



DeLinda Forsythe

**Ten Things You'll Learn from
Inspiring Generational Leadership:
*Your Guide to Design a Conscious Culture***

1. Love is the most powerful emotion on the planet. If you can foster sensitivities and empathy within your company, you will achieve the ultimate, most gratifying, and authentic success possible.
2. Mentoring future generations is more of a gift you give to yourself than to another; if you've selected the right person/people to share your wisdom with, you will be shocked at how gratifying it is to see them succeed. It brings meaning and purpose to all your failures and life disappointments.
3. That feeling of personal accomplishment can be elevated even higher should you experience your mentee successfully mentoring others and accomplishing it with more grace and wisdom than you offered.
4. Need to understand what motivates Millennials, what the best leadership practices are to engage and to truly inspire them? It's all in *Inspiring Generational Leadership*!
5. The most accurate measurement of successful leadership is discerning the subsequent success of the followers; it's really never about the leader—it's always about the successors or the individuals you've influenced along the way.
6. You can live your life as a shining example or a horrible warning and most of us—much to our distress—accomplish both!
7. It's often not too late to shift how you show up. If you consciously make the decision every day to introduce your best self, the best version of you—more days than not, that is exactly what you'll accomplish!
8. Want to make money when you sell your small business? Want your legacy to continue when you're gone? It's never too late to start thinking about the eternal legacy you're creating today.
9. We didn't understand what we had created at ICE until we had created it; it was all figuring it out as we went!. We want to reinforce and cultivate awareness not just within our company but with other aspiring conscious leaders. What we accomplished is not impossible; if it were, this book wouldn't exist.
10. For those with the gift of intuition, an inner voice, a transcendent guide—*Inspiring Generational Leadership* will make complete sense and could validate ideas you intuitively know. We hope this book reinforces and further inspires your leadership efforts.

Some of us have defined our sense of purpose through our careers, but most of us will not work forever. We can continue living a purposeful life by serving and elevating others—especially younger generations—and by doing so, our minds may stay more youthful and joyful. A quality life is always about growth and evolution.



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Garry Ridge, CEO and Chairman of the Board for the WD-40 Company, advises:

As leaders, our job is to never stop developing ourselves. It's a journey of self-discovery that benefits everyone we influence. What do you stand for? What motivates you? My purpose as a leader and teacher is to encourage people so we can maximize our opportunities, meet our common goals, and *have a lot of fun doing it!*

Living a life in service to others is really fun—it certainly keeps me feeling energetic!

Do you want to connect with other like-minded individuals in your community to inspire you to reach your potential as an individual or as a leader? Do you want to activate some of the tips you learned from *Inspiring Generational Leadership*? Want to surround yourself with concurring people who sharpen your senses and fortify you and your organization? Remember “Iron Sharpens Iron,” so if you want to be refined, your purpose grounded within your heart and soul, I highly recommend you seek out the local Conscious Capitalism chapter in your community!

I've become a leader both in my local Conscious Capitalism chapter as well as the national Conscious Capitalism Inc. organization. This was the gift I gave myself as a reward for surviving my long and demanding career.

Learn more at www.ConsciousCapitalism.org.