

May 6, 2008

PAUL DAVID WALKER is UNLEASHING GENIUS
HE'S TEACHING CEO'S A CRUCIAL NEW LEADERSHIP MODEL:
HOW TO ACCESS "THE ZONE" STATE OF "INTEGRATIVE PRESENCE" –
AND LEAD FROM THERE!

Dear Media Professional –

This is a moment in history unlike all others. For the first time, all of humanity is in instantaneous communication with itself. For the first time, our essential way of life is threatened by the escalating degradation of our biosphere. The old models and systems of management and behavior will not get us to a sustainable future. To paraphrase Einstein, "We cannot solve problems from the level at which they were created."

According to Paul David Walker, one of America's pioneering and leading CEO coaches, mentors, and management consultants, "What's needed now is an unleashing of *genius* among our leaders. Genius is not IQ, or EQ, but rather *collaborating with the natural intelligence, or flow*. When an athlete or artist – any great performer – is in 'The Zone,' they are tapping into this flow, this state of being which I call 'Integrative Presence.' "

Walker teaches top execs how to access this state of "Integrative Presence," and how to then inspire and lead their teams from that place. It is a state of *higher and deeper connection with the truth of the present moment*, the source of insight, vision, and the power to lead effectively. In his new book, *Unleashing Genius -- Leading Yourself, Teams and Corporations* (Morgan James Publishing, 2008), Walker shares the underpinnings and details of this approach, as well as numerous stories of its success in the marketplace.

Walker is a poet, with two published volumes of his work, as well as a renowned business consultant. He was Senior Vice-President and Managing Principal of Senn-Delaney Leadership, one of the first consulting firms to bring these deeper understandings into the corporate world. He is now CEO and Founder of Turiya Leadership Consulting in Long Beach, California.

Paul David Walker is bringing this possibility of personal transformation to America's leaders. It is precisely what is needed if they are to guide us to a successful and sustainable future. He is a fascinating interview with tremendous value for your audience. We'll be in touch to see what we might schedule. Thank you for your consideration.

Sincerely,

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"UNLEASHING GENIUS" /
PAUL DAVID WALKER
FOR IMMEDIATE RELEASE
MAY 1, 2008 V.5

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Paul David Walker – Unleashing Genius

BRINGING BUSINESS INTO THE PRESENT MOMENT –

THE ONLY WAY TO A SUCCESSFUL FUTURE

Visionary CEO Coach, Leadership Consultant, Poet /

**Philosopher Leads Fortune 500 Execs into "Integrative
Presence"**

LONG BEACH, CA – Poet? Philosopher? Appropriate credits for a successful leadership consultant and CEO coach?

Absolutely! Because at this unique moment in human history, only our deepest, most essential Self can lead us – and therefore our business enterprises -- to a sustainable new world that can support our population of six-and-a-half billion. And who better to lead us to our essential Self than a poet / philosopher?

This poet / philosopher, however, has been guiding Fortune 500 CEOs and executives of mid-size corporations to successful outcomes for more than 25 years! Walker was one of the leaders of a groundbreaking entrepreneurial company that established innovative leadership consulting practices that provided the foundation for much of the leadership consulting that still exists today. He continues to integrate new approaches from science, psychology, and philosophy when coaching and mentoring business leaders.

"Great leaders must be wise," says Walker. "Unleashing their genius actually opens the doorway to their wisdom." Walker defines *genius* as an individual, self-

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actualizing state that brings with it the ability to see more clearly and act more holistically. "Brought into a team environment, genius offers the team members and, therefore, the team as a whole, similar results. And with the synergy inherent in teams ... even more!"

In his new book, *Unleashing Genius – Leading Yourself, Teams and Corporations* (Morgan James Publishing, 2008), Walker shares what great performers – geniuses in their fields – have always known: there is no true reality outside of the present moment; it is our only point of power. Only in the present moment are the insight and vision that can direct us to successful action available.

For many business leaders who have been planning their organization's future by analyzing the past, "turning their past successes into sacred cows" -- or through projections based on collected data points – this is an uncomfortable but indispensable revelation. One that can point them, however, to new vistas of possibility for themselves and their organizations, as there are ways to transform the conundrum.

Let's examine the context and core notions of Walker's visionary guidance and coaching

Obviously ... the *standard operating procedures* we've used in business and in life throughout human history have gotten us to where we are now: our world is an impressive array of human-created phenomena that have both exulted the human spirit, and led us to the brink of catastrophe. We have pushed our *modus operandi* to the edge of its envelope, where it can no longer be effective, and that is especially true for business. Doing more of the same, or simply doing it better, will not break us through to a successful future.

We've reached the end of the rope on "tried and true" leadership methods. "Leaders are all shrugging their shoulders," says Walker, "asking, 'Why isn't it working anymore?'"

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The answer is ... because the old ways are now simply driving us deeper into the morass we've created. A new understanding and model are needed. Fortunately, they are available

"There is a different way of approaching leadership and the conduct of business," says Walker, "that doesn't even exist in the myriad schools of thought about business, and their models for individual and organizational success. It's an approach that honors Einstein's brilliant truism, 'You can't solve problems from the level at which they were created.' You've got to rise above, see the larger picture ... and beyond. But how do we do that?"

"Physics now tells us that everything – *everything!* – is connected. Corporations, the marketplace – everything – all connected. And it's not necessarily linear. So every time there's a global shift, the brilliant leader finds a way to engage the genius of his or her team with the opportunity. And the leader can only see and know that by connecting with the present moment."

Walker teaches his clients to realize that their thoughts – upon which they base most of their assessments and decisions – are only, at best, an approximation of reality and not reality itself. "They lose track," he says. "They put too much value on the content of their thoughts, and not enough on their experience of *reality*, as it is right now! First, leaders need to experience what is so, and then they need to learn how to dance with it in the rhythm of the present moment.

"Beneath our thoughts," Walker teaches, "is a deeply complex and powerful flow. It is the realm of insight and inspiration, the territory that high-performers are accessing when they report being in 'The Zone.' It's here where we connect with our deep, essential Self. I call this place, this experience, 'Integrative Presence,' and it's the foundation for

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unleashing one's genius and ability to lead in extraordinary and successful ways. The best leaders in the world know how to respond to and dance with that flow.

"For example, an athlete can want to win, but if they cannot get into 'The Zone,' all the thinking in the world will not create high levels of performance. It takes practice, mastery, and freedom from your thoughts to truly influence the future.

"Like a great athlete, a great leader has his or her feet planted firmly on the ground, and at the same time, his or her head is elevated enough to see the larger reality, which makes possible appropriate vision, decisions, and movements. This is where the practical and the spiritual meet. Pure business without a transcendent experience at the highest level is dangerously earthbound, while pure vision ungrounded in reality is nothing but blue skies! The great leader must be both grounded *and* connected at a deeper and higher level. Now more than ever, personal transformation and spiritual growth are solid, smart, business propositions.

"The power of a great storm grows in proportion to the stillness at the center. Great storms move away everything in their path, and likewise great leaders with a deep stillness within have ideas and a presence that blow away old ideas and paradigms."

Walker's purpose is "to serve leaders in creating organizations that are an expression of the divine, business leaders who live as models and are able to manifest organizations that create a 'New World' -- a world with a level of creativity and abilities that are integrated with the divine in ways that we cannot yet imagine. Mastering this space of 'Integrative Presence' creates forms that we often call genius. Helping leaders master this space is my mission."

It's a lofty mission, and Walker has already brought his unique and transformative approach to many of America's top corporations, and many smaller ones, including New

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York Life, Mutual of Omaha, Chase GIS, Finance One, Home Savings of America, Rockwell International, Harrods, Anne Klein, Union Pacific, Star-Kist Foods, The City of Long Beach, Culver Studios, The Disney Company, and many others.

"Executives in these companies have found that unleashing their genius amounts to a personal transformation," Walker points out, "that leads to new power in the marketplace, and to a new ability to shape and influence the effectiveness of those around you. Remember, *genius* is not IQ, or EQ, but rather *collaborating with the natural intelligence, or flow.*"

Walker now consults through his firm, Turiya Leadership Consulting, whose mission is "Synchronizing the most profound leadership skills with the best business practices to expand organizational and executive team performance. Expanding margin and market share by building team genius."

Walker believes the purpose of life is to go into and live in the Mystery, then come back and use our thoughts to extend the Universe with beauty and inspiration. And the true leader's purpose, he believes, is to unleash the human spirit. "Wake up or die," he advises. "Our current trajectory is deadly -- life as we know it is dying due to the path we're on. But we have the power to redirect"

Walker confronts his clients with profound questions to guide them toward an experience of "Integrative Presence": "While it's true that our thoughts are only an approximation of reality, at best, and at worst they can drive us crazy, it's also true that they're a primary tool for creating reality. The question is: what's *informing* your thoughts? Is it a deep connection with the truth of reality, or a collection of assumptions, memories, and data points? If the reality you're experiencing is ugly, what you're doing is recycling thoughts and data. You're lost in the past and the future. The source of insight is

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not data, thought, or belief. It's the ability to connect to the truth of the present moment. And that truth is available ... right now!"

He sums it all up: "We need a transformation from data-driven to wisdom-based behavior. It's the only way we'll survive and thrive on Earth in the 21st Century. And in business now, if you don't 'get it,' somebody else will! So it's time to get on with it."

Walker stresses the importance of vision as a primary function for leaders. "You cannot create what you cannot conceive," he counsels. "Generally, businesses and their leaders get lost in tasks. Often their vision and tasks were appropriate three or four years ago, and were connected to a goal or company vision at that time. But reality has likely changed significantly since then, and everyone is still attending to the old tasks. Eventually, the company becomes a lifeless commodity. It's certain death."

"Vision," he advises, "is seeing where reality is – *now!* – then seeing the opportunity it affords. Good companies have clear vision; others do not. And the skills for vision can be learned."

Walker is a great believer in the wisdom of the marketplace. "The free enterprise system," he notes, "is a b.s. meter of major consequence. Unlike government and other organizations that are not based on performance, you have to confront yourself to succeed in business; you have to get into the flow. It is a sorting mechanism that clarifies the needs and wants of the marketplace. As a leader, eventually you connect, or you go. It tends to bring the best out in people over time, and has the potential to be a transformational force in the world."

Paul David Walker has been a courageous soul, bringing this knowledge and wisdom into a business community that hasn't always been embracing of it. "People need to take action on what they know is true at a deep level. And that takes courage. It takes courage to begin an exploration into deep knowing. Then it takes more courage to express

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that deep knowing in your actions, your desires and your ambitions, what you want to achieve in the world. But at some level, we all know the truth. And when you know it's the truth, connected to light and good ... that empowers courage.”

"Easy wins are over," says Walker. "Anybody can win in a high-demand environment. But in this new global reality, leaders must unleash their own and their team's genius. It's the only way. You think the world is uncomfortable now? Just wait. Stick around and drown, or wake up and ride the waves of change!"

Paul David Walker was born in 1947 "in the industrial dust of Sheffield, England, in Tinsley." His father, "a working class dreamer whose family struggled with one business after another," left for America, and Paul and his mother followed in 1952 when Paul was five. They settled on an apple farm in Michigan which is where Paul grew up.

From his father Paul learned responsibility, accountability, teamwork and how to create something from nothing. He worked beside his father, building their dreams, and learned how to run a business from the ground up. He also learned the cycle of nature from growing crops and playing in the forest.

Paul entered college in 1965, fascinated with philosophy, poetry, and the great songwriters of the time. He graduated from Northern Michigan University with a B.A. in Communications and English Literature. While there, he founded the school's arts magazine, *Driftwood*.

After leading change for large corporations, Paul landed in Southern California. He was convinced by one of his new friends that he should take a personal development course called Life Spring. "In these courses," Walker notes, "a deep understanding of philosophy was used to change people's lives for the better. I saw how I could use these in working with companies, and committed to do so."

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Later, Paul met Larry Senn, who had taken the same courses and had the same idea. Senn asked Paul to join his company, which was one of the first leadership consulting firms in the country to use these deeper understandings in the boardroom. For many years, he helped Senn-Delaney combine business and transformation as Senior Vice-President and Managing Principal.

Paul is presently CEO and Founder of Turiya Leadership Consulting. He and his wife, Bonnie, currently reside in Long Beach, California. His previous two books, *Storms and Clearings* and *A Glimpse* are poetry editions. *Storms and Clearings* is available from amazon.com.

For more information about *Unleashing Genius -- Leading Yourself, Teams and Corporations*, visit <http://www.pauldavidwalker.com/PressKit.pdf>. For more information about Paul David Walker, visit <http://www.pauldavidwalker.com/>. For more information about Turiya Leadership Consulting, visit <http://www.turiyalc.com/>.

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STORY ANGLES

"INTEGRATIVE PRESENCE" THE KEY TO LEADING IN THE 21ST CENTURY, ACCORDING TO TOP CEO COACH/MENTOR

"Most leaders are directing their companies' future based on data-points – past experience and future projections – where the real point of power is a profound connection with the present reality," according to Paul David Walker, coach and mentor of Fortune 500 CEOs and top execs, and author of the new book, *Unleashing Genius -- Leading Yourself, Teams and Corporations* (Morgan James Publishing, 2008). Walker teaches his clients to access "The Zone" – what he terms the state of "Integrative Presence" – as the platform from which to lead. "It's a deep connection with the truth of reality, and with the flow of intelligence that is our deeper nature. It's the only state that will successfully inform a leader's creativity."

"OLD LEADERSHIP MODELS ARE NOT WORKING ANYMORE," SAYS FORTUNE 500 EXECUTIVE COACH, "AND THEY WON'T!"

America's business and governmental leaders are frustrated and confused by the fact that all the tried and true – even the most progressive – leadership models are no longer working. The rules of the game seem to have changed. "Indeed they have," says Paul David Walker, coach and mentor of Fortune 500 CEOs and top execs, and author of the new book, *Unleashing Genius -- Leading Yourself, Teams and Corporations* (Morgan James Publishing, 2008), "and very few have figured out what the new rules are." What are they? "They begin with *personal transformation*, an executive's profound reconnection with his or her most essential self. Then seeing reality, envisioning a future, and making decisions *from that place*. And this process can be explored and navigated with an experienced guide."

"GENIUS IS NOT IQ, NOT EQ," SAYS TOP CORPORATE CONSULTANT/COACH, "BUT OUR LEADERS MUST UNLEASH IT!"

If genius is not IQ or EQ, what is it? According to Paul David Walker, coach and mentor of Fortune 500 CEOs and top execs, and author of the new book, *Unleashing Genius -- Leading Yourself, Teams and Corporations* (Morgan James Publishing, 2008), "Genius is an individual, self-actualizing state that brings with it the ability to see more clearly and act more holistically. Genius is *collaborating with the natural intelligence, or flow*." Using Walker's definition, anyone is capable of accessing the genius within. Says Walker, "Only those leaders who are in touch with this state – this natural intelligence – will be able to guide themselves, their teams, their country into a successfully, sustainable enterprise, or new world." Walker's new book explores this state, and numerous stories of business clients who've achieved and embodied it illustrate his perspective.

MEDIA QUESTIONS

1. What do you mean by *genius*? How do you define it?
2. What is the essential message of your new book?
What do you mean by a sustainable future for humanity on Earth?
3. You present what you call "Integrative Presence." What is that?
What's the relationship between genius and "Integrative Presence?"
4. How did you discover all of this?
5. You spend much time discussing the nature of thought and how to relate to our thoughts. Can you discuss this?
6. Tell us about your background in business ... and a little about your early life.
7. You say the old models and methods of leadership aren't working anymore. What are those models and methods, and why aren't they working anymore?
8. You're warning leaders to "Wake up or die." What do you mean by that?
You talk about personal transformation. What is that exactly? What do you mean?
9. How does your approach actually work in the business environment and the marketplace?
10. How do you teach leaders to access this state of being?
11. What roles do vision and insight play in all this? How are they connected to "Integrative Presence?"
12. Your work sounds revolutionary. How is it being received in the business community?
13. You're also a poet. How does your poetry fit into what you do with leaders?
14. What's next for you?

REVIEW

(Approved for publication)

UNLEASHING GENIUS – LEADING YOURSELF, TEAMS AND CORPORATIONS

Paul David Walker

(Morgan James Publishing, 2008, ISBN-978-1-60037-341-1)

Have you noticed? The whole world is in grand flux, changing at every level, in every domain. With humanity's very survival at stake, "business as usual" is not cutting it anymore. Even business -- *especially business* -- which has consistently been a bastion of success and profitability by employing progressive perspectives and methodologies, is feeling the pinch. According to Paul David Walker, "this new world that is emerging will only respond positively to a new set of behaviors, based on new operating principles. The doorway to this understanding is a deep connection with the present moment, what I call 'Integrative Presence.'" In this seminal book, Walker, who has been opening this doorway for Fortune 500 CEOs for more than 25 years, opens it for his readers. It is a cutting edge -- and confrontational -- perspective for business leaders, urging them into a personal transformation, into unknown territory. But it is territory that unleashes the genius within, the genius that is only accessible through a deep connection with our own essential nature, the deep flow of intelligence and wisdom. "Those who make the leap into this state of being and lead from that place will thrive," says Walker. "Others will be cut down by the changes that are unfolding. Wake up or die!" It is likely that *Unleashing Genius* will prove to be the liberating force for the business community that Eckhart Tolle's phenomenal *The Power of Now* and *A New Earth* are for the public at large, all around the world. A must for the enlightened business professional, or one who seeks to be.

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AUTHOR

• INTERVIEW

• (approved for publication)

Q: I understand that you believe the blockbuster book, *The Secret*, is misleading; yet so many coaches, spiritualists, and motivational speakers swear by it...explain what exactly is misleading about it?

PDW: The Secret makes it seem like your thoughts can create your future, or grant your wishes. The only reality that thought controls is your state of mind. Thought can create a negative or positive state of mind, it cannot influence the future. The only truly powerful state of mind comes from connection, with the “life force” or as Emerson calls it, “The Great Intelligence,” not from positive thoughts. To influence the future, a person has to integrate an intention into his or her being so that it becomes part of them. Thoughts can help, but only conscious connection with the “Life Force” can create the power to influence the future.

There is no true reality outside of the present moment. When you are in a state of “Integrative Presence,” you are closer to reality and your “being-ness,” by virtue of being part of the flow, influences the flow that leads to the future. The farther you are from the present moment, the more removed you are from reality.

Comparative thought by its very nature removes you from the present. A wish or a worry is made up of cognitive frameworks that are at best an approximation of reality; a memory or a speculation. How can you think that thought can influence the flow of reality? Only engagement with reality, while you are in a state of Integrative Presence (which is similar to “being in The Zone”), combined with intention, can influence the future. For example, an athlete can want to win, but if they cannot get into “The Zone,” all the thinking in the world will not create high levels of performance. It takes practice, mastery, and freedom from your thoughts to truly influence the future.

Positive attitude and the value of visualization are all worthy elements-- and I commend the authors of *The Secret* for shedding light on their importance, but these elements alone will not deliver the results they promise. Being able to influence the future takes a certain level of mastery. I’m not surprised with the success of *The Secret* because instant answers sell...practice and discipline only sell to the truly committed.

Q: How does one master “Integrative Presence?”

PDW: One word...Practice! There is no substitute for practice. An athlete who wants to master being in “The Zone” has to practice freeing themselves from the “constraints of thought” to successfully find their way into this powerful state of mind. Sports

psychologists and coaches understand this fact and train their athletes accordingly. The more you experience Integrative Presence the more familiar you will become with it. Practice deepens this state, which has no real limit, and the experience you gain through practice will help you to hone your ability to achieve this state with ease and for an extended—or even unlimited period of time.

You cannot think your way into the state of Integrative Presence; you can only feel your way. It is essential to know the difference between states of mind dominated by thought and states of mind driven by a connection and collaboration with the “flow” or “Life Force.” I can’t stress the importance of practice enough—just like anything worth mastering in life, practice is the key.

Q: Could you give an example where “Integrative Presence” was a deciding factor in business?

PDW: There are many. Business is part of the flow of the Universe and is governed by the same rules as are all things. Each business market has a flow, which is a subset of the greater flow. The principles are the same. One must be able to let go of their thoughts, which were created in the past and are at best an approximation of what really happened. One must also let go of collective predictions about the future, which are speculations. I will give an example from my book, “Unleashing Genius.”

When I was working as a leadership consultant to Don Ross, Chairman and CEO of New York Life, during the summer of 1987, many people were coming to me questioning the Chairman’s actions. He had asked the investment department to slowly move all investments out of the stock market into conservative investments. This frustrated his investment team because the stock market was at an all time high and their competitors were using “High Yield Bonds” and stocks to create gains much greater than New York Life’s. They wanted to play in the game, and Don Ross was telling them to step back.

Many came to me, as Don’s coach, to suggest I persuade him of the foolishness of his actions. I explained that I was his leadership coach and had little knowledge of the financial markets, but encouraged them to speak directly to Don. However, no matter how people pleaded, he would not change course. Several key players resigned and went to more “progressive” companies.

On October 7, 1987, while I was on site at New York Life, the market crashed. It was the biggest crash since the Great Depression. But New York Life had moved most of its investments out of the stock market and had not invested in any “High Yield Bonds,” known later as “Junk Bonds.” Don Ross was now considered a genius. The financial gain was enormous.

A week or so later, I asked Don how he knew to pull all of the company's investments out of the stock market three months before the October 1987 crash. He said, "I just knew it

couldn't last." Everyone in his world thought he was wrong, yet he had the wisdom and courage to do what he felt was right.

He later went on to explain that, as Chairman and CEO, he was continuously bombarded with "experts" trying to convince him of completely different strategic directions. Each had incredible credentials and a good story, yet each recommended different directions. The only tool he had to make the final decision was his instinct, or intuition. He said, "Whenever I have gone against my intuition, I have regretted it." Don certainly would have agreed with Buddha when he said, "Believe nothing, no matter where you read it or who said it, even if I said it, unless it agrees with your reason and your own common sense."

Don Ross explained to me, "The key to wisdom is to know the difference between your wild hopes and fears and common sense, intuition or true wisdom." They often seem the same, but they are not. There is a distinct difference in the feeling. One comes from the Ego and insecurity, and the other comes from Wisdom. Great leaders learn the difference and develop the courage to act. Don had found ways to live in Integrative Presence or at least he was able to find that state of mind when he needed insight. When I met with him over the years, he was often in the state of Integrative Presence. He was warm, yet seemed to be able to see through people. Insightful, yet he moved with grace and ease.

Q: What are the primary differences between what you do as a "CEO Coach", and that of an everyday Business Advisor?

PDW: I teach CEOs to understand the difference between a state of mind that comes from their ego and insecurity and true wisdom or Integrative Presence. As Don Ross said, "there is a distinct difference in the feeling." Once my leaders understand this difference, I teach them how to find this state of mind at will. After some practice, we then apply this state of mind to a business strategy, which creates insight. Following that, I coach the leader on communicating this insight to their organization and the market. Most advisors teach basic business skills, do behavioral coaching, or serve as a sounding board. All of these are valuable to a CEO, but not as essential. If a leader needs these basic skills, I help them with them also. One cannot begin advanced work until you have completed the basics.

Q: After 25 years of coaching CEO's, what finally motivated you to write *Unleashing Genius*?

PDW: My clients kept asking if there were some books they could read. While there are many philosophical books that explain these principles, there are none that integrate these understandings into the business world. *Unleashing Genius* is based on deeply profound understandings of how the Universe works, but is simple and practical. I could not recommend a book, so I wrote one that leaders can use.

Q: How does *Unleashing Genius* benefit those outside of the corporate environment?

PDW: We all live as part of the Universal Flow, and navigate through the Universe trying to synchronize ourselves with the Life Force. All of the principles discussed in the book are useful for any human activity. I have written “Unleashing Genius” in a simple and readable fashion so that anyone can pick it up and learn how to live a more effective, happy and peaceful life.

Additionally, most great leaders were once common men and women. It seems the less you think you know, the easier it is to catch onto these principles. I have explained them to people from simple walks of life and they often understand quicker because their egos are less wrapped up in their ability to think. Once you get that your thoughts are not real and take them less seriously, it changes your life permanently. The “Life Force” is always there and shines through as you slow down or let go of your thoughts.

Here is a quote from my next book that illustrates this:

There is an intelligence that flows through everything like a multidimensional river. It has been called by many names: the Taoists call it “The Flow of Heaven.” Unfortunately, it is obstructed by human thought. Slow your thoughts down and this intelligence will shine through the spaces between them, in glimpses that stimulate wonder and joy.

Let go of your thoughts entirely and the light from this flow will lift your consciousness beyond imagination. Beauty and peace beyond description will fill your being; but know that it is only the beginning.

Q: What could we look forward to seeing next from Paul David Walker?

PDW: My next book will be called “Surge of Life: Living in a State of Integrative Presence Every Day.” This book will be a true story about times in my life when I learned to achieve the state of Integrative Presence. Eighty percent of the book will describe this state of being. Even though words cannot fully describe this experience, as a poet and writer, I will do my best. My hope is that “Surge of Life” will draw people into a state of Integrative Presence as they read. Like my poems, it will be designed to unleash genius.

I will also be leading retreats for people to practice this state of mind, as well as roundtables for leaders, talks and workshops. My purpose is to help people learn to live a happy and abundant life. For more information and to buy my books, you can go to my website at www.pauldavidwalker.com

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What they're saying about...

UNLEASHING GENIUS by PAUL DAVID WALKER

"I am still using the leadership lessons from our work together at Conexant Systems and look forward to working with you at Wal-Mart."

-Ashwin Rangan, Board Member of Several Companies

"Because of your expertise we achieved objectives in an extremely timely fashion"

-Don Ross, Chairman and CEO, New York Life

"We took an enormous leap forward, making our words about a special company become a reality"

-Ken Simonds, CEO, Teradata

"We have come together as a team so that all energies are focused on our vision and mission"

-John Lee Lee, President, ELC

"He is direct, insightful and not afraid to get in my face...key to my selection as CEO"

-Raouf Halim, CEO, MindSpeed Technologies

"He possesses a unique combination of business, teambuilding and executive development skills. I am sure many other CEOs, as I have, will benefit from his work"

-Dwight Decker, Chairman and CEO, Conexant Systems, Inc.

"The work with my team and my direct report's teams has greatly improved team effectiveness and spirit. Their work is helping us drive towards bottom line results. This unique process has also increased our understanding and implementation of:

- *Increased trust between key players on our team*
- *A deeper understanding of the role of leadership in driving results*
- *How corporate culture impacts business*
- *How to change corporate culture*
- *Coaching and feedback and how to make it work*

One of our senior executives said, "The learning I received during this process was worth the entire investment." His comment was typical of many".

-Don Davis, CEO & Chairman of the Board, Rockwell International

"Your work has produced the best off-site meeting I have ever experienced. You have helped me and my management team become more effective leaders. Your unique approach combines deep

philosophical understandings, which have helped me personally, with practical no nonsense business leadership.”

-Chris Lappi, CIO, ResMAE

READER REVIEWS

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[Ellen Borowka](#) - [See all my reviews](#)

A must read book!!!! This is an outstanding book and is a must read for CEOs and business leaders. It guides the reader in bringing reality and calmness when dealing with issues while thinking outside of the box. Sometimes fear and anxiety drive decisions, and Paul provides a step-by-step process backed by years of experience and 'sage' insight for handling pressing issues in a proactive manner. It is a very unusual thinker that can do that and "Unleashing Genius" [Unleashing Genius: Leading Yourself, Teams and Corporations](#) captures the essence of what causes us to do what we do and probes deeply into issues in a respectful and thoughtful approach that is easy to grasp.

[Lauren Joseph](#) (New York, NY United States) - [See all my reviews](#)

This book was incredibly helpful for me in understanding how to take my work to another level, and I definitely recommend it for others. Even though I am not in the business world, the book's philosophy on how to unleash one's genius and take full advantage of one's creative talent was invaluable for me as a person who needs to think creatively and "outside the box" on a daily basis.

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[T. Walsh](#) (Los Angeles) - [See all my reviews](#)

In "Unleashing Your Genius," Paul Walker truly gets to the heart of what each individual's genius really is and helped me to discover my own. It is well written, uplifting, and smart...a rare combination. Once you learn how to be the leader of your own life, you can truly effect your team and empower their genius to shine through. This book is a rare gift!

Tami Walsh, M.A.

President, Teen Wisdom Inc.

[Jeffrey Buckwell](#) - [See all my reviews](#)

Paul David Walker's Unleashing Genius was an "event of clarity" for me. Before this book, I had no idea just how much I was limited in my thinking--thus my potential. When your true potential is shown to you --as this book does so clearly, through the understanding of this universal life force we're all a part of--you tend to rise to a new level of thinking and existence. Thanks Paul for showing me the way to integrative presence!

--JD Buckwell

A. Al-Khatib "SIGMANet, Inc. - CEO" - (Ontario, CA) - [See all my reviews](#)

A good book that helps one towards a journey of Integrated Being, Integrated Self, Integrated Living & Leading oneself, teams and corporations.

Jerry Chavers - [See all my reviews](#)

"We cannot solve our problems with the same thinking we used when we created them." -
- Albert Einstein

"I will act now. Success will not wait. If I delay, success will become wed to another and lost to me forever. This is the time. This is the place. I am the person." - Og Mandino

Systems are what worked yesterday. For what works now, there is only Integrative Presence.

Road maps are for followers. For discovering realities previously unknown there is only Unleashing Genius.

Teachers are for students. For leaders, there is only Paul David Walker.

Brilliant!

Paul delivers the recipe to open your mind, April 21, 2008

Quentin D. Parker (Pacific Palisades, CA) - [See all my reviews](#)

There are many self-help books, with few as pervasive and logical as Paul's guidelines to a more effective understanding of how your mind really works.

With each chapter, I was fascinated by his insight, the clarity of his reasoning, and the methodology of my own learning. Once I applied myself to improve upon the effectiveness of my behavior patterns, there was growth.

He teaches that what we search for in life is a minefield of our own constructs, and with this information he offers the directed wisdom that helps to understand and address our own personal prisons. We all are searching for what, the ultimate sense of freedom? We yearn for this release from the moment of birth to death. Paul guides us along a life path of better understanding ourselves.

"Unleashing Genius?"

Certainly he does this, most eloquently. For me, this book is about understanding how to free yourself from your own negative being. If you ask yourself the question of what your life offers YOU, Paul will provide some fascinating answers. To be happy, -or NOT to be, to ask why, -or maybe even: why not?- To help those around you, -or NOT, in any context, under any construct, 'Unleashing Genius' offers real solutions to reach the ultimate state of being: One of teaching, of leading, of giving, and perhaps most important: of wholly receiving.

With Henry David Thoreau stating: "The greatest gift is of thyself", Paul simply adds, that understanding who you are, enables your desire (and ability) to share this knowledge. Don't be swayed by my own verbose heterozygosity, LOL! To understand clearly WHAT this need of yours is, and WHY we choose to act as we do, well, for this answer- read the book! Thank you for your precious gift.

Rick Wright (Laguna Beach, California) - [See all my reviews](#)

Paul David Walker has written a masterpiece. He has tapped into the core of what works for leaders, not only leaders but all of us. He illuminates what really matters to all of us and how to access it. Showing us how to unleash our best nature, our true nature. A book written from years experience not just theory or good ideas. A true practice to be everything we are meant to be. This is a must read.

Donald M. Pierro - [See all my reviews](#)

Paul David Walker clearly lives up to the title of his powerful book UNLEASHING GENIUS as he unleashes his own genius page by page within it. As someone who reads a lot of books, I am compelled to share that Paul has authored an extremely powerful resource for leadership and life that is simply a MUST READ. While a lot of books have been written on the subject of genius, what this book brings to the table is a clear understanding of the UNLEASHING of it. Additionally, Paul shares through his own case studies what occurs next when unleashed genius is applied. UNLEASHING GENIUS is a resource, hard to set down and compelling to go back to again and again.

Don Pierro
President, empower Lab Consulting Group