

Susan S. Freeman, MBA, PCC, NCC

Executive Coach, Speaker and Author

StepUP Leader

Passion. Clarity. Exceptional Results.

Table of Contents

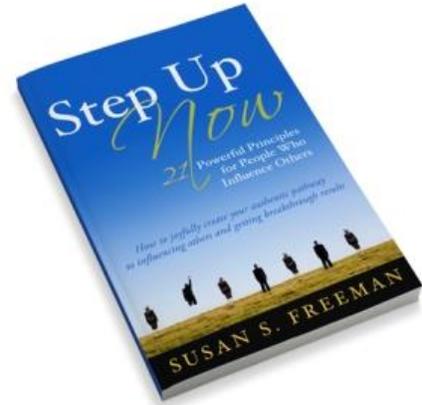
Abstract	3
Praise for <i>Step Up Now</i>	3
Biography	4
Program	5
<i>Susan's Speaking Topics</i>	5
<i>Speaker and Client Testimonials</i>	5
Speaking Engagements and Press	12
To Book Susan Freeman	14
Excerpt	15
<i>The Power of Stopping</i>	
Press Release	20
<i>Executive Coach's Book Teaches Transformational Leadership by Integrating Mind, Body and Emotions</i>	



Abstract

Leadership breakdowns aren't always about the actions you take.

Leaders at every level of business today face incredible stressors: pressure to increase profitability, the demands of a 24/7 competitive global marketplace, sophisticated new technologies to master, and employee burnout. These stressors require a step-by-step process that equips and empowers leaders for sustainable results and personal satisfaction.



If you are a leader who feels:

- Constant stress and a sense of being overwhelmed
- Exhaustion
- Impatience
- Increased frustration
- Unable to sustain results

It's time to stop struggling and Step Up Now!

Susan S. Freeman spent years working at the highest levels in a wide range of organizations and industries. She observed that most leadership breakdowns are not solved by working harder, fixing people, solving problems or increasing the budget. Instead, exceptional leaders are able to shift the way they view themselves and their business, remove blind spots, and take effective action that creates incredible results.

In *Step Up Now*, you'll learn essential leadership skills that are rarely taught or developed, yet are easily implemented and proven to work.

Praise for *Step Up Now*

"A very practical and concise playbook for leaders." —Derek Roberts, CEO

"An insightful, accessible, and comprehensive approach to achieving optimal wellness, influence, and personal fulfillment." —Stephen A. Stumpf, Professor of Management and the Fred J. Springer Chair in Business Leadership, Villanova University, and Faculty, Wharton Executive Education

"A must-read throughout any business organization." —Sandip I. Patel, Chief Administrative Officer and General Counsel

"A clear and direct approach to improving leadership skills."— Peggy L. DaSilva, Senior Vice President and Managing Director



Biography

Susan Freeman is an executive coach who utilizes a unique approach to leadership transformation--combining Western strategic discipline with Eastern integrative wisdom techniques. Her clients value her skill in helping them unlock leadership effectiveness, connect strategy to execution, and increase trust and collaboration. Personal benefits include improved relationships, better health and overall life as well as work satisfaction. She combines a thorough and practical approach to strategic change and personal growth, both for individuals and teams. Susan brings to her coaching more than 30 years of corporate, entrepreneurial and non-profit business management and leadership experience.



Susan is sought after by investor-owned companies to help them reach the next level of growth and profitability. Areas of specialty interest include strengths and challenges of entrepreneurship in both small and large organizations, cultivation of executive presence, career resilience, effective communication, and accountability. Her facilitation specialties include Leadership Vision, Alignment and Coordination; Strategic Cornerstones: Mission, Vision, Values, Goals and Commitments; Creating an Empowering Culture; among others.

Susan received her M.B.A. in Marketing from Columbia University and her B.A. in Psychology from Wellesley College. She is the author of *“Step Up Now: 21 Powerful Principles for People Who Influence Others.”* Susan is a member of the [International Coach Federation](#) and a Professional Certified Coach. Her message has been communicated in many venues as a corporate keynote, event speaker, on television and radio, and as leadership columnist.

She volunteers to mentor young women leaders locally and globally. In Africa, she works closely with [The Akilah Institute for Women](#) in Rwanda to help empower young women with the skills, knowledge and confidence to become leaders. Her book connects her to the school, where it is used in the curriculum and where she donates all profits from its sales. She visited Rwanda as a Leadership Guest Lecturer in July, 2014, and currently serves on the Global Leadership Council. In Tampa, she has mentored young women through the [Emerge Tampa program of the Greater Tampa Chamber of Commerce](#) and Frameworks Tampa Bay. Passionate about education, she has founded or served on several educational boards at the secondary and university levels.

Rarely a day goes by when she doesn't reach for a piece of dark chocolate.



Program

Need an Empowering Speaker for Your Next Corporate Meeting or Training Event?

Susan S. Freeman will give your audience inspirational yet practical leadership tools. Her distinctive content and engaging delivery inspire attendees to spring into action!

Speaking and Webinar Topics Include:

- **Seven Principles for Successful Recruiting**
- **Executive Presence: Do you have it?**
- **The Inner Game of Leadership— And Why it Matters**
- **The Five Keys to Highly Effective Meetings**
- **How to Speak So Things Get Done!**
- **Difficult Conversations: The In's and Out's**
- **The Role of Emotions in Effective Negotiation**
- **Why Leadership Training Fails and What you Can Do Differently**
- **Step Out of Overwhelm**



Speaker Testimonials

“It was a pleasure to meet you today, and hear your presentation. Thanks so much for a stupendous workshop. I loved it, and you made it a memorable day for me. You certainly started my year off on the right foot!”

-Lesley P.

“I confess that I failed to fill out your evaluation form today. So I want to take a minute to thank all of you for your event today. Not only did I take away a special golden nugget from each of you (that I am putting into practice starting today), but it was great to see so many great ladies in one room. You all keep such great company and I'm glad to have had the opportunity to be a part of it.”

-Lisa H.

“Susan, Amazing job! Loved it! Carmella and Michelle were terrific too. The substance was very meaningful and the presentations were fun and so relevant. Thank you! “

-Lori M.

“I really enjoyed your session today! It was absolutely inspiring!”

-Charlotte B.



“What an incredible opportunity. What an amazing event. I had the pleasure of meeting Susan at The Best Year Ever seminar yesterday. AWESOME!! What a great opportunity for learning and receiving useful insight on Shifting your life from a place of Consciousness. Thank you Susan for sharing your information, you rock!! Keep up the good work. Peace & Joy”

-Tracey R Kern, Editor In Chief, Conscious Shift Magazine

“Thank you Susan, It was a wonderful workshop. You all did a fabulous job! It was fun being the only male amongst so many candid and strong women. A real learning experience for me. Live with mojo. Cheers.”

- Barry F.

“I really enjoyed your presentation on Friday. I look forward to reading your book and implementing some of my takeaways. Thanks again for sharing your brilliance with us yesterday!”

-Kristen L.

The Central Exchange, Kansas City, MO.

Building on more than 25 year of executive experience, Susan Freeman has developed a unique approach to helping people lead with authenticity and power. In a recent presentation at Central Exchange, she touched on the skills needed to effectively inspire and influence others. Our audience of professional women appreciated the emphasis Susan placed on the importance of self-awareness and how each of us, as leaders, can enjoy greater personal satisfaction in our lives while leading with clarity and passion.

-Noreen Bridges, Director of Programming, The Central Exchange, Kansas City, MO

Mustang Sallies sponsored by Frameworks of Tampa Bay – Are You an Emotionally Competent Leader? Leadership and Influence are an Inside Job – Tampa, FL.

“Susan did a fantastic job connecting with our "Mustang Sallies" group. Her "pearls of wisdom" about leading from within was extremely relevant for this diverse group of women. Everyone enjoyed her "hands on" tips and activities that brought home her key points. Susan is obviously passionate about her work and the people that she works with!”

-Bevan Gray-Rogel, Graylan Consulting, LLC

Common Language Executive Women’s Series, St. Petersburg, FL.

Susan Freeman delivers a variety of "tools" for business people to use to not only improve how they get through their day, but to make a quantum leap in their level of performance and success. Susan is a delightfully insightful speaker. She is very interactive and takes the time to "know" her audience and delivers her information in a more personalized manner. I highly recommend Susan's program for business leaders. It can take you to the next level while you're enjoying the journey.

-Debra Curtiss, CEO, Debra Curtiss and Associate



Common Language Executive Women's Series, St. Petersburg, FL

"Susan reminds us to 'breathe' – to take that moment to clear our heads in order to be fully focused on the tasks at hand. How refreshing! While that seems so obvious, how come we usually forget? This reminder is key to being the best we can be."

-Debra Kent Faulk, Community Affairs Officer - Greater Gulf Coast Region, Wells Fargo Social Responsibility Group

Southeastern Entrepreneur Conference, Closing Keynote Speaker

"I truly enjoyed Susan's presentation. Her knowledge on leadership and her explanation of her powerful leadership principles inspired all of the attendees at the conference. I walked away not only inspired, but motivated to implement leadership principles and skills in my daily lifestyle"

-Jasmine Rustogi, Vice President, University of Tampa Entrepreneurs

Working Women of Tampa Bay – Hillsborough Power Lunch

*Susan Freeman has a highly interactive style of presenting and takes time to be sure each audience member is engaged and clear on her message. Susan's philosophy combines aspects of traditional business practices with untraditional techniques of body awareness to create a clear awareness of being in the moment. This technique has already allowed me to work through several business situations to achieve more results and work towards my goals. I highly recommend her workshops and book *Step Up Now*.*

- Krayl Funch,, Owner, Krayl Funch Design and lunch host



Client Testimonials

“I am grateful to have you as my coach, Susan. You are a remarkable, insightful professional that happens to be so uniquely experienced and educated to guide me to take my life and my career to the next level. The resources you have gathered to help me and the leadership you so easily employ to steer me just have me awestruck.”

– **Charlotte, CEO**

“Having been in YPO for almost 20 years where there are incredibly high standards and we have a tendency to prefer short term miracles...When I describe our work with Susan Freeman with a word such as “phenomenal,” it’s a tall standard to live up to. Working with her has made me very cognizant of a miracle. Her uniqueness lies in that what she shares that is of a timeless nature. It has helped me in leading others and in captaining my family.

Her leadership and coaching development system works from the inside out, using energy, will, being and the state that unlocks true inner leadership. This is about working on personal mastery, body energy, mood and language; experiencing our awareness to unlock leadership potential. The impact has been seen in the way I manage, my relationships at work and our corporate culture. She empowers you to advance it on your own. I spent individual time with her and then we worked as a team in a facilitated process, with my partners and then our entire leadership team. The process was very, very special and exciting. The elephant in the room has been eaten!

The last two days has not been simply about a training session with a coach. It’s about transformation of our company from our early start-up days to what it’s capable of for the future. Susan was engaged to help us accelerate through a natural progression of our maturation as a company, examining where we are; where do we want to go and how do we to get there. We needed a guide, a Sherpa. It’s an individual evolution and a collective evolution. Susan helped us address what we expect and need from one another. We got to the real issue of trust; and that is the accelerant. Growth is when your head pops into a room you didn’t know existed. Susan has our collective and individual gratitude for her gifts and capabilities”

– **Tim, COO and former YPO member**

“Susan Freeman’s unique approach has helped our organization tremendously. We had committed ourselves to an intensive, thorough strategic planning process to enter our company’s next stage of growth. The objectives and goals were stated, the tactics and timing outlined. Yet something was missing. We didn’t know what that was, but Susan did.

Through our work with her individually and collectively, we are becoming mindful, awakened leaders. Our aim is to eschew worry and judgmental thinking. Instead we invite self-control, compassion and collaboration. This has made all the difference.



As a result, we have witnessed growth at an accelerating pace. The outcomes include improved interpersonal and meeting dynamics, extraordinary project outcomes, and the synthesis of enthusiastic vision-sharing in a collaborative and safe environment. We collectively embrace our present and future with gratitude, Susan.”

– Kurt V., Founder and CEO

“When I met Susan, my company had just gone through another reorg. My quota had increased. I picked up additional products that I knew little about. There was concern about my income. Susan’s unique approach helped me to exceed my financial goals. She guided me to new ways of focusing (slowing down to speed up) and getting in touch with clear goals. She helped me to identify open loops in communication which were barriers to customer satisfaction as well as ways to empower colleagues to be their best. Her insight into problem solving and active listening is unparalleled.”

– Leslie, Sales Manager, Fortune 15 Company

“Susan has been a breath of fresh air for me; Susan’s innate ability to understand who I am has enabled her to develop the leader in me. Where I was before I started and where I feel I’ve progressed is huge. It’s a credit to how Susan has helped grow me into my role as CEO.

Through Susan’s mentoring I have been able to begin to change the culture at work, and it has made me a better listener. I recommend that anyone who needs to work on their Leadership skills contact Susan right away.”

– Bud, CEO

“I hired Susan Freeman as my executive coach because I wanted to “up my game” in terms of leadership, and specifically how I present myself as a leader. Previous to our working together I felt stuck and, yes, a little hopeless. What drew me in was Susan’s holistic approach – a blend of advanced self-exploration, practical Western ideas for leadership and influence, and most importantly, Eastern techniques for integration of these concepts. Susan has taught me to understand where true leadership comes from. Where I once only saw obstacles, I now see purpose, wisdom, self-awareness, love and growth. Best of all, I have seen a direct connection between what I’ve learned from Susan and the success of my communications with clients and potential clients. Simply stated, Susan has taught me the fundamentals of influence; a state of being. I’m excited to share Susan’s leadership approach with you –almost as excited as I am to continue my personal and professional growth on the continuum of success!”

-Lori-partner in law firm



“Susan Freeman is an incredible coach who has dramatically changed how I approach all situations, professionally and personally. In an ever-changing, fast-paced working environment, I look forward to my sessions with her. I always exit those sessions energized and armed with specific action steps that help me grow.

Susan’s book, “Step Up Now” was great starting point to changing how I lead my team and approach each day. She has taught me how to connect with my body to understand the signals of reactivity. As a result, I approach situations as more “centered, bringing my best self.

In my 20 years as a manager at many different levels I have never been more prepared to lead. As we continue down the path of discovery, Susan challenges me to be curious and learn more about each opportunity I face. Her unique insight and dedication to our goals makes me believe that there are no limits to my leadership transformation. Susan, I truly thank you for all that you do!”

– Mark B., General Manager

“Working with Susan Freeman as a coach was a joy! Susan Freeman has a unique approach to coaching and working with those in leadership positions. I did not know what I was walking into when working with Susan--but her clarity, unique perspective and sense of humor drew me back week after week. Many of the practices we worked on have become part of my everyday life, including focusing my intentions, looking at situations from different angles and relaxing in my environment.”

-Deborah, attorney

“Susan integrates a wealth of knowledge into easy to understand concepts. There is a nice balance of Eastern and Western practices and philosophies which together prove very effective. Susan has a relaxed manner which allows individuals and groups to quickly get to the core issues. I was impressed how she was able to be effective with so many different individuals in our organization. At the end of our two day session we were amazed at how much we were able to accomplish. We all look forward to continuing our advancement with Susan’s help.”

– Scott A, Founder and EVP

“When we started this journey, I felt at best as if I were operating as a manager. Working with Susan has helped bring me into the realm of being a leader. I see how sometimes we are promoted past the point of our competence as leaders. A successful transition from “do-er” to leader requires preparation. I have learned how to lead vs. manage my team. Before working with Susan, I wasn’t aware of what that meant for me. I have evolved and have a stake in leading my people now.”

-Michael, Practice Leader



“It was a wonderful retreat yesterday. I feel more connected than ever to my team. I appreciate the work you put into addressing concerns that we all had on how we can be better as an organization and as people overall. Thanks again; it was a highlight in my life to be able to learn from you.”

– Dave F., VP Sales

“What a great day!” I’ve experienced a great number of workshops and even conducted a few...but Lady, you are the BEST! All I can say is WOW! If we can pull off even an 1/8 of what we learned and committed to today, reaching the next galaxy is a conservative goal. You really are the real thing! Thank you Susan.”

– Carol W., SPHR

“Susan is truly gifted as an Executive Coach. She has worked one on one with our shareholder group and with our senior leadership team in a group setting. Her approach is customized to the individual(s) and has made a huge impact on individual and team effectiveness. I would recommend her without reservation for anyone looking to elevate their leadership skills.”

– Tim W, COO and Shareholder

“When I met Susan, my company had just gone through another reorg. My quota had increased. I picked up additional products that I knew little about. There was concern about my income. Susan's unique approach helped me to overachieve my financial goals. She guided me to new ways of focusing (slowing down to speed up) and getting in touch with clear goals. She helped me to identify open loops in communication which were barriers to customer satisfaction as well as ways to empower colleagues to be their best. Her insight into problem solving and active listening is unparalleled.

-Leslie, Sales Director, Fortune 15 company

“Part of what makes the coaching experience with Susan so valuable is her willingness to hold up a clean mirror and help you see your best attributes reflected in each coaching session. Her passion for helping people is at the very core of her work and even as she helped me get to the root of my own goals, she was constantly bringing new and innovative ways to prioritize and problem solve. Working with Susan has enabled me to bring my greatest good to my career and enriched every facet of my life.”

-Jennifer, Executive in transition



“Before our sessions I often think “I don’t have time for this.” But once on the phone I know that it is always a blessing. You encourage me; we have a deep connection. Because of this I learn to clarify areas I need clarifying. It always works. I know you have a purpose to support me, and I am so grateful.

I am an introvert; you have helped me listen to my own voice. I am more ready to grasp what needs to be done and move myself forward!”

-Karen, philanthropist and community leader

“I found my time with Susan to be tremendously rewarding. **She helped me recognize my strengths, talents and opportunities for growth.** Her clear direction, listening ear and insightful questions allowed me to change at my own pace while building healthy habits I will continue to build upon. I always felt comfortable, accepted and challenged. I thank her tremendously for the impact she has had on my life—and would highly recommend her to other professionals looking to grow and develop in their leadership role.”

- Jennifer, Director, Non-profit

“As an executive in a Fortune 10 company, I found myself close to burn out, and with little hope that my situation would improve. Susan provided me with tools and techniques to navigate my current environment. Most importantly, she helped me to see the world differently, with a broader lens. This opened up new possibilities, new approaches, and new ways of being that have served me tremendously well. The result is that I am more confident and optimistic at work, and **I’m adding more value than I ever dreamed I could.** For instance, Susan coached me through some critical conversations with my leader. The end result was that we moved from an adversarial relationship to a collaborative relationship. Working with Susan has also been transformative for my personal relationships; I’ve observed my relationships with friends and family improving and deepening. I feel lucky to have such a talented coach in my corner.”

- HR Director, Fortune 10 Company



Radio Interviews

[Woohoo Radio](#) with Lisa Steadman “How to Step into Your Full Potential as an Influential Leader”

Listen to the [Podcast](#)

**WooHoo Radio
with Lisa Steadman**

Global Talk Radio “In The News” — GTR’s exclusive program bringing listeners, authors and entrepreneurs together, with news and concepts you won’t find anywhere else! Click on their logo above, scroll down & find mine name then download or stream the interview!

Global Talk Radio™

Television:

Two appearances on nationally syndicated show “Daytime TV”
in 200 U.S. markets





Speaking Engagements and Press

Case Study – One Year Post Publication – [What a Book Did for Susan Freeman’s Business](#) – The Future of Ink

[Conscious Shift Magazine](#) is available now! Here is an excerpt but read the full article when you subscribe (for free) to this wonderful magazine!
<http://www.consciousshiftmagazine.com/>

[Tampa Bay Business and Professional Women](#) Luncheon. Tampa, FL. “Are You Bringing Your ‘A’ Game?”

Your Best Year Ever! Workshop, Tampa, FL – *Transform your health, career, and personal brand to achieve what you never thought possible.* [Photos from the event](#)

USFSP College of Business, St. Petersburg, FL – Building a High Performance Team for 2013: *Ten Things to Do to Get Your Company Ready for Your Best Year Ever*

Midland Women’s Network Leadership Conference, Overland Park, KS (private event)

Speaker at the 3rd Annual [Society of Emotional Intelligence](#) National Conference in Tampa, FL.

[Suncoast Healthcare Executives](#), Tampa, FL

Woohoo Radio with Lisa Steadman. 2pm Est. Listen to the [PODCAST!](#)

Conversations & Cocktails for [EKHOS](#) networking group – Tampa, FL.

Luncheon speaker for the [American Business Women’s Association](#) – Downtown Lakeland, FL Chapter.

[Article](#) in the Vancouver Sun

[Article](#) in the Chicago Tribune



[Article](#) in the Kansas City Star

[Central Exchange](#) A Champion of Women Leaders – Luncheon Speaker – Kansas City, MO. [Video excerpt](#)

Mustang Sallies sponsored by [Frameworks of Tampa Bay](#) – Leadership and Influence are an Inside Job – Tampa, FL.

[eWomen Network](#) – “Accelerated Networking” Dinner in Tampa.

Closing Keynote Speaker at the [Southeastern Entrepreneurship Conference](#)

Working Women of Tampa Bay Hillsborough Power Lunch

Executive Women International, Tampa, FL



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 <https://www.facebook.com/StepUpLeader>

 <https://twitter.com/#!/stepupleader>



Excerpt

The Power of Stopping

STEP UP NOW

**21 Powerful Principles for People Who Influence
Others**

**How to joyfully create your authentic pathway to influencing
others and getting breakthrough results**

by

Susan S. Freeman



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The Power of Stopping

“To win, you must be present.”

—sign above a Bingo parlor door

We are a society in constant motion. Most of us run around till we are exhausted and lifeless. Stopping means falling asleep.

The truth is that most people are already asleep – asleep in life, sleepwalking with habits, self-programmed with actions and repetitive behaviors. We may never stop to consider whether this is working for us.

Asking this question sent me on a journey of three thousand miles. I had an epiphany at a Zen Silent Meditation Retreat on the Pacific Ocean. I flew across the United States to learn that everything I thought I knew needed to be forgotten. I had gone to California seeking lessons and teachers, but what I didn't expect was that they would be in the form of rocks.

I had signed up for complete silence for the entire five days. We were forbidden to use phones, radios, portable electronics, or books – no distractions. There was nothing to do but deal with the chattering of my Western “monkey-mind.” It had been wandering aimlessly for two solid days. Sometimes the thoughts were about comfort, boredom, frustration, or hunger. Then they turned to: “What am I doing here?” “I don't get it,” “What is there to get?” “What if I am not getting anything?” “I will have flown across the United States to sit in silence and not get what I came here for.”

Miraculously, on the third day, my mind settled down and the more prevalent thought became: “Whatever I get will be exactly what I need, and it will be perfect.”

I had been practicing the Zen dictum: “Look, See, Rest, Let Be.” In one of the practice sessions during a guided meditation, a strong thump and pull in my gut occurred. It got stronger and stronger. I knew it was a sign to pay attention. Eventually it became so distracting that I decided to leave the room and go outside for a walk.

Making my way toward the ocean, I walked in silence alone for over a mile or so. I let myself get carried away by the crashing waves breaking on the enormous rocks in the distance. I came upon a beautiful alcove and decided to sit and rest. My eyes gazed upon a collection of large rocks in the distance. I watched as the large Pacific waves crashed against these rocks, causing fountains of ocean spray to scatter with loud, thundering peals.

I had been there for a while, just soaking up the sounds and visuals of a magnificent landscape I rarely got to see – sitting in silence, watching and waiting – and after twenty minutes or so, the rocks began to move. I blinked in disbelief. How could these enormous immovable structures move? Yet they had.



What occurred to me after a few moments was that a family of sea lions had been relaxing on the rocks. After a lengthy and satisfying rest, they began to stretch and play. Because nature had designed them to be so well camouflaged on the rocks, they truly appeared to *be* rocks. That is, until they moved.

They had become one with the structures beneath them. Had I been in a hurry, or on auto-pilot in a power-walk, or distracted, I would have missed this Moment of The Moving Rocks.

Yet isn't that what people do a lot? Don't they rush through the moments of life, often missing the miracles that unfold? The sea lions taught me the lesson I had gone there to learn. For me, the sea lions represented the magnificence that happens in every moment when time stops and true presence is our experience.

What and who might the sea lions be in your life?

This simple question has the power to change your life. In order to influence others, you simply must be present. Without presence there is only automatic, reflexive thought and action. New possibilities are unlikely to emerge. To create, there must be presence. To relate, there must be presence. To care, there must be presence.

So it follows that "presence" is a gift to open right NOW.

Action: Developing Presence

1. Commit to an exercise of stopping for just a few moments several times a day. Sit or stand tall. Take several deep breaths and close your eyes. Try focusing on your senses other than sight.
 - What do you hear when you stop?
 - What do you smell when you stop?
 - What do you feel when you stop?
 - What sensations do you notice in your body?

Just simply notice and create awareness of the benefit of stopping, even if just for three minutes at first.

2. Then challenge yourself to longer and more frequent "stopping moments."
 - What were you able to observe during these longer periods?
 - Write in your journal about what you noticed and experienced.

What did this exercise reveal that you may have been missing?

Did the sea lions in your life move?



Press Release

Executive Coach's Book Teaches Transformational Leadership by Integrating Mind, Body and Emotions

Susan Freeman's Step Up Now: 21 Powerful Principles for People Who Influence Others available now on Amazon.com

Susan Freeman, an experienced executive success strategist, today announced the release of her new book, *Step Up Now: 21 Powerful Principles for People Who Influence Others*. The book, available online at <http://www.stepupleader.com/book/> and at Amazon.com, provides the tools necessary for leaders to joyfully create their authentic pathway to influencing others and getting breakthrough results.

"I am very excited about the launch of my book, which includes tools and lessons I have developed from more than 25 years of my experience in corporate strategic marketing and organizational leadership," said Freeman. "In *Step Up Now*, I show leaders how to break through their barriers to create extraordinary professional and personal results. This book will help them excavate the brilliant, knowing leader hiding inside, so they can transform their most difficult challenges into soul-satisfying solutions."

Step Up Now was written to benefit a variety of people to whom others are looking for leadership – whether they work in a large corporation, in their own small business, or in a non-profit organization. Freeman offers guidance to help every leader achieve:

- Easier conversations with people that matter, even when those conversations are difficult^[SEP]
- Quicker, more sustainable results from the strategies you implement^[SEP]
- Happier relationships with people at work and in your personal life^[SEP]
- Stronger communication skills so that you can make effective requests and create powerful results^[SEP]
- Faster, clearer decision-making so that you can stop feeling paralyzed by all the decisions you have to make^[SEP]
- Deeper confidence in your power to overcome the obstacles that you face....and those you can't even see yet^[SEP]
- Greater personal satisfaction so that you can stop feeling exhausted, overwhelmed, and frustrated by all the demands of your career and your personal life.

Studies show that only 15 percent of career success comes from knowledge and skills, while 85 percent comes from emotional factors, feelings, attitudes and beliefs. *Step Up Now* focuses on this 85 percent, weaving through the mind, body and emotions, where leadership lives. Through integrating western corporate and entrepreneurial work experience with ancient eastern wisdom traditions, Susan Freeman helps her clients achieve breakthrough results by combining the rigors of diverse business expertise with presence, creativity and intuition.

