



MY WHY

As a university professor, I taught many courses. My favorite to teach was a required course for the MBA students “Innovation.” Part of the learning was that the stressed, fatigued, tired, over-worked brain cannot innovate. I never fully understood this personally, until I became self-employed. As an executive employee with a high-degree of autonomy, I believed that I was working at full capacity. It turned out, I was wrong.

Even working in a role I loved, the day-to-day burdens of being confined in my thinking and limited by closed mindsets did in fact limit my creativity.

How many of our team members are experiencing the same thing? Wouldn't it be great if everyone in our organizations was energized, felt the freedom to express their ideas? And what if our business leaders were the conduit to that energy?

Having spent an entire career -- 32 years of doing this work, I have sat across the board room table and listened to our organizational leaders mock and berate employees. If this is how our leaders are talking about our employees, how do we expect them to be engaged and working for organization's best interests?

This is what I do. I help leaders appreciate the value of their team members by helping them understand and embrace their own true authenticity as a means of respecting the authenticity of others.

Going to work shouldn't be painful. Running your business shouldn't be frustrating. That's my why, and I can help.



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