

## Dates & Time:

Oct. 18, 2010 9:00 AM-7:00 PM  
 Oct. 19, 2010 9:00 AM-7:00 PM  
 Oct. 20, 2010 9:00 AM-10:00 PM  
 Oct. 21, 2010 9:00 AM-7:30 PM  
 Oct. 22, 2010 9:00 AM-7:00 PM

See [www.aleadershipinstitute.com](http://www.aleadershipinstitute.com) for calendar.

USA dates: June 7-11 & Oct. 4-8, 2010

Sweden: December, 2010

## Fee:

5-Day Course Fee Includes:

- All course materials
- Lodging in historic chateau
- Full Board
- Two follow-up conference calls
- Two individual coaching calls
- 2500€ for Participant paying
- 2900€ for Company paying

## Location:

Chateau Garreau—a 150 year old vineyard located 30 minutes southeast of Bordeaux, in the midst of a billowy Vineland Community.



With such magnificence, you may prefer to sleep under the star lit sky ...



Sunny, spacious seminar and dining areas



## Registration:

For information: contact Lena Forsslund, +46 709 989 304. [Lena@Garreau.se](mailto:Lena@Garreau.se)  
 To register: Fax/e-registration form found at [www.aleadershipinstitute.com/pdf/form.pdf](http://www.aleadershipinstitute.com/pdf/form.pdf)  
 Fax to: 1.415. 883.5544  
 Email: [Judith@aleadershipinstitute.com](mailto:Judith@aleadershipinstitute.com)  
 Website: [www.aleadershipinstitute.com](http://www.aleadershipinstitute.com)  
**Register early. Class size is limited to 9.**

## Travel:

Closest Airport: Bordeaux, TGV  
 Train to Bordeaux  
 Transport provided from Bordeaux.

**Visit Garreau:** [www.garreau.se](http://www.garreau.se)  
 (use Google Chrome to translate from Swedish)

# AUTHENTIC LEADERSHIP & INSTITUTE

Cosponsor

## AUTHENTIC LEADERSHIP 1: Become Your Authentic Self



Do you feel as if you are “doing your life” but sense a larger purpose?

Are you viewed as successful by others but have a gnawing feeling that you have yet to manifest your full potential?

Are you ready for a focused, skillful process that takes you to the heart of who you could be (and are but have not yet recognized?)

This highly practical, in-depth course provides you with tools to address the most crucial aspects of life and leadership. Judith applies the newest discoveries in neuroscience to give you the tools that unlock your *authenticity, self acceptance, creativity, and spontaneity.*

*“The course is life-changing. ... completely unique and wonderful in its delivery. Judith has a rare and wonderful talent.”*

Declan Sweeney,  
 Company Director, Gloucestershire Autism Services

Chateau  
 Garreau

with Judith Bell, M.S.  
 October 18-22, 2010  
 Bordeaux, France

*“‘Become Your Authentic Self’, unlike anything you have already done, moves you beyond talk and creates change that is literally embedded in your cells. Through her work with thousands of people who have the same questions you have, Judith Bell has created a unique, transformative model that brings together the most innovative approaches to leadership, personal development and coaching —as well as the most recent brain research. Become your authentic self and find what you have always dreamed!”*



Kathleen DesMaisons, Ph.D.,  
 National Best Selling Author, *Potatoes Not Prozac*

## Who Attends

Anyone who wants to feel more alive, authentic and self-accepting, as well as people who:

facilitate	supervise	manage
lead	mentor	parent
counsel	inspire	guide
educate	provide service	coach

## Benefits

- **Feel** more alive.
- **Gain** more emotional and social intelligence.
- **Trust** your intuition.
- **Experience** positive and profound changes in the quality of all your relationships—business, friends and family.
- **Develop** more flexibility, creativity, and authenticity, expanding your repertoire of successful and satisfying behavior.
- **Mobilize** yourself to take risks while remaining grounded.
- **Expand** your perception to see “outside the box.”
- **Listen** with curiosity and receive feedback openly.
- **Enhance** your ability to support and develop people, including yourself.
- **Learn** how to manage your reactivity to create a positive experience and outcome.
- **Use** your defensive reactions as a doorway into greater self-awareness, understanding, compassion, acceptance, and inner freedom.

*“This was the most powerful experience I have ever been through, challenging and responsive. I grew in the safety and compassion of this environment. ...truly remarkable.”*

Terry Ward, Principal/Co-Founder,  
Commskills Group

## Vitamins or Poisons?



Defensiveness is at the root of problems between people.

Defensiveness:

- Drives people away
- Destroys careers
- Diminishes productivity
- Harms relationships
- Divides teams and
- Damages health

Learning how to stay calm and non-reactive is the key to a joyful relationship with yourself and others.

Neuroscientists have determined that our reactions to others and theirs to us have a profound biological affect on us—from our hearts to our immune systems. Positive relationships act like vitamins—negative ones, like poison.

What impact do you want to make?

## What Happens

In a highly interactive, learning environment, you have the opportunity for deep self-reflection as well as rich connection with others through participation in:

- Lectures & group discussions
- Small group experiences
- Feedback
- Non-verbal, creative, & verbal activities
- FIRO Theory Profiling & Break Through Processes
- Self-report assessments

*“Truly awe  
inspiring  
&  
life changing!”*



Using FIRO Theory Profiling\* and Break Through Processes, you participate in a unique, in-depth experience that allows you to:

- **See** into your future.
- **Realize** your greatest potential.
- **Experience** a deep connection with others.

\*Developed by Judith based on Schutz' Fundamental Interpersonal Relations Orientation assessments.

*“This workshop gave me a very powerful, concrete set of tools for communicating from an open, non-defensive place. I wish my whole company could do this workshop!”*

Eric Lerner, Product Manager, Adobe Systems

## About Judith

Judith Bell is founder of Authentic Leadership Institute and co-founder of Relationships That Work. From 1981 until 2004, she worked closely with Business Consultants Network, Inc., formerly Will Schutz Associates, where, as a senior associate and consultant, she contributed to the development of The Human Element® seminar. Her expertise in the FIRO theory is respected around the world, and she applies this theory to all aspects of her work.

Judith is a master facilitator, teacher, therapist and coach. She has created and given personal growth, team development and organizational change seminars for 26 years. By helping executives, managers, and staff understand themselves better and communicate more effectively, Judith helps create productive teams that have the skills to respond flexibly and rapidly in their changing environment.

Since 1981, Judith has provided training, consultation and coaching for diverse organizations in high tech, manufacturing, government, recreation, education and health care including NASA, Procter & Gamble, AT&T, Bayer Schering Pharma among others.

*“This seminar is the most powerful vehicle for discovering the leadership qualities and authenticity that was buried inside me. ...a great combination of theory and practice.”*

George Slawek, President, Polish Trade Union

The Human Element is a registered trademark of Business Consultants Network, Inc.