thing in my life.

But the still, small voice within me was telling me, as it has hundreds of times throughout my life, that I had my own calling to pursue. What I was doing was in the vicinity of my true calling, but it was parallel to my true calling, not quite the real thing.

I was afraid I might be getting big-headed, too big for my boots. In some ways, I was more comfortable diminishing myself rather than being expansive. I was more comfortable shrinking myself down and hiding out, but playing small was hurting me. I was hurting myself.

So, I began to put out tentative feelers to publishers on the off chance that one of them might be interested in my book idea. I was astonished when I received the contract from Element Books in 1998 to write *The Work We Were Born To Do*. I very nearly didn't sign it. I was terrified. My inner critic had a field day, and I said to myself, “Who on earth do I think I am to believe I have anything important or valuable to say to anyone? I might have been able to impress them with an outline and a sample chapter, but surely I can't be *that* good? I will be exposed as an imposter and it will all end in tears.”

After much soul-searching, I heeded my inner voice and signed the contract. And by signing it, I made a decision to lead myself out of my shadow life and into my true calling. I made a commitment to believing in myself and developing my own talent.

I put myself on a new path. I began to step back from Alternatives and invest in building my own business. In the face of my fear and self-doubt, I decided to back myself and be bold about my talents and abilities. I made a commitment to being of service with my own work.

This wasn't about being arrogant, big-headed or boastful. Deep down, it was a quiet knowing that I had indeed arrived here with a calling etched upon my heart, as I believe

we all have, and it was time for me to step up, come out of the shadows, show up and live out my calling at a new level.

I am a student of *A Course in Miracles* and one of the key concepts in the book that I love is the idea that within each of us is a grandeur of spirit that came with our creation. That is not grandiose, it is the truth of who we are. It is our true nature. Grandiosity is what happens when our ego starts running the show, either by inflating us and being arrogant, or by diminishing us and trying to make us smaller than we really are.

If you are aware of playing small, hiding out and living a shadow life parallel to the one you know in your heart you are here to live, and you would value a conversation about showing up with your true calling, I'd be happy to have this conversation with you. I can promise you it will be powerful.

I will help you acknowledge and show up in your grandeur.

Section 8 – Your *Signature Leadership Work* is found at the intersection of four elements

The elements are:

1. Your years, even decades, of lived experience, wisdom and accumulated insight.
2. Some innate potential encoded within you, an inner knowing that is etched upon your heart.
3. A wonderful, continual process of emergence, moments of inspiration and clarity, which I like to think of as *The Muse*.
4. A deep understanding of your clients and what they truly want and need.

We will be accessing all four elements in our work together. Everything you have learned so far, all the problems you've had, and the transformation you have been through, go to make up this work of yours.

Some of our conversations will be logical, strategic and about clear thinking, and others will be magical, as ideas and clarity emerge for you in beautiful and sometimes even miraculous ways.

Some of our conversations will be very powerful, and afterwards, you may feel a need to lie down with a damp flannel on your forehead as you integrate your expanded thinking!

Section 9 – The 18 outcomes: the clarity I am promising to help you achieve

1. We'll gain clarity around the big idea behind your *Signature Leadership Work* – identifying the big idea and distilling it down to its essence.
2. We'll put some structure to the big idea, think of your *Signature Leadership Work* as a project, and articulate a title and a subtitle as well as the distilled 150-word helicopter view of the whole project that you can use as a pitch to clients and collaborators.
3. We'll dive into the philosophy that underpins and informs your *Signature Leadership Work* so that you can articulate and lead with a clearly defined philosophy as well as your services.
4. We'll get some clarity around who your *Signature Leadership Work* is for – who you are an energetic match for.
5. We'll get some clarity around how many clients you are actually wanting to attract to have a successful business.
6. We'll articulate the transformation you will help them undergo.
7. We'll identify where your unique niche of expertise lies.
8. We'll surface your natural tone of voice and home in on the six to ten key leadership messages that will call in your ideal clients and your audience will resonate with.
9. I'll give you my feedback on the power, coherence and relevance of your messages and where your natural authority lies.
10. We'll explore how you can craft your messages into tangible, deliverable content – such as a keynote talk, social media posts, stories, a programme, or a book, how to create your broadcasting and publishing platform and then create a breadcrumb trail to lead people to your offering.
11. We'll develop your flagship programme that is the vehicle for you to deliver your *Signature Leadership Work*.

12. We'll identify your next steps to help you bring your *Signature Leadership Work* into existence so you can have the impact you want.
13. We'll explore "Why you?" What is your backstory and what makes you so credible and good at this?
14. You'll have a clear sense of what you at your natural leadership best looks like and where your zone of genius lies.
15. We'll identify your signature quotation about your work.
16. We'll identify one or two 'pivotal moment' stories you can share to demonstrate your integrity and character and how far you have come.
17. We'll explore the areas where you may have been playing small and help you transform how you see yourself and the work you are here to do. We'll explore how you can show up clearly and powerfully with the best of who you are and what you have to offer and become known for your *Signature Leadership Work*.
18. We'll look at how you can weave all of this into powerful and coherent branding around you and your *Signature Leadership Work* and create a joined-up, high leverage business where all your content fits together.

Section 10 – Your *Signature Leadership Works* begins with Who

One of our first conversations will be around, “Who is this for?”

Why is it so important that you can get clear on your Who?

Because everything flows from knowing your Who.

You may want to start with your big idea and concept, and that’s good – but the next question is, “So, who is this idea for?”

Part of your job is to be a beacon for your clients, to speak to them clearly and with power and authority. And to do that, you need to know who you are a beacon for.

Once you are clearer about your Who, you can understand and articulate more clearly where your people are right now – their Island A.

Then I can help you get clear about where they would like to get to – their Island B – and how you can help them get there and be able to articulate that too.

You can then use the language that they will respond to.

You can develop messages that will deeply resonate with them.

The goal is simple: that your ideal clients feel seen, known and understood so that they will trust you, feel a connection with you and develop a belief that you can help them.

You want them to want to engage with you and what you are offering.

When I was less experienced, I believed that anyone with a pulse and a bank account could be my client. I resisted narrowing down my focus – I didn’t want to limit myself so I tried to talk to everyone.

I think I secretly believed I could change the world, which was a bit grandiose and simply not possible. I released myself from the burden of believing that I was here to try to change the whole world. I couldn’t be important to everybody, but I could be important to some people – maybe quite a few people.

Now that I’m older, I know I can play a part in the transformation of a small group of people. And that’s enough for me now.

You may be reflecting on “What is enough?” for you.

Section 11 – My personal struggles with narrowing down my Who

My personal and professional experience is that we can massively resist and actively dislike the process of narrowing down. With each new step, I often find that a new layer of my inner critic can surface and try to derail me.

When I wrote *The Work We Were Born To Do*, I didn't have a particular group of people in mind. I wrote it for people like me.

But when we stick with the process of narrowing down, we will actually love the result of the process. We can achieve real clarity around our Who, and we will probably end up with a clarity that seems so obvious. "Of course, it's obvious to me now that they are the people I would work with."

This idea of *Signature Leadership Work* has been in my thinking since 2011, but I hadn't done much with it until 2024, partly because I didn't have clarity around who it was for. Then it began to dawn on me that 2024 marked 25 years since *The Work We Were Born To Do* was published.

This programme was for people who may well have read my book in the first ten years since its publication and were now seasoned professionals in what they were doing.

I loved the idea of the project being for seasoned professionals. But then my thinking went to, "But that's not many people! What if I can't find them and reach them?"

But then I asked myself, "How many people am I actually looking to work with?" and the answer was, "Two a month."

So, then I asked myself, "Given my network and my profile, is it possible for me to be a beacon for and attract 24 men and women who could really do with this programme?"

And my answer was a definitive, "Yes, I believe so."

Section 12 – The great paradox: narrowing down actually opens up

The breakthrough moment for me was when I got clear that this programme was for seasoned professionals with at least 15 to 20 years' experience in their field.

At that point my sense of possibility actually began to open up rather than close down.

Counterintuitively, narrowing down actually felt like opening up!

And when I reflected that I started my first business as a coach, speaker, event organiser and then writer in 1990, I realised I'm a seasoned professional with 34 years of experience. It would make perfect sense that now, in my mid-sixties, I would be guiding and mentoring people ten to 20 years younger than me, but with a couple of decades of work under their belt.

With that clarity, I knew where and how to begin positioning this project. I was able to develop clear messaging to these people, because I understood them, because I had been like them, I had been where they were.

I know that territory and I have developed a map. I could speak directly to my people, their experience, their problems, their aspirations. Within a couple of weeks, I had soft-launched this programme and had the first sign-ups.

I really didn't enjoy the process of narrowing, but I was thrilled with the clarity that had emerged by the end of the process. I knew for sure, "These are my people."

I experienced the power in a narrow focus, in creating a niche that is only an inch wide, but can be a mile deep. Together we can identify your inch-wide, mile-deep niche.

Section 13 – What is the likely flow of our work together?

Your *Signature Leadership Work* is based on a big idea, so we'll begin by articulating exactly what your big idea is. It's likely to be a profoundly simple idea. It may be tempting to believe that this big idea is for everyone, and indeed, everyone may benefit from this big idea.

You probably work hands-on with a small number of people, so together we'll figure out who you most love to work with, and who this is for.

Then we'll explore where your people are now, their Island A, and where they want to get to, their Island B, and the transformation your big idea enables your people to undergo, to get from where they are to where they want to be.

This is so fundamental because without clarity around your ideal clients, where they are and where you are helping them get to, your messages will be diluted and lacking in power because you won't know who you are speaking to and what to say to them specifically.

We'll go on to gain clarity around the following.

Phase 1 – Clarity around your Who

Who this project is for and who you have a calling to deliver your *Signature Leadership Work* to. Who you serve and who you want to be a beacon and lighthouse for. These are the clients who call out your brilliance.

How many clients do you actually need to attract for your business to be a success? Which people? Which problem? Which place?

Once we have homed in on your Who, where they are now and where you are going to help them get to, we'll get clear on the next parts of the jigsaw.

Phase 2 – Your topic and your big idea

We'll drill down to the essence of the project you are bringing into being, with its title and subtitle, distilled into 150 words.

Phase 3 – Your clients' Island A and Island B

We'll look at where they are now, what they are currently experiencing and where you can help them get to, and the journey of transformation you help them undergo.

Phase 4 – A series of clear and powerful messages

Take your experience, insight and thinking and identify six to ten of your clear leadership messages to your ideal clients to demonstrate your empathy and create resonance – talk to them directly rather than simply talk about your topic. We'll distil rather than dilute your messaging.

Phase 5 – Your identity as a guide

We'll look at how you see yourself and how you feel about being a guide who knows your territory and has developed a map and some expertise relative to your clients.

Phase 6 – Your underlying philosophy

Together, we'll surface some of the key thoughts, beliefs and the philosophy that underpin your *Signature Leadership Work*. It can be extremely powerful to lead with the philosophy behind your work as much as the work itself.

Phase 7 – Quantify how many clients you want to attract and serve

We'll make the journey tangible, real and do-able by getting a clear sense of how many people you need and want to create your successful business.

Phase 8 – Understanding and navigating your own inner resistance to showing up

We'll make sure you aren't blindsided by your own fears, doubts and distractions and become even more aware of any patterns of self-defeat that you may be running.

Phase 9 – Why you, and your own narrative

What makes you so credible and so good at this? What has been the arc of your own life's journey? Where have you come from, where have you got to and what has been your own transformational journey? We'll look at one or two 'pivotal moment' stories that you can tell (see Section 23 for an example of one of mine). Your journey of transformation will mirror that of your clients and 'qualifies' you to be their leadership guide.

Phase 10 – Create your leadership job description

Inspire, educate and coach: what you actually do and what the aspects of your job description are.

Phase 11 – You at your natural leadership best

Write your own personal leadership guide so you can do what you love and are brilliant at being in service to your people.

Phase 12 – Your relationship with showing up at your best

Your *Signature Leadership Work* is the answer to some people's prayers. They need and want what you offer. But they need to get to know that you exist and what you can do for them. We'll explore how you want to show up next and become more visible so that your ideal clients can find you.

We'll make sure you don't edit yourself, play safe or shrink yourself down and hide out, but remain authentic and show up fully. We'll also identify how you want to be showing up and what patterns you may be running about hiding out and playing small. We'll also explore your own self-judgement and your inner child, who may be keeping you small.

Phase 13 – Design your flagship programme

I can help you design, develop and craft the outline of talks, workshops, trainings or retreats you want to be delivering – the vehicles through which you deliver your *Signature Leadership Work*. What is your business model? What are you delivering for income? Is it 1:1 coaching for individuals or group coaching? A signature talk? A signature book? A signature training? Other signature content? A community for your people?

Phase 14 – Create a breadcrumb trail back to your *Signature Work* and your joined-up business

You might feel as if you know so much, but don't know where to start or how to start sharing it. We'll look at how you chunk down what you know and create a breadcrumb trail leading people into your *Signature Leadership Work*. Instead of creating ad hoc content, we'll look at creating coherent and joined-up short-form content, tip sheets, podcasts, videos, articles and webinars.

Phase 15 – Create your coherent brand

Weave all the strands of your life, work and leadership together into a tapestry that is the powerful and coherent brand that communicates your *Signature Leadership Work* and how it helps people.

Section 14 – Beliefs I hold that will underpin our work together

I have a few presuppositions – beliefs I hold that will underpin our work together. They underpin how I see the world and inform how I work. I am outlining a few of the key ones here so that you have an understanding of how I will approach our work together.

- **Something naturally wants to happen here**

I like the idea that there is a realm of consciousness where all ideas already exist in potential, but they need willing human collaborators – you and me – to bring them into existence. So, you are responding to a natural creative impulse to create your *Signature Leadership Work*. It already exists in potential and now wants to exist physically. The work comes from you but also through you. You aren't the source, you simply give birth to it. Maybe 90 per cent comes from you and 10 per cent through you, and it's the 10 per cent that comes through you that can add the inspiration and higher vibration to your work and make it attractive to your ideal clients. You are an instrument for something to exist in the world through a natural process of emergence – nothing needs to be forced.

- **Be more naturally you**

To bring your project into existence, work isn't about you improving yourself, but about becoming more of who you already are. I believe that you have incredible and potentially unlimited innate potential. Currently that potential may be dormant but it is there. So, your job is not to try and mould yourself into some idealised version of who you think you were supposed to be, but to discover who you already are in potential and in essence, and become more of it.

- **Something in you already knows**

Our work together involves me asking you a lot of questions and following some key lines of enquiry. If I were to tell you in advance what the questions were, you'd probably say that you don't know the answers. I work on the assumption that something in you does know the answers. My job is to help you gently surface that clarity and capture it for you.

- **Your *Signature Leadership Work* is the answer to some people's prayers**

You have spent your life developing particular gifts and abilities and becoming the person you are today. You are just right for a particular group of people. When you have conversations with those people, there will be a natural energetic click and it will become obvious that it's right for you to work together. They will feel grateful to have found you.

- **Your *Signature Leadership Work* comes with an invitation for you to show up**
You can't be successful and invisible! Your clients need to be able to find you and recognise you and your work. There are some people waiting for you to show up, so it's a spiritual responsibility for you to do so. It's not that you must, but it's a blessing to you to show up, as it is to those who need your *Signature Leadership Work*.
- **Your *Signature Leadership Work* comes with an invitation for you to grow**
If I had known what *The Work We Were Born To Do* was going to become, I think I might have bailed. I would have felt inadequate and not up to the job. On reflection, I think that most inspired ideas that *The Muse* offers us also come with an invitation to grow, to shed the limits we have grown up with, and to blossom into more of who we already are in essence. All that I do now – write, speak, broadcast, coach and guide leaders – now seems incredibly natural and relatively easy to me, but I never forget how terrified I was initially and how lacking in confidence I was.
- **You succeed through countless small and incremental steps**
I will ask you what next small step you can take, and we'll talk about gentleness and soft launches, easy and natural ways for you to find your first client for this new work of yours. My goal is to help you grow in confidence and success in ways that seem natural and are a greater expression of you. I won't invite you to do anything that goes against the grain of your soul. I may invite you to do things that you'd like to do but may seem scary and brave. I don't want our work together to create more wounds or shame.

Section 15 – I might politely ask you to shut up!

My work with you will be highly focused. I am helping you achieve clarity in a number of specific and key areas, to get the outcomes you need and are signing up for my help with. I will help you achieve that clarity by asking you simple and specific questions. I don't need you to give me background or explain how you came up with the idea. I simply need the responses.

So, I may well need you to stop explaining in more detail than is necessary, or stop us going off at tangents.

We aren't doing therapy, we are getting you clarity. And clarity can be therapeutic.

So, I will need to contract with you in advance to be able to say, "Stop!" or, "Enough!" or even, "You haven't answered the question. Please answer it."

I need to agree with you in advance that you're OK with me doing that and trust why I'm doing it so that you don't get upset and think I'm being rude. I may be rude, but only with your permission!

Section 16 – What I am on the lookout for

I don't have your inner critic, nor do I share your limited thoughts, so I am able to share what I see as your power and potential a little more clearly than you can.

Part of my job is to see aspects of you and hold up a mirror to them for you, so you can see yourself more clearly and with less of your own filters.

I will be vigilant about the following:

- I am looking for you at your best and most powerful.
- I am looking for where you might be hanging out in the shadows and living a shadow life rather than really showing up and letting yourself be visible and known.
- I am looking for what is good, right and healthy about you and what you are inspired to do and be next.
- I am looking for the messages you have that I think will hold the most resonance for your clients.
- What is obvious to you, other people may well be oblivious of – so I will help you see the value of what you know.
- I am looking for your brilliance, and when you come alive.
- I am looking for your progress, so we can celebrate you.
- I am looking for how you are leading the way and who for.
- I am looking for your unique gifts and talents that people respond to.
- I am looking out for how you might be shrinking yourself, playing small or hiding out.
- I am looking out for your unconscious blocks and limiting beliefs.
- I am looking out for how you might be seeing yourself in a diminished way.

Section 17 – It is (almost) inevitable that your resistance will rear its head

Your fear and resistance have probably always been there, but as you prepare to show up in new, more clear and powerful ways, it is likely to surface, maybe big time. You are likely to feel some temporary vulnerability. That's good. We'll welcome it and understand that it's a sign that you are on track. So, strange as it may sound, your resistance can actually be a pointer.

Indeed, what I have come to see clearly both in my own life and leadership, as well as professionally with clients, is that the bigger your resistance, the bigger the gift. And the greater the importance of the project to your evolution, the greater the resistance is likely to be. I will help you navigate this, and make sense of your experience.

Resistance can be there at all stages of the process, but it is likely to be loudest when you are just about to go public.

The most important things I have done professionally, such as starting to speak publicly, write, coach, broadcast, educate and to offer my own flavours of leadership, have all been preceded by resistance – often massive resistance. I have learned to recognise, expect and then navigate my way through resistance.

Resistance precedes significant success. The flavours that are most common are telling yourself things like:

- Who am I to?
- Hasn't this already been said before?
- I just want to hide away!
- I feel vulnerable because this matters so much to me!
- I can't do this!
- I could look really stupid if this doesn't work...

Another big form of resistance is generating more and more ideas but not implementing any of your existing ideas. I can help you stay focused as you cross your next thresholds.

Section 18 – Embracing your *Inner Pro*

There is a part of you that is bigger than your resistance and is already committed to you doing your work and showing up, even in the face of your resistance. You don't need to have cracked your resistance to be able to show up. You can beat your resistance *by* showing up.

The *Pro* in you is the part of you that's devoted to your work, to your own growth and showing up as powerfully and clearly as you can so you can contribute your gifts. You give yourself over to it rather than force yourself to do it. Your *Inner Pro* is your deepest self.

As a *Pro*, you know in your heart that the fear is always going to be there. You can become braver and grow in confidence every time you face your fear.

You have to do this work because you love it so much that you can't easily live without it being at the centre of your life. And you are willing to be paid for what you love doing.

Section 19 – The power and value to you

If it's clear that we are a good fit, I know the work we'll do will be powerful and valuable to you. Here is what people like you have said they have found valuable through our work together.

1. I am still smiling and feeling inspired after our session today. Thank you again for guiding me to connect deeply with the magic that wants to emerge through me.
2. I can't believe how much you have drawn out of me!
3. I found it so helpful to expand my thinking to include, "What wants to exist through me," as well as what I want for myself.
4. You have helped me develop a deep sense of knowing that I am the right woman to sponsor this idea into existence. I can see that I am not an imposter, I am the real deal
5. I love the idea of this project 'pre-existing' and that it doesn't all come from me, but also from God or the universe – my job is to be the instrument through which it exists in the world. I am simply giving birth to it and giving it shape with my skilfulness and experience.
6. I am so grateful to have got to where I am – I never thought I would get here.
7. I feel a level of internal and external coherence that I have never experienced before. I know what I am doing and who I am doing it for.
8. In one conversation you helped me get clearer than I had managed in years on my own.
9. You have helped me zoom out from the 'bug's eye' view of what I have been doing, to the more 'eagle's eye', thought leadership view – and that has been very powerful.
10. Wow! I got a standing ovation from 280 women at the conference! Thanks for encouraging me to tell that story to introduce my new work.
11. I love the idea that I am stewarding this business idea into existence, that it is in my care for a while, and then I will hand it over to the next steward.

12. Thank you for encouraging me to really focus in on who my project is for – with that clarity, all that is to follow seems a lot easier.
13. You are helping me see that I am just the right person to be leading the way and causing this project to exist – my whole life has been building up to this.
14. My work now looks clearer than it has ever been.
15. I am so glad I found you because you are helping me see where my niche of expertise really does lie. You are helping me make my dream of becoming a speaker and an expert come to fruition.
16. You are helping me see that there is an even bigger world of possibility available to me than I'd initially realised.
17. The questions you asked me really opened up my thinking about myself and what my clients would love from me.
18. Your 'interruptions' stopped me going off at a tangent and helped me stay focused to get the clear outcomes you knew I wanted.
19. You helped me see the real power in my messaging – I have been too close to what I say to see how powerful what I am doing is for my ideal clients.
20. You have helped me see myself in a genuinely positive light and the incredible potential for me and my *Signature Leadership Work*.
21. Your notes and reflections back to me are incredibly useful and remind me of key points I have forgotten even since we spoke. It's super valuable to have them captured in this way.
22. It was so powerful for me to realise that to have a successful business I only need to attract 34 women and run my *Flagship Signature Leadership Programme* twice a year. That seems very do-able because I already know many of the potential 34 women. I just need to share my new and clear offering with them.
23. I was an accountant in a previous life, and am loving seeing how I can create assets as we are identifying my unique *Intellectual Property* that underpins my new *Signature Leadership Work*.

24. I am feeling confident that I am just the right person to bring this project into being – my whole life and all my experiences have been building up to this and preparing me for this.

25. Thanks again Nick, you are indeed an inspiration and I am very glad that you ‘showed up’ in my life and helped me recognise and own my leadership and step into the next chapter of my business life.

26. You are amazing to work with and so good at what you do.

27. The work we have done has really drawn the best out of me and helped me see my body of work clearly.

Section 20 – What I bring that delivers value to you

These are not vague and nebulous conversations. This is a clearly defined project to identify, articulate and then assemble all the elements of your *Signature Leadership Work*.

I will be your guide and bring my coaching skills and experience to you. I will be bringing my own best self and best work to you.

I will bring many facets of me to you. I am part coach, part confidante, part guide, part mystic, part poet, part entrepreneur, part educator, part storyteller, part thought leader, part cheerleader and part friend.

I know this territory intimately, and each stage of it, so I can guide and help you understand this territory for yourself, what you need to be doing and why I think you need to be doing it.

Since I started my own business in 1990, I calculate that I have been privileged to be party to well over 5,000 coaching conversations. I know I have learned something from each one.

I am skilled at helping you:

1. Get to a level of clarity and precision that you probably wouldn't achieve on your own.
2. Recognise, understand and navigate through your resistance so you can show up in your unique brilliance.
3. Navigate through the negative and critical voices you may well have in your head.
4. See yourself and the possibilities for your work in the best light.
5. See your innate yet dormant potential.
6. Believe in yourself and expand your confidence in your capabilities and the impact you can have on your people.
7. Believe in the value of who you are and what you are doing.
8. Grow in awareness by helping you see your blind spots – where your brilliance lies and how you may be holding yourself back that you hadn't been aware of.

9. Figure out your favourite strategies for attracting new and existing clients into your new work.

10. Be accountable to yourself, develop clear steps and timeframes and stay on track.

I value openness and am happy to answer any specific questions you have about my own work and career.

And on top of all that, we'll probably have a few good laughs together!

Section 21 – Why should I be your guide? My credibility

Today, I am consistently hired to do my best work by leaders, some of whom lead world-class brands. I help them identify, develop and deliver their best work – the work they were born to do.

My life has been an adventure – a series of collaborations with *The Muse*.

I know this territory in depth.

I excel at helping you take an amorphous idea and developing it into tangible, deliverable offerings that your ideal clients will value.

I am on a mission to bridge the worlds of spirituality, leadership, creativity and entrepreneurial success by helping you tap into your own essential nature and creative spirit, to inspire and empower you to courageously create your *Signature Leadership Work*. This allows you to fully express your uniqueness and passions, leading to a more meaningful and satisfying life.

I will help you align with your innate talents, values and inner calling rather than solely pursuing external measures of success such as money or status. I advocate for redefining success as an embodied state of being rather than something to chase or prove through achievements.

I have mastered being able to help clients draw out and recognise their wisdom, insight and understanding so they can see it clearly and understand it. I can help you see the value you can give to your ideal clients.

I have developed a deep understanding of how to be an effective, willing and skilful collaborator with *The Muse* so that you can bring your idea into existence. I have led by following *The Muse*, and been an instrument for amazing ideas and messages to exist in the world that have touched the lives of thousands of people. I have some insight into how that creative process works, how you might get in your own way and how you can let ideas come from you but also through you.

My own journey has been from, “Who am I to do this?” and hiding out to, “Who am I not to?” and showing up.

I started out as a reasonably successful IT salesman before leaving that career and starting over to follow an inner sense of calling. I launched my own business in 1990 and became an entrepreneur. Since then I have spent more than 30 years developing my skills as a coach, guide, speaker, event organiser, host and programme director. I subsequently started to write, and went on to become the best-selling author of 19 books (so far).

I take pride in having been invited to travel the world to give hundreds of talks to the public as well as within many household-name companies, and to be part of hundreds of media interviews. Much of my adult life has been devoted to understanding myself and the big idea of delivering my best self and my best work to the world, and helping others do the same.

I have been asked by the leaders of multi-million and even multi-billion-pound companies, BAFTA and Golden Globe-winning TV producers and Olympians to coach and guide them and be their confidante. Some of my clients really are world-class at what they do.

For two decades, while I was programme director at Alternatives, I met and hosted many of the world's leading spiritual and creative thinkers, many of whom were delivering their best work, and became totally immersed in the human potential movement, becoming friends with some of its leading lights. I know the content and business side of this area very well.

I have always held a passion for personal transformation deep in my heart. My adult life has been an immersion in finding ways to let go of the deep patterns and conditioning that I inherited. *I believe that our own self-transformation is the bravest adventure any of us can ever undertake.* To keep being willing to explore and face all the beliefs and patterns you carry in your unconscious and subconscious minds so that you can take responsibility and get your power back is the bravest work of all.

Today, I am much happier simply being me. Instead of trying to be a better version of me, I have blossomed into more of who I had always been in essence but had felt unable to or been afraid to live out. I have transformed much of the grit in my life into pearls of wisdom, and that process will continue for the rest of my life. This means I bring empathy, depth and definitely some humour!

I have also come to understand the true meaning of humility. Humility is not playing small, hiding out and feeling bad about who I am. True humility is knowing that I, as we all are, was created as an amazingly resourceful and powerful being, with unique gifts to develop and share, and a calling etched upon my heart. I would love to help you show up in the fullness of who you are.

Section 22 – Some questions you may have

How many conversations will we have?

My experience tells me it is probably going to take around six conversations for us to achieve all the clear outcomes you want and need, and by then you will be ready to soft launch, or may have already launched, your *Signature Leadership Work*. And if you need up to eight, we'll have more at no extra cost to you.

How long does the programme take to complete?

We will proceed at a pace that works for you. What tends to work well is to have the first two or three conversations in close succession. Then you might want to take time to reflect, digest and incubate, and move forward at a slightly slower pace.

What will you actually do for me?

As well as the time we spend 1:1 in our work together, I also spend as much time again after our conversations, distilling and crafting notes for you. These capture and confirm the clarity that emerges from our conversations, which sometimes get a bit blurry after we've spoken.

What I capture and send to you also forms the tangible material that you can use to immediately begin to market your new *Signature Leadership Work*.

Can you record the calls?

You are very welcome to record our conversations via Zoom or Skype. It is also easy to run an AI app with Zoom that will transcribe and summarise our conversations. Several clients already do that.

How do I prepare for our work together?

Clients are often a little thrown when they ask me what they need to do to prepare ahead of us starting our work together and going on this adventure, and I say, "Nothing!"

What I also say is, "Unless you have spent the past 15 to 20 years having a groundhog day over and over again and learnt nothing, it is inevitable that you already have tremendous wisdom, experience and insight. You have spent your whole life preparing. I will simply help you excavate and see clearly what is already in you and help you draw it out, capture it and see it clearly so you can show up with it."

I may invite you to complete a few specific assignments, specifically around 'Why you?' and writing a story or two around pivotal moments in your life and leadership. But essentially, I do a lot of the work for you.

Will you be suggesting that I write a book, or write another book if I'm already a published author?

Writing a book can be a fantastic way to make ideal clients aware of you and bring them into your world so that they can see the value in hiring you. But there are many other ways to make your ideal clients aware of you, your programme and how you can help them. A book may not be the most efficient or effective way. We can discuss when might be the most effective time for you to write your book.

Will there be a contract between us?

Rather than having an official, legally binding contract, the agreement we will have is a promise that together we'll achieve all the stated outcomes. If for whatever reason we don't do that, I will happily refund part or all of your fee.

Can I pay in instalments?

Sure.

Section 23 – How the idea of *The Work We Were Born To Do* came to me: a ‘pivotal moment’ story

This is the story of my first conscious collaboration with *The Muse*. I am sure *The Muse* had a big hand in getting me to leave my corporate career to start my own business, but at that point, I wasn’t particularly thinking in those terms.

One evening in London in 1994, I had been giving a talk about work, inspiration and doing what you love. I had loved giving the talk and felt in my flow. As I packed up and got ready to go home, the words *The Work We Were Born To Do* suddenly entered my mind. It reflected how I was feeling. Speaking to groups of people to inspire them to new possibilities felt like something I was born to do.

I’d taken a leap of faith to leave my corporate career in IT sales and marketing five years previously, in 1989. I had a sense that I had the innate but as yet unrealised potential to inspire people, so, in 1990, I started my own business as a speaker, coach, educator and event host.

I had also become involved with the Alternatives programme at St James’s Church in London’s Piccadilly, which was the major London platform for human potential thinking. I helped to manage the programme of speakers and ended up co-leading it for several years. I got to meet, host and hang out with some of the most brilliant thinkers on the planet.

When the words *The Work We Were Born To Do* entered my consciousness that evening, it felt very quiet and gentle. There were no 20ft neon signs in the sky saying, “This is a big idea! This is going to propel you towards playing on a big stage.”

I felt a simple curiosity, which I began to follow.

My first impulse was to create a short talk around the idea, which I developed and delivered. It was well received. Then I expanded it into a half-day workshop, then a full-day workshop. Then I began to receive invitations to speak about it around the UK, and then came invitations to speak outside the UK. I was even beginning to be approached for interviews with magazines, newspapers and radio stations.

The ideas and messages seemed to have a life of their own and their own momentum.

And then, in early 1998, the thought crossed my mind: “I have dreamed of writing a book since I was a child. Could this be the idea that could be my book?”

I had no idea how to write a book, but I looked at other people’s books and began to write lots of sticky notes, put them on the floor of my flat in Tottenham and started to map out some kind of structure to the various topics I was fascinated by. Not only ideas, but also a structure for the ideas emerged, which was around 12 principles. Then I

began to formulate all the ideas into a book proposal in case a publisher showed interest.

OK, let's be honest, publishers were not exactly beating a path to my door, so I decided I had nothing to lose and researched the top six publishers in that area and sent each of them a proposal with a sample chapter. I never heard back from four of them, one expressed a lukewarm interest and the sixth invited me in for a meeting.

I was blown away when I received a letter saying they would love to publish my book. Oh, and could I deliver it within a few months because they would like it to be published in September 1999?

I felt a combination of excitement and terror. They were taking me far too seriously! I knew that saying yes and signing the contract would be a massive commitment of time and energy for no guaranteed outcome. I felt incredibly vulnerable. I didn't even know if I could write the required 80,000 words in time. But my soul seemed to be screaming at me to sign the contract because this would lead to my life expanding in many ways. I had a job to do.

If you know anything about the hero's journey, we receive calls to adventure, to something bigger than our ordinary life. Leaving my corporate career to start my own business felt as if it was a call to adventure, and now, the possibility of becoming a published author felt like another invitation to adventure.

If I had known what hearing the words *The Work We Were Born To Do* in my mind were going to lead to, I think I would have freaked out, felt totally inadequate about the possibilities I was being invited into, and probably sabotaged myself. Sometimes initial ignorance is bliss.

I had always told myself that I didn't really matter. I sensed that maybe I could matter, I could play a part in inspiring people to their innate potential and greater possibilities for their own lives.

So, in the face of my ferocious inner critic telling me I was a fraud, an imposter who could never write anything that anyone else would want to read, I said yes, signed the contract and put it in the post. I said yes to another chapter of the adventure of my own life.

Now I was on the hook. I had to write.

I began to have an interesting experience. I wrote a lot from my own point of view, developing messages that I thought were relevant from what I had experienced. But I also had the sensation that some of the messages I was being invited to deliver were coming *through* me onto the page, not just *from* me. I experienced a process of continual emergence. I felt I was giving form to something that wanted to exist and was making itself known to me.

I was amazed when I handed in the manuscript on time and the book came out on schedule in September 1999.

I had organised a speaking tour to launch it.

And, little by little, the book became a bestseller. I ended up being invited around the world to speak and teach.

It became my *Signature Work*, what I became known for. And this work well and truly opened up my world.

It has been a privilege to do this work.

I was invited to speak in 17 countries, invited by many household-name companies to share ideas with their leaders, asked by many leaders to coach and guide them, and invited to be part of hundreds of media interviews. I got to visit amazing places through speaking in Las Vegas, Minneapolis, Denver, Winnipeg, Barbados, the Greek island of Skyros, Cape Town, Johannesburg, Durban, Maputo, Gabarone and Cadaques, as well as many cities around the UK and in the Republic of Ireland.

As well as getting to enrich the lives of others, my life has become, and continues to become, so much richer. I've met so many amazing people and made friends around the world because of that book, and I made a good living. I've grown so much personally and my world expanded.

I know how much impact the messages in the book have had on thousands of people. I love knowing how much positivity I have been able to facilitate. The one thing I can't take credit for is being the source of the idea, but I can take credit for being a willing collaborator who in time has become more and more capable.

Section 24 – So, what’s next? Let’s have a conversation

If this programme sounds as if it could be a good fit for you, where you are now and where you want to get to, then the next step is for us to have a conversation to see if we are aligned. We should be clear about that after one conversation.

I am often fully booked and only take on one or two new clients a month.

Assuming there is an energetic click, we can then schedule our first session and begin the adventure together.

You can find the offering and the cost here:

<https://iamnickwilliams.com/lead-with-your-signature-leadership-work/>

Drop me a line at nick@iamnickwilliams.com or WhatsApp me on 07976 269061 and we’ll arrange that conversation.