



## Each presentation creates a space to

- Understand the power of a Passport of Purpose™
- Explore insights into authentic and balanced Styles of Living™
- Explore a process to connect with personal Leadership Brands™ and Rituals for Courage™
- Rediscover the importance of Tradition and Vision Communities
- Develop Moon Project® cultures by nurturing The 5 Igniters™

## IMAGINE. IGNITE. IMPACT.

*We need to dream big dreams and propose grandiose means if we are to recapture the excitement, the vibrancy and the pride we once had.*

- Coleman Young, Civil Rights Activist & Politician

*In a few hundred years, when the history of our time will be written from a long-term perspective, I think it is very probable that the most important event these historians will see is not technology, it is not the Internet, it is not e-commerce. It is an unprecedented change in the human condition. For the first time—and I mean literally—substantial and rapidly growing numbers of people have choices.*

- Peter Drucker,  
Author, Teacher & Consultant

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## KEYNOTE ADDRESS: CHOICE MOMENTS

On July 21st, 1969, the culmination of years of visionary leadership, team building and problem solving resulted in a giant moment: man taking his first small step on the moon's surface. The many inspirations and insights that propelled the Apollo program through humanity's greatest adventure are just as relevant today, nearly 40 years later!

In this Age of Choice, individuals, families and organizations must become more conscious and courageous in their choicefulness while learning and practicing sustainable courage—and being accountable for those choices in the long term.

This keynote address examines the skills that can be leveraged to build new leadership capabilities and strategic momentum in your organization today. The key message invites attendees to embark on their unique Moon Project®: A courageous call to leadership action ignited by imagination, powered by inspiration and driven by excellence.

Informed by the Space Program, this timely and inspiring presentation will reveal key commitments and personal habits necessary to guide individuals, families and organizations to sustainable success and significance in these times. These principles will include:

**The Passport of Purpose™**

**The Leadership Brand™**

**Rituals for Courage™**

This presentation promises to be one that is inspiring and one that will instill a call to action.