

THE MAGAZINE DIGITAL ENTREPRENEURS HAVE BEEN WAITING FOR!

SEPTEMBER 2020 | ISSUE #32

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**MISSION DRIVEN
ENTREPRENEUR
ISSUE**

**CHANGING
OUR WORLD
ONE DAY AT A TIME.**

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WITH A CAUSE**

JACK & ALLIÉ MCGUIRE

USD \$0.00



Heart Issue



EDITOR'S NOTE By Mary Henderson | Photos by Mauro Palmieri

I never realised the significance and the impact that this magazine could create until I received emails and personal LinkedIn messages from people all around the world, **THANKING** me for the content that is curated week on week.

I couldn't deliver this level of high quality content without the people who give selflessly every single week. They are the true Heroes.

The intention behind this magazine is to firstly honour super humans who are making a difference in the world and secondly, deliver content worth reading. It's that simple.

This issue is super special because I had the privilege to meet two humans who are creating massive

global impact. Jack & Allié McGuire are on a mission and NOTHING will get in their way.

Let me just paint a picture. They wanted to make a difference so they quit their corporate careers, started a magazine and they get 16 million downloads per month. That is impact.

One thing this pandemic has reinforced for me is the urgency of pursuing a mission so that I design the world I want to live in.

Money is not the driver. Mission is the driver. This has become more and more obvious these last few months because when you pursue a mission, it reflects who you are and what you are designed to do. Money

and success follow mission. Most people have it the other way around.

This issue is packed with incredible content from incredible people. I know it will touch you and perhaps even challenge you. But, I know one thing for sure, it will ignite you to think about pursuing your mission one micro step at a time.

Please connect with Allié & Jack and all of the contributing writers who make this magazine worthwhile reading every Wednesday.

Enjoy this issue.

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COUPLE WITH A CAUSE:

POWER COUPLE RAISE AWARENESS FOR 21 CAUSES & 126 NON-PROFITS

By Mary Henderson | Photos by Jack & Allié McGuire

We wanted to change the world. However, with so many causes affecting so many people, where do you start to create that change? We began with building a stage for those who support positive social impact to be seen and heard.

We built a platform for individuals, nonprofits and corporations to come together and be the change they want to see with sustainable solutions.

So, we have dedicated ourselves to change the world by empowering others to do so.

A company can be defined in many ways, through their vision, their mission, the well-defined and often over-explained summary. If Awareness Ties was defined with just ONE word, what would it be?

Allié: Authentic. Our actions are and will always be aligned with our intentions.



Always lift up those who fall, and always give more than you get.

No sly magicians with tricks up our sleeves, the magic we create happens with honesty and integrity that manifests itself in the content we create and the conversations we curate.

We've been so fortunate. Every ambassador, advisor and partner we've brought onboard has come to us in a very organic way.

Each connection has led to another and then yet another that has invariably provided an opportunity to either learn or teach, which either way is a win.

In running our company and conducting ourselves with authenticity, we honor our intentions to serve others with content, conversations and campaigns that educate and empower.

To create sustainable positive social impact, we know it's not enough to 'get it', you must 'feel it'.

This is why being 'authentic' is not just preferred, but required.

Jack: Organic. Ours is a company that began with no roadmap or footprint to follow. Awareness Ties was created by following a path of our own, guided by passion and ambition.

Allié and I had been successful in many endeavors. But we knew that real success could not exist with profit alone.

There had to be purpose... a deeper purpose. We both sought to be part of and serve something bigger than ourselves.

The origin of Awareness Ties was a natural progression that shifted from the idea of serving just one cause to the concept of serving many causes.

As opposed to supporting a single cause, we needed to be a system of support for multiple causes.

What is the hardest part of your job?

Allié: Crying. I cry every day. Every single day I am brought to tears by something.

With the causes we represent and the organizations we support, we are saturated in an emotional sphere that is tethered to both our personal and professional lives. There can be no separation for us and our work.

We live and breathe our work every day. (Yes, weekends included.) We are not able to 'clock out'.

Even if we could, we wouldn't. That's when you know you're on the right path.

Even if you could take a detour, you would stay the course, because you love the course. You believe in the course. You trust it, more than yourself.

While the emotional weight that (thank goodness) is empathetically released in both tears of joy and tears of sorrow (sometimes both at the same time) is a lot to carry, it is my favorite thing to shoulder. The carrying (and crying) make me stronger. Not just for myself, but for others.

Jack: Emotion. Between the beautiful stories, the lives we touch, the courses we change, so much is so moving on a daily basis. While we seek to move others, Allié and I are moved as well.

**Awareness
ties us all
together.
This is
where
change
begins.**



**WE WILL
NO LONGER
WAIT FOR
PERMISSION
TO CHANGE
THE WORLD.**



Each and every person we've connected with has affected me in a powerful way.

From our a to those featured in our magazines, we keep in close contact and consider each and every one of them as family.

What's hard is knowing that each and every one of us and each and every one of them is dealing with 'something'.

I want to be there for them all. Knowing that I can only do so in doses makes it hard, as I tend to be 'all in' when it

comes to family, and Awareness Ties is a family.

What does the future hold for you? For Awareness Ties?

Allié: Possibility. Jack always says, "Everything is possible." And I believe him. My 'Jack Of All Trades' has gone and done things one might not believe upon hearing. Yet, he has. He believes that we are only limited if we choose to believe that.

I choose to NOT believe in limitations. I choose to believe in limitless possibilities and trust in unlikely probabilities.

I choose to trust in Jack. This is a requirement, should you set out to be a power couple driven by purpose.

Is it always easy to blindly trust? Hell, no. It's not. But if it was easy... well you know how that goes.

Because I turn toward possibility and away from passivity, that makes all the difference regarding what the future will or will not hold.

You have to be... bold. Anyone can doubt. It's those that don't who have the advantage.



These are who fortune (and the future) will favor.

Jack: Change. I've always believed that with positive thoughts come positive results. We dictate the change that will become. What is manifested is in our control.

Change is needed. So many people still have to awaken.

The platform Allié and I built is designed to serve this purpose. It's time to wake up.

We need to change the future's narrative.

What we do now will shape tomorrow's story.

The future of Awareness Ties will be the result of awareness for the common thread we all share – life.

From the LGBTQ community to the Black Lives Matter Movement, and everything in between, we are all tied to a cause.

It is awareness that is at the heart of it all. With this awareness, sustainable change is possible.

What is the best decision you have made in your professional life?

Allié: Jack. Choosing the right partner is key, if you are to win a doubles match in tennis, be victorious in a three-legged race at a reunion, or create a successful company.

While we've only begun, having first constructed Awareness Ties just 3 years ago, we've already won.

Jack and I set out to build a stage to design, develop and

support sustainable resources for raising awareness for causes.

We wanted to build a stage where those who need and deserve to be seen and heard could have the spotlight.

And so we did. We built that stage.

I am proud to report that every day we welcome individuals, organizations and partners to take center stage.

Here, on our platform, Jack and I are honored to feature

them, share them and applaud them.

After all, a stage is only as good as those who stand upon it, and we have a hell of a cast.

Long story short - Jack. Jack has been the best decision I've made in both my professional and personal life.

Together, we've constructed an infrastructure that will support causes like never before.

Together, we've built a life that, despite the probabilities,

has resulted in endless possibilities.

Jack: Learning. I learned Corporate America. I learned the ins and outs. I came to understand that while there were some that did it right, many didn't. I met my wife, Allié.

I learned that we could do and be something more that I had ever envisioned.

We reimagined what could be, and with my partner, my best friend, my wife, we decided to pursue it.





If you could meet someone that is no longer living, who would it be, what would you ask and why?

Allié: Maya Angelou. She was my favorite poet. It was her words, specifically those that resulted in her poem, 'Phenomenal Woman', that gave me a voice of my own.

I was a freshman in high school. There was going to be a talent show. I wanted to sign up. I wanted to recite a poem (Phenomenal Woman).

Most students were signing up to play with their bands or do a

comedy bit. I was the only poet. The day of the talent show came, and I walked onto the stage in a modest red dress and recited the poem with every ounce of emotion and conviction, living and breathing each word I held so dear. I walked off the stage.

When I walked through the halls the next day and over the course of the remaining school year, on occasion I would hear, "Hey, Phenomenal Woman." And, "Yes?" I would respond.

Today, if I could speak with Maya Angelou, I would ask, "Will you please recite

'Phenomenal Woman'? It is your voice that gave me my own."

Jack: President Lincoln. As a young White child growing up in a mostly Black community, I often thought of him because he was one of the only White people who I learned about in history who stood up for Blacks. I wanted to do the same.

I would ask him what gave him the strength to stand up to his peers and his opposition.

I would hope that he would respond, "It was always just the right thing to do."

**"TOGETHER
WE'VE BUILT A
LIFE THAT,
DESPITE THE
PROBABILITIES,
HAS RESULTED
IN ENDLESS
POSSIBILITIES"**

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TIPS:

- 1. Be Authentic**
- 2. Create your own path**
- 3. Find the right partners**

AWARENOW

ISSUE 06
DEDICATED
TO THE LATE
JOHN LEWIS

THE AWARENESS TIES™ OFFICIAL MAGAZINE FOR CAUSES

THAVIUS BECK (ON THE COVER)
'TO MAKE MANIFEST'

DR. DELA TAGHIPOUR
'THE STATE OF THE PANDEMIC'

A.J. ANDREWS
'KNOCKING DOWN THE FENCES'

ALEX SPARKS
'HASHTAG AMERICA'

SANTIA DECK
'MAKING HISTORY (AGAIN)'

DESMOND CLARK
'PRINCIPLES OF WH'

DR.

'...ER VS. ALL LIVES MATTER'

ISA BOWMAN
'COMFORTABLE WITH BEING UNCOMFORTABLE'

CHRISTIAN JOHNSON
'THIS IS WHAT HAPPENS WHEN A SYSTEM IS DESIGNED TO FAIL'

JOEL CARTNER
'THE INTERSECTION OF DISABILITY, PEOPLE OF COLOR & THE POLICE'

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CONVERSATIONS TO INSPIRE A NEW NARRATIVE FOR OUR NATION

I BELIEVE EVERYONE IS A LEADER

BY JOSHUA MILLER



IMAGE BY TUMISU FROM PIXABAY

Yes, everyone.

Being a leader is not about your status, bank account or where you live.

It's about the embodiment of certain critical skills and characteristics that provide one the influence and confidence to go out and make a difference both in the world and in other peoples lives.

I have held this guiding belief as a Master Certified Executive Coach for the past

21yrs and it's provided me the platform to help emerging and senior leaders all over the world.

I firmly believe, everyone has something to give, a skill, a unique talent or gift to unleash.

Sadly as many of us know (and some have experienced) - unwrapping that gift and discovering that talent is often thwarted by life and our disempowering conversations around who we are.

No one can seek out their greatness on their own. At some point in time, there will be someone who gives you advice, a nudge in the right direction or simply inspires you to keep moving.

History is paved with success stories of individuals, underdogs, and those who were passed over until someone saw something in that person and helped them help themselves to get back into action.

This is the essence of what I do as a coach and why I am deeply honored to build trusting partnerships with others in supporting their actions in service of their greatness.

There is no magic pill or quick fix to becoming the greatest version of yourself.

It takes work - a commitment to the journey, a passion to want more, an unrelenting drive to win, courage to make mistakes, vulnerability to learn from them and most importantly the self-awareness to ask for help.

Finding others to support your journey is how people actually become successful and blossom.

Supporting those people is what I do. I am reminded daily of a letter I found from my late father 20+ years after he passed. He said to me, "Josh let the world know of your greatness.

Never give up and always ask for help when you need it. Leave your mark on this world as I know you will."

I invite everyone reading this to step so far outside your comfort zone you forget your way back.

To ask for help in service of your greatness.

This is what leaders do and remember, you are a leader.

Life is always going to be filled with unanswered questions, but it is the courage to ask enough of the right ones that ultimately leads you to an understanding of yourself and your purpose.

Accept that life is filled with unexpected plot twists and it

will challenge and change you if you allow it. Pursuing what you love most is the first step to moving outside your comfort zone.

Here are 4 questions to ask yourself to get you started:

1. What would you do if you new you couldn't fail?
2. What kind of legacy do you want to leave behind?
3. What would feel amazing to achieve, but scares you to try?
4. What if you really knew + believed that "you are enough"?

Leave your mark on this world.

With leadership,

*Joshua
Miller*

IN THE END:

IF YOU NEVER STEP UP TO A CHALLENGE THAT'S A BIT OVER YOUR HEAD, YOU'LL NEVER KNOW HOW TALL YOU REALLY ARE.

CONTRIBUTING WRITER'S PROFILE

Joshua Miller is a Master Certified Executive and Personal Coach who up-skills Fortune 100 emerging and senior leaders mindset, skillset and performance so they can lead with purpose.

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ARE YOU AN ADAPTIVE LEADER?



BY GINA RILEY

Is your organization open to learning and experimenting with new ideas?

More than ever, businesses are faced with complex problems nobody, not even the leader, has confronted in the past. These are “adaptive problems” and can be tackled using the principles of the Adaptive Leadership model.

This is the seventh article in a series, unpacking the sixth principle, “Protect Leadership Voices from Below”.

It will also cover ways a leader can prepare to showcase stories about adaptability in executive level interviews.

This principle has the Adaptive Leader disrupting the usual way of doing things by putting lower-status employees on equal footing with other members of the organization.

“Protecting Leadership Voices from Below” has the Adaptive Leader taking an

open-minded approach by seeking out and listening to people on the margins or in the minority of the organization. These are previously unheard voices that have been drowned out for a number of reasons.

One, the leader may find it easy to maintain the usual way of gathering data. However, the convenient path of leadership is not always the best path.

Convenience can lead to upholding the status quo. In today’s market, the status quo can be a dangerous space to play.

Another reason why voices on the margin do not rise is the owners of those voices are uncomfortable sharing opinions. Sometimes, they have not articulated their opinions in a way they are getting heard.

In this model, leaders are cautioned to be open-minded and listen to ideas from people on the fringe, even when they express themselves in ineffective ways.

Finally, the Adaptive Leader recognizes that pulling in minority voices may upset the social equilibrium within the organization and are cautioned not to minimize these voices for the comfort of the majority.

In fact, it requires the leader to give up some control to allow



IMAGE BY KASEY

space for other organizational members to take more control. This can be a difficult process.

The Adaptive Leader consciously creates a safe space for these people's voices to be heard by resisting the urge to shut down ideas in order to appease the majority.

By allowing "low-status" members more opportunities to participate, they empower people with confidence to take responsibility for their independent actions.

Often, ideas generated by these team members can be

leveraged to strengthen the whole enterprise.

During times of great change, when our organizations are confronting adaptive challenges, leaders can employ the principles and strategies of the Adaptive Leadership model to better utilize employees "on the fringe" by drawing them in, listening, and creating ways to allow them to play to their strengths.

In doing so, they create decision makers from top to bottom and a more fully engaged workforce.

Back to CXOs and how this

relates to leadership level interview preparation. Here are a few things to reflect on in order to gather thoughts and stories about "Protecting Leadership Voices from Below" prior to interviewing:

- Hearing from people on the outskirts of your organization can give rise to fresh ideas or ways of solving problems the leadership team may not have considered in the past.

Share a story about a time your organization was confronted with a challenge and how the solution came from someone "not in the board room".

- How have you created ways for people in the minority or “on the fringe” of your organization to voice their opinions and ideas in order to solve a complex problem faced by your organization?

The eighth and final article of this series on Adaptive Leadership showcases a summary of the model and practical ways for leaders to employ the principles for practical application to move their organization forward during times of great change while tackling adaptive challenges.

THE ADAPTIVE LEADER CONSCIOUSLY CREATES A SAFE SPACE FOR THESE PEOPLE'S VOICES TO BE HEARD BY RESISTING THE URGE TO SHUTDOWN IDEAS IN ORDER TO APPEASE THE MAJORITY.

REFERENCES:

Article references the seminal work of Harvard professors, Ronald Heifetz (author of Leadership Without Easy Answers) and Marty Linsky as well as Peter Norhouse's Leadership, Theory, and Practice (7th ed).

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CHANGING OUR WORLD ONE DAY AT A TIME.

BY JACQUELINE WAY

We all have one commonality as human beings.

The common thread that makes us all the same no matter where you live, your race, religion, gender or age. We all create a footprint that effects the future of our world.

Everything you encounter including animals, people and our planet gives you a choice to create a living legacy.

It can create peace, love and unity and it can create war, separation and hatred. It is yours to choose each day of your life.

That's your legacy. What is a legacy? Many think a "legacy" is about the accumulative wealth or possessions we leave behind in the wake of our death.

It's literally the way the dictionary defines it, but I truly believe that your legacy

is in the choices we make each day of our life. It isn't about money or possessions it's the lives we touch, the light we create for others, the love that changed a heart, the happy moment of lifting each other right here – right now.

"People will forget your words but never forget the light you gave them in their darkest moments."

Have you ever looked back at your life and wondered how the hell you got where you are today?

The path you choose at every turn, the moments that steer us down one road or another.

That whisper in the heart of who we truly are that calls us forward in our life to our purpose? Have heard it or are you even listening?

I will never forget the day in my early 20's when that whisper called me literally on my phone and I never even knew it.

A friend needed some help and in my "yes" I had started my own business without even knowing it. It wasn't some strategic plan I set out in life to create.

I didn't go to business school. I had zero experience it literally fell onto my lap and I needed the money. I was working as a waitress making next to nothing just to pay the rent. That call gave me my first contract planning a large fancy black tie fundraising event.

It was exciting. Fast paced, glitz, glamour rubbing elbows with the wealthy and the famous. But that's not what captured my heart.

It was something so much more. It was the happiness and satisfaction I received knowing that our work was going to help so many. That night we raised over \$500,000 for local children's hospital. I knew it would change the lives of children and families forever.

I made a conscious decision from that day forward that everything I did would make a positive difference to the lives of others both personally and professionally.

Over the course of a 15-year business my company raised over 10 million dollars for organizations locally and globally.

I didn't make a lot of money but every day I felt like Robin Hood. I took from my rich clients and gave it to the people of our world that needed it most.

I was living the dream or what I thought was the dream until one day it all changed again - the whisper called again. Yes, on the phone! This time it was from a little tiny human being that couldn't even talk yet. We called him Nic.

I had the privilege of adopting Nic when he was just 11 weeks old. He was left at birth in the hospital by his Mother

and Father never even having a moment being held in their arms. His little body was exposed to more toxic substances than most of us will ever even see in our life.

He was put into foster care as soon as he was strong enough to survive on his own. If anyone could claim to be a "victim" of society it would be him.

But never even once has he claimed victim status. Never once has he blamed the world for anything even on the tough days.

From the moment I held him in my arms he has given unconditional love to everyone he meets.

As a new parent I wanted only simple things for my son.

I wanted him to be a kind, compassionate, loving, human being and to have a happy life.

But you can't hope that for your children you have to teach them. No different than teaching them how to walk, talk or brush their teeth. One day at a time over and over again. At the age of 3 just I knew it was time to start teaching those lessons.

It had to be conscious and every day until I knew it had become part of who he was. On Nic's 3rd birthday we started a personal project together. We made a commitment to give back to the world every day for 1 year. Yes - every day for 365 days. It had to be so simple a 3-year-old could do it. We called it 365give.

The journey giving every day was truly an experience that changed me forever.

Giving became my addiction. The true happiness I felt and Nic felt with every time we touched an animal, person and our planet made a difference to us and how we viewed the world.

The story is long and the twists and turns to where we are today truly remarkable.

The synchronicities, the perfect time, the unusual circumstances, the magic in life that just happens when you least expect it. Not all easy.

Not all perfect and a knowing we will never get it done but also a knowing we have the ability to change the world every day - just one small act of giving at a time.

Today 365give has touched the lives of millions of people around the world and continues to do so even while we sleep.



**“ AS A
NEW
PARENT I
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THINGS
FOR MY
SON ”**

It's no longer Nic and I giving every day but everyone from around the world that has been inspired by our story and our work.

Schools, to businesses, families and individuals - so many that create the ripple - their own living legacy that continues to change the world.

I have come to understand that when you touch one life it spreads far beyond what you will ever know. It is the greatest currency I have ever known.

It has nothing to do with money but each time we give from our heart no matter how small, our life wealth grows.

Every day you are given the gift of living in this world. You are given the ability to create a world we all want to live in.

Your legacy is with every word, every action, every footprint in the sand you make.

Give with heart. Give with your hands. Give with the ability you do have. Don't limit giving to what you have in the bank.

Remember my son Nic. His bright light inspired me to change the world. His life has created a living legacy that ripples every day just by being born.

The only question left is this - what will be your living legacy?

**LET IT
START
TODAY.**
1 GIVE, 1 DAY AT A TIME.

CONTRIBUTING WRITER'S PROFILE

Jacqueline Way is a dedicated world changer. Her purpose is to inspire and educate the hearts and minds of people to create a happy life - in a happier world.

She expresses her purpose through her charitable organization 365give created and inspired by her son with a simple mission to change the world 1 give, 1 day at a time.




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BECOMING

BY CAROLINE CARES

YOU

I knew that I wanted to write about my life.

Maybe at a subconscious level, you ask for some of the struggle you experience, as a powerful way to set you free from shame, fears and doubts?

My intention through this book has been to share my becoming, and how it has been my way of learning life lessons, understanding how to say no by understanding my yes, and the cumulative value of cultivating relationships.

I believe that peace and freedom come when we have the intention to grow and also to serve. There are many different ways that we can and do honor this experience.

Gratitude, service, living intentionally are just some of them.

These might seem simple, but as you start to think about them as daily practices, your mind but also your heart orients towards its untapped power waiting to release as us.

I usually pray and meditate over my decisions, and choosing the five people who I had envisioned would become a powerful part of this experience was no exception.

As I began to engage on linkedIn and grow my business and nurture my relationships it became clearer how my own beliefs about respect for the

uniqueness that diversity articulates was more and more evident on LinkedIn.

Your experience deepens beliefs based on where and how you focus your attention. I paid attention to how people demonstrated their beliefs about themselves and how they chose to show up with others including me.

This reflection led me to think about how this book could speak explicitly and implicitly about the message of inclusion through the beauty of diverse stories within.

So by and by our readers are invited into a world of recognition that each of us have a unique story that emphasizes struggle, discovery, strength, intention and action.

Our intention has been to express our journeys through the space of courage, and how courage as a mindset leads us to be heart centered, and honor our truth by demonstrating that truth in our living, in our work and in our relationships.

Quite naturally this writing has brought up and brought out a deep and much more evident feeling of how we used our own stories to be vulnerable for our readers and of course to take ownership for ourselves.

By spending time pouring ourselves through this book, our authors have gone back into pasts that have been some of the pivotal points that made them and myself who we have chosen to become.

Going back into memories and revisiting experiences can be a bitter sweet feeling of things that our readers will realize that we as authors here offered that let you know here that helped break down several beliefs and patterns each of us continued to replicate and it has also been moments and times that we chose to replace through reflection, insight and honesty to break free from too.

We consciously chose this route to birth forth a message that all of us, from 6 different countries could relate to, regardless of our age, experiences, beliefs, culture, region, personal stories or domains each of us practice in.

You can certainly expect to become aware of many different practices, approaches towards becoming better versions that have empowered and enabled us, but also impressed upon us the ways that character and integrity become foundational towards growth from inside.

My own personal life lesson through this time and especially that this year will probably go down in history for so many experiences for us everywhere in the world, as a time when we have been pushed to think more about existential events, and seek guidance beyond the knowing we all have grown so accustomed to.

I owe my gratitude to divine intervention, to resilience through chaos, patience to know at a very deep level that silence has its place in the realm of observation and so does expressing your truth with sincerity.

**Your
experience
deepens
beliefs based
on where and
how you focus
your attention.**

I have learned that our interconnectedness brings us closer together and by this practice we understand that we are above all of our labels and limits, a unified message of love.

I owe my deepest gratitude to a powerful beautiful group of humans who you will grow to love and feel connected to at a heart level inside. Mary Henderson, Rahila Khan, Sharon Gill, Brian Kelly, Joy Abdullah and myself.

We want to thank you for thinking about your own journey while you dive into

ours and encourage you to access courage and vulnerability that allows you to be more of YOU.

I also have nothing but respect and love for my very gifted editors Andrada Anitei and Ganesh Vancheeswaran two deeply insightful guides who were sent to us, to support our direction and provide wisdom and shape to what has become our book,

Becoming YOU: Stories of Courage and Vulnerability

Peace and blessings!

*Caroline
Cares*



BECOMING YOU AVAILABLE



CONTRIBUTING WRITER'S PROFILE

Caroline has worked extensively with MNCs over the last two decades.

She unpacks layers beneath your struggle to help you see clearer. She's a certified Marshall Goldsmith Executive coach, NLP & Mindfulness practitioner, Positive Psychology & trained through ICFTIR Global

Caroline is the CEO at #TIRGlobal & brand ambassador for several diversity & inclusion initiatives




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STORIES OF COURAGE & VULNERABILITY
**BECOMING
YOU**

Curated by Caroline Cares

YOU ARE A MASTER BLUEPRINT

BY LOUISE TAYLOR

Conformity is the gaoler of freedom, and the enemy of growth. John F Kennedy

Our financial and emotional foundations have been rocked.

We have been conditioned to conform, to listen to negative media and commentary.

To submit to a way of schooling, working, living that is definitive, structured. There has been little place for extraordinary creativity, entrepreneurial mindsets, adventurous spirits.

As humans - when faced with fear - we do one of 2 things.

1. Retreat, become overwhelmed, small, depressed, distressed.

Allowing life's overwhelming challenges to cause us to shrink, to give up on our dreams. We become controlled. Being told what we can or can't do; or

2. We find the fire deep within our spirit that causes us to rise up, be bold, to see what others can't see. To hold to the dreams, promises, freedom and purpose which are innate to the heart.

We become driven by the thought of caring for others, solving problems, inspiring, growing and pursuing a life of freedom.

If we want to not fall prey to emotional and financial poverty, we must recognise the importance of purpose.

I believe we are innately wired for purpose. The Hebrew word for purpose is "Tokhnit," a master-plan or blueprint, a basic aim or purpose for all creation, all life.

YOU have a unique blueprint. It's a masterful, creative expression of you.

Your Identity and purpose is not defined by your boss, your education, or your job title.

If you don't bury your talents, you will multiply.

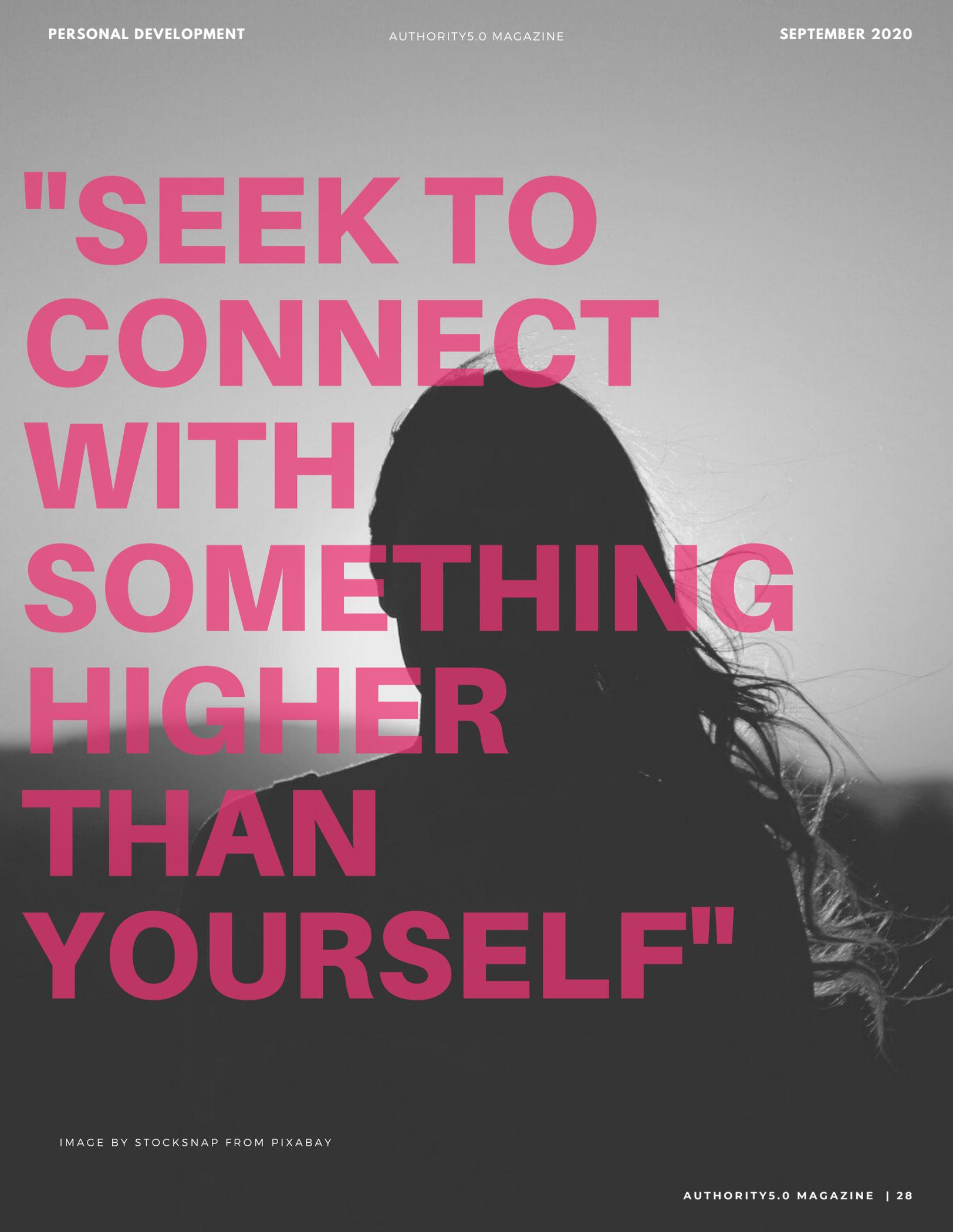
Purpose calls on your natural gifts, talents, deepest desires, divinely inspired and imprinted within your spirit. It's the desire to contribute, to particularly care. You have passion, energy and capacity for your purpose.

It may be something you loved doing as a kid, a sport, or the way you support people in a unique way.

Are you a great organiser? Cook like no-one else? Can you paint? Teach? Sing? When you do this thing - you are joyful. You are completely in flow.

How do I find my purpose and get paid for it?

Most people do know, deep down, what they want - they are just scared they won't get it!



**"SEEK TO
CONNECT
WITH
SOMETHING
HIGHER
THAN
YOURSELF"**

Maybe no-one has asked you the right questions to draw out your S.U.O. Secret Unique Offer©.

You are not sure how to commercialise your talent, confidently articulate your value, define a unique personal brand, market, create an online program or product, scale your business, or overcome your fears about money, selling or finding the right job.

Now is the perfect storm for getting paid for your purpose.

The world is in a Kairos moment. The word Kairos is an Ancient Greek word meaning the right, critical or opportune moment. There are many new problems that need to be solved.

People who live on purpose see opportunities that others don't see. They solve big problems in a unique way.

Here's an example: People need to find new ways to entertain themselves at home.

The person who draws can teach others how to draw, run art therapy classes, and carve out a niche business doing something which is simple to them, but which

could solve someone's stress, help them to relax and focus.

What kind of problems can you solve? What do others ask you for help with? What comes easily to you?

Purpose is also described as intention. I LOVE this word!

When we become intentional – our Reticular Activating System is wired to move towards the goal, and achieve it faster.

When we commit to a vision - others follow.

When I started my first business in my 20's, my parents and husband were cautious and nervous, concerned I wouldn't make money.

I was nervous too! But something in me wanted it so badly, I chose to push through my own fears.

I remember a distinct moment when I turned an emotional corner. I made a decision. I would no longer doubt whether I should keep going.

I must pursue this calling, and so resist the pull to fear what others feared.

I continued to stay in my lane - and finally broke through to a 6 figure business.

We must 'come into agreement' with pursuing our goal no matter what – and come 'out of agreement' with doubt or despair.

Sheesh.... I MUST Niche to find my tribe!

Who appreciates and enjoys you?

When did you have a positive experience with a project, a client, a fellow worker, a friend, or a boss? These are clues to your niche! Who applauds you?

The more you express the more you'll impress:

State what you believe with congruence and confidence. When you do this– you will draw those to you who believe the same. People want to know the unusual, interesting and unique things about you. It takes courage to be visible.

The word Distinction means: "Excellence that sets someone apart from others. Difference or contrast between similar things or people".

Be distinct! What do you do that is different to what others do? Is your process or perspective unique?



Your secret process or product may be hidden in your pain! Pain is like a furnace...it refines gold.

When I went through depression, financial loss, I found ways to connect with God, to find peace, creativity, to identify the hidden lies, rules and beliefs that were causing me to feel anxious about money.

I finally started to shift my own financial and emotional state. I created a money blueprint & process to help others - Neuro-flow™ blending neuroscience,

prophetic and practical keys to grow income, and end money fear. What pain have you overcome?

Seek to connect with something higher than yourself.

When I deeply commune with God, I get ideas and strategies for my clients and myself which work I believe the Bible is the best business blueprint in the world.

Your financial miracles are often hidden in places you haven't looked before.

**YOUR PURPOSE IS
ALL YOUR WHOLE
OF MINE THIS
YOU - AND GO
CREATE.**



CONTRIBUTING WRITER'S PROFILE

Louise Taylor is a globally respected Speaker, Peak Performance Coach and Neuro-strategist and Creator of Neuro-flow™ system, Money Mindfit™, Sales Mindfit™ and Clarity Programs.

Louise specialises in helping individuals and companies to develop a positive money mindset, emotional agility - and approach leadership & business challenges with innovative commercial and people strategies.




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**STOP
LOOKING
FOR YOUR
PURPOSE &
START
PURSUING
YOUR MISSION**

BY MARY HENDERSON

IMAGE BY STOCKSNAP FROM PIXABAY

I believe we have one universal purpose and that is to go back to our True Self and understand what that looks, feels and sounds like.

The reality is that we are all walking around with a mask hoping that people fall for the facade that we portray.

I once read an article where a Yogi said "it takes a human 30 years full time to figure out who they are or 100 years to wake up and realise that truth".

That was a huge AhHa moment for me because at the time I was on my own inner journey and I was unsure of the intention behind these words. I think I am a lot closer to the meaning today.

At that time in my life, I never understood the real meaning of a mission.

I think most don't. That is why we have all these gurus selling the idea 'that we need to FIND our purpose', when most of them haven't understood theirs.

That was a huge problem for me because I would hear so many people talk about purpose but when I observed their life, they were far from their purpose.

In 2012 I embarked on a serious spiritual and inner journey. I was mentored by a Professor in Philosophy from Oxford University alongside another mentor who was experienced in the emotional body.

Both of these mentors helped me navigate through a really difficult time in my life so I could better understand who I am from a physiological, emotional and subjective standpoint.

I had no idea what I was entering into. I knew it wasn't self-help. I knew it would challenge me and make me super uncomfortable, but if I wanted change.

I was prepared to walk into the fire and burn the false me. I had to unpeel the mask and start all over again.

That meant, I had to unlearn what I thought was reality and truth.

As I unpeeled layers upon layers, I also started to see patterns that were playing out throughout my life. I could see the patterns in the form of an algorithm.

I remember, taking the information that I documented in my journal and started to layout my life

from as far back as I could remember and entered the data on an excel spreadsheet.

I remember my mentor saying "what do you want to achieve with that data?" I said "I don't know but I see something that you don't and I need to work through it. I'll let you know when I find what I'm looking for".

I would stare at the spreadsheet day after day. I didn't know what I was looking for except for this one day when I could clearly see experiences that made me happy and sad and this was the start of my story.

I could see my TRUE SELF emerging from an excel spreadsheet and it was the first time in my life where I felt something much greater than me was awakening.

My SPIRIT WOKE UP. The part of me that was asleep for many years.

I knew something was happening to me because I transcended at that moment to a completely different being. It was obvious to me and even my husband.

I knew at that moment, that this was going to be a ride of my life.

I remember calling my mentor and saying "I found what I was looking for on the spreadsheet.



I found me. I found me. I found my natural state of being and I want to be LIKE THAT ALL THE TIME”.

He was quiet and didn't say much because he knew that I would arrive at a place that he had seen in others time and time again. Even though I was excited, I still had a lot of work to do.

My other mentor who was helping me give my emotional triggers a new meaning was super excited

because he had data and we had a strategy that we could apply to start giving my habits and beliefs a whole new meaning.

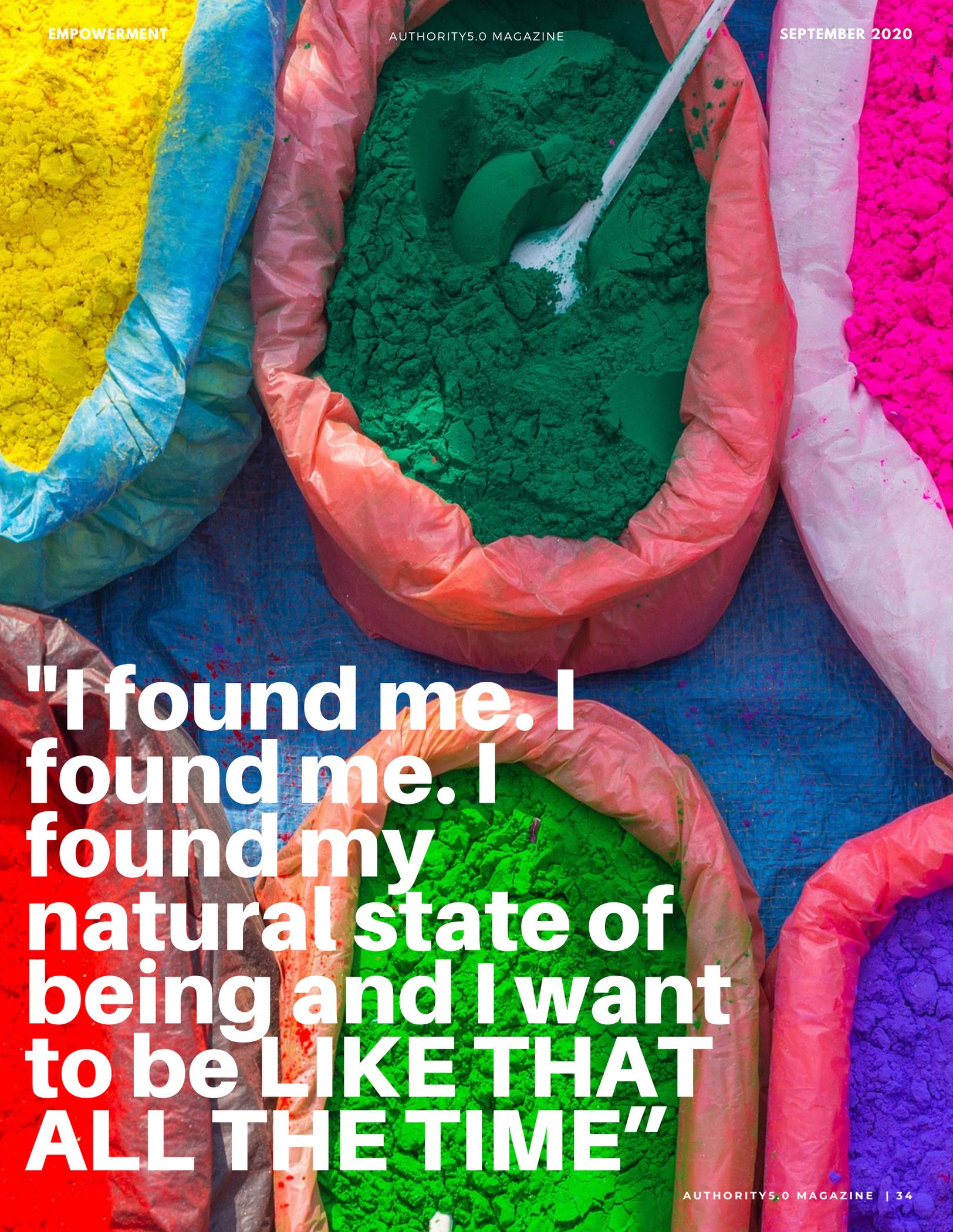
I worked with that mentor for 3 years before I felt that I could apply what he taught on my own.

When you do this sort of deep work, the effect of the cause is high self-awareness. It becomes your default.

When you have self-awareness, you can take immediate action and make instant changes to thoughts and beliefs.

Throughout this journey, I learned that the False Self is a scam, it's trickery. Its purpose is to make us believe that we are not enough. It ensures that we always seek answers OUTSIDE ourselves, knowing full well that we always end up at the start line.

That is called self-destruction.



**"I found me. I
found me. I
found my
natural state of
being and I want
to be LIKE THAT
ALL THE TIME"**

Everything lies within. I believe in that with such conviction.

What transpired from that spreadsheet is seeing my natural state of being for the first time.

Knowing in my heart of hearts that I was gifted with talents, traits, abilities and skills that could solve a problem.

I was clear on what I stood for. I became super clear on my values, my passion and when I merged all of that data, I knew what my mission was in this life.

I knew I could solve a problem.

I knew I could do it with ease and grace.

I knew no one in the world could do it like I could.

I knew there was zero competition because no two people have the same DNA code and therefore we are ALL unique.

I came home to me. I partnered with my Spirit Self to ultimately pursue my mission that I had inside of me all along.

My mission is linked to my story. My story is my legacy.

There are so many blank chapters yet to be written.

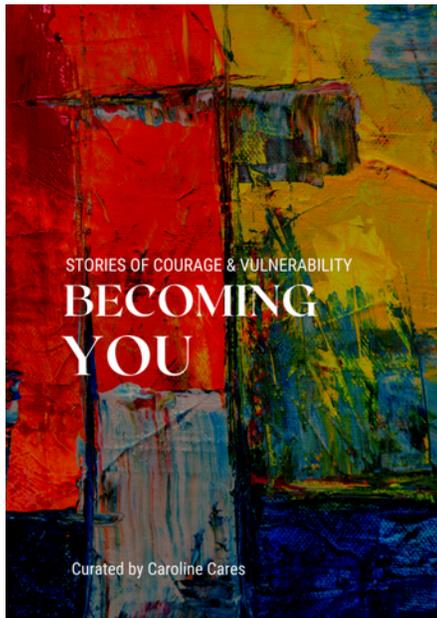
Our mission is complex because it's a form of spiritual leadership.

It cannot be learned from a book. It must be experienced in the heart and the memories stored in our cells.

*Mary
Henderson*

**I KNEW IT WOULD CHALLENGE ME
AND MAKE ME BUT IF I
SUPER WANTED
UNCOMFORTABLE, CHANGE.
I WAS PREPARED TO WALK
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FALSE ME. I HAD TO UNPEEL
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Book Of The Week



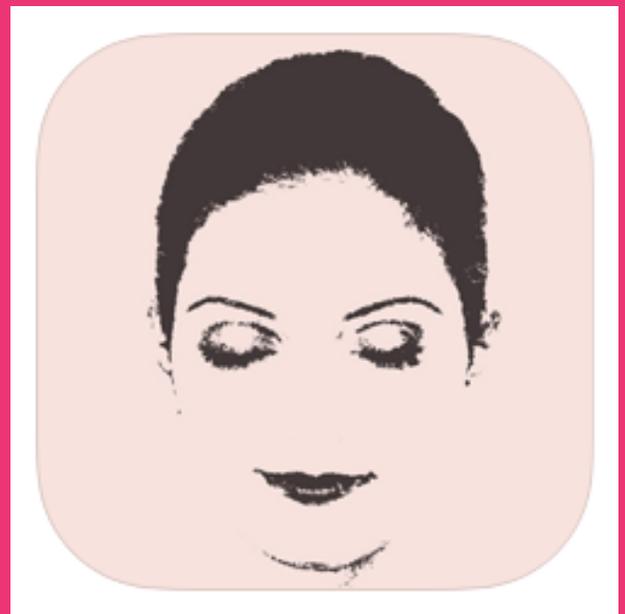
Available at
amazon

Six humans willing to show you what they went through – the good and the bad from five different countries with a diverse range of experiences.

This book offers you a melange of experience and expertise in Entrepreneurship, networking and relationships, failure and success, social influence and branding, pain and struggle, unconditional love and what it means and how it feels to be intentional in your life.

Diverse and unique paths to nurture Self discovery, Powerful stories about life transitions, Building meaningful relationships personally and professionally, The impact of earnestness in business and life, Tried and tested practices and a depth of experiences you.

App Of The Week



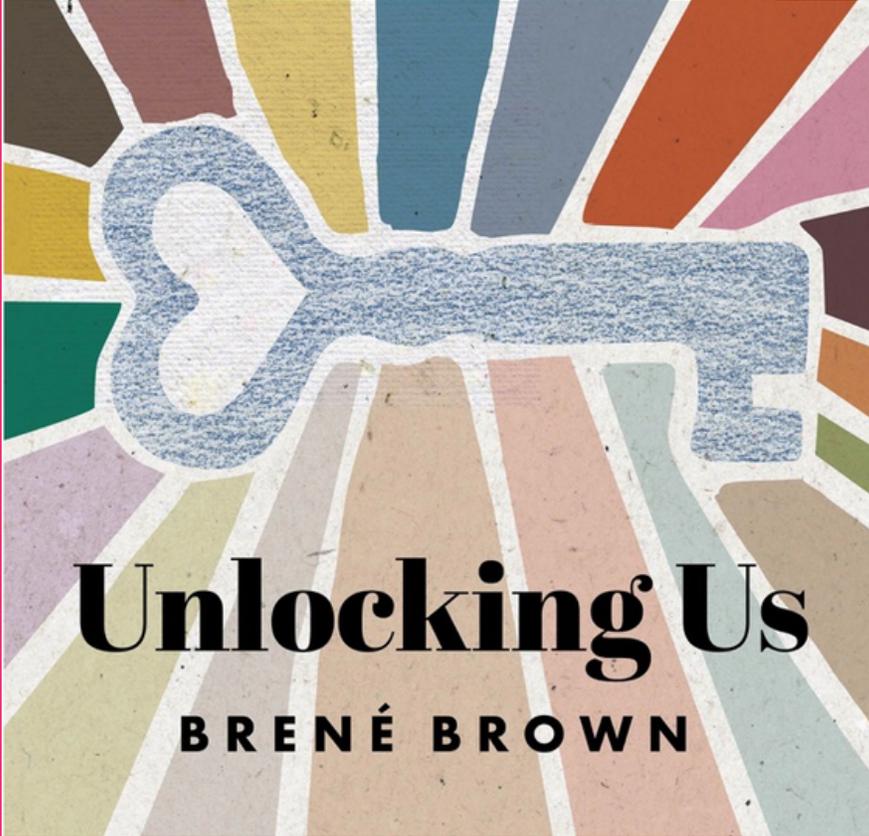
Relax, de-stress and meditate with Simply Being.

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<https://apps.apple.com/us/app/simply-being-guided-meditation-for-relaxation-presence>



PODCAST OF THE WEEK



NAME OF PODCAST: **UNLOCKING US**

Brene Brown has spent over 20 years studying the emotions and experiences that bring meaning and purpose to our lives. In her own words: "We are hardwired for connection, and connecting requires courage, vulnerability, and conversation. I want this to be a podcast that's real, unpolished, honest, and reflects both the magic and the messiness of what it means to be

human."

Episodes include direct conversations with the people who teach and challenge. She also shares what she is learning from new research and there is also q&a.



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