

ELI MARKETING TOOLKIT

Energy Leadership™ Powerpoint Presentation Script

Agenda

- Introduction
- Types of Energy
- The Energetic Self-Perception Chart
- 7 Levels of Energy
- 7 Levels of Energy demos
- Q&A
- Reflection
- Next Steps



Welcome, my name is [name] and I'm a [type of coach and or background information]. Thank you for coming today!

I couldn't be more excited to talk to you about the power of iPEC's Energy Leadership™ framework, and how learning and applying the principles can help you awaken your potential and reach your goals by accessing deeper self-awareness and higher levels of consciousness.



As we embark on this journey together we'll explore:

- The two types of energy and their impact on your life
- The Energetic Self-Perception Chart
- The 7 Levels of Energy and how they might be supporting or hindering your ability to create the ideal life you envision
- How to motivate yourself (and others!) to reach their full potential
- Possible next steps to become more powerful and fulfilled in all aspects of your life

How does that sound?

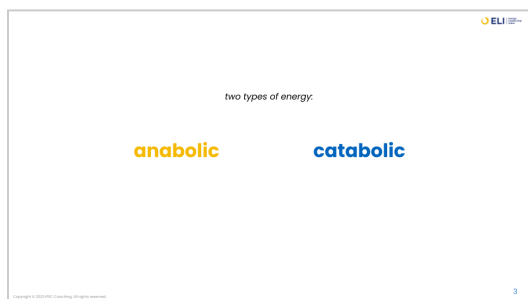
Cool. Before we dive in I'd like to tell you a bit about myself and how it ties in with Energy Leadership™ and the information we'll be covering today. {Share story created from the marketing section in EL manual.}

Now I invite you to take a minute or two, and write down your intention for this workshop.

Who has something they'd like to share?

Who has something different?

One more . . .



First, let me clarify what I mean when I say energy level:

Through the initial theories of Albert Einstein, to the Quantum physicists who changed our view of life, we know a few things:

1. Physical objects (including us human beings!) are actually made up of subatomic particles. We're moving, vibrating energy in flesh.
2. There are two types of energy: anabolic and catabolic. [Explain both, and for catabolic, add: Sounds similar to cannibal, and in a sense, they are very similar, as

catabolism, like cannibalism, eats away at our health, finances, and success in however we measure it.]

3. Heisenberg's Uncertainty Principle reveals that, as our perception of an object changes, the object itself literally changes. As we look at an object, we interact with it. We emit light and thought, which are both forms of energy that permanently affect the things we observe. For a very simplistic example, if we measured darkness with a flashlight, we would change the property of darkness to light.

4. Your perceptions create your energy level and that creates your reality—the world you know. (I'll discuss this more in a few minutes.)

5. There are 7 Levels of Energy (or consciousness) with two of the levels being catabolic and the rest increasingly anabolic.

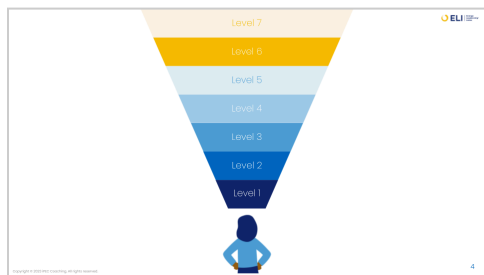
Let me talk more about number five and get to the heart of what Energy Leadership™ is all about.

Through years of experiences that shape our beliefs and behaviors, we also develop default tendencies (meaning, the way we tend to perceive and react to certain situations, circumstances, the environment around us, etc.).

Unless we have some way of getting a “reality check,” our default tendencies continue without us noticing them, and we go on doing the same things we’ve always done, with the results being pretty much the same as well. And then we (understandably!) wonder why things don’t change.

[Give a personal example that will resonate with the audience]

Energy Leadership™ is a way of interrupting this process so you can reshape your worldview and transform your life into the ideal one you envision.



Now let's dive into the 7 Levels of Energy and the Energetic Self-Perception Chart.

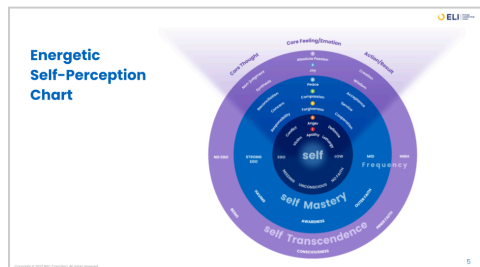
There are 7 Levels of Energy we can resonate at. Our Average Resonating Level of Energy (ARL) falls somewhere on this scale between 1–7. It comprises the sum total of every thought we've ever had, every emotion we've ever felt, and every action we've ever taken, as well as those we are thinking, feeling, and doing right now in this moment.

Your ARL is the average of all of your various day-to-day energy—and we're all unique! No two people have the same energetic makeup.

Has anyone ever bought a stock? Similar to a stock, your energy level can go up and down depending on how you perceive and respond to what's happening in your life.

People resonating at lower levels tend to attract negative experiences and might feel like a dark rain cloud always seems to be following them around. Those resonating at higher levels attract and experience more ease, opportunity, joy, and success.

And what's incredible about this is we have the power of conscious choice. We have the ability to alter our energy level (or our level of consciousness) and that has a profound impact on our lives, the people who we live and work with, and our own bodies. In fact, your energy level (your ARL) or as we like to call it, your E-Factor—is the #1 factor determining your level of success in life!



So now let's take a look at how this chart works. It's called the Energetic Self Perception chart because based on how you perceive yourself, you exhibit or embody a certain level of energy.

You'll see to the left, core thought, in the middle, core emotion, and on the right, core action and results. That's how the chart reads from left to right. So every level has a thought associated with it. There are a lot of other thoughts, but these are the main ones.

In the feeling section, there are 7 core feelings. Again, there are many more emotions in between these levels. To the right, when you think and feel a certain way, you tend to act in a certain way. So the left is the cause and the right is the effect. So let's just go through this chart quickly. Then I'll show you how to use it in your own life.

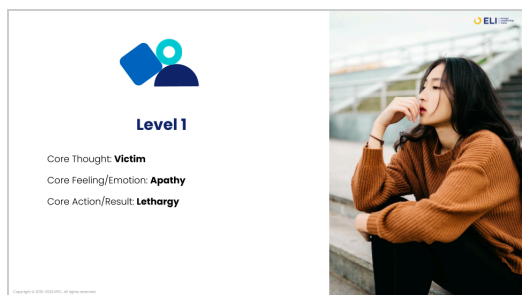
Any questions so far? [Take two or three questions and then move on]

One important thing to consider as we discuss the chart and the 7 Levels of Energy: each level is exponentially more powerful than the one beneath it. And just to clarify, I'm not saying the higher levels are "better," only higher. What you do with this information is your choice—and each level of energy has both its advantages and disadvantages (which you'll learn today).

And lastly, I invite you to take a minute to grab a pen and paper (or open a Google or Word doc). As we journey through each of the 7 Levels of Energy, I'll give you a minute or so to reflect on how you might be experiencing each energy level.

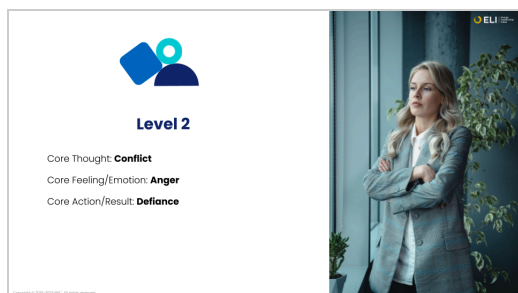
How's that sound?

Okay, let's dive in!

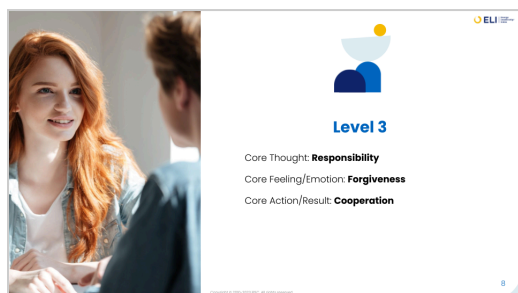


Level 1 is victim thinking. Those who have an ARL in this area are primarily victims, that is, victim to thoughts, beliefs, emotions, perceptions, and more that work against them. We all have some victim energy in some aspect of our life. Victim energy includes guilt, self-doubt, low self esteem (and perhaps not in general—in any particular aspect of life). Level 1 also includes most fear, worry, and more. With enough of that energy, you hit the bottom, which is complete victim, and apathy and lethargy ensues. Between 1 and 2, you are sluggish at best, as is your productivity level.

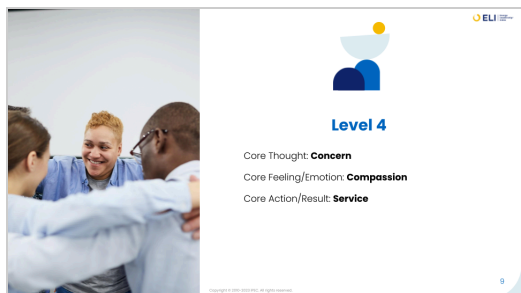
How might you be experiencing Level 1 energy?



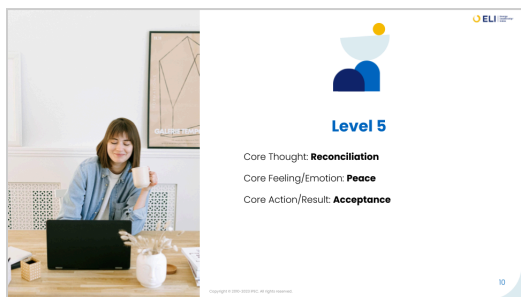
Level 2 is the world that most of us experience in our day to day lives. It is the conflict range, and there may be a lot of the level 1 emotions as well, but the main one for Level 2 is anger. Some very successful people have a lot of level 2 energy, but they are usually unhappy and almost always unhealthy. They manage others by force. Others with similar energy express it differently, by turning it inward. They are still just as angry either at themselves or others, but just keep steaming and stewing until they explode or implode.



Level 3 is responsibility for how you interpret things and your role in making things better for yourself. At this level, you take responsibility for how you feel about anything and anyone. At this level, no one controls your reactions or emotions. The result is that you forgive yourself and others, and rationalize things that don't work in order to accept them. This includes the people in your life, and the result is that while you may judge them, you can cooperate with them.

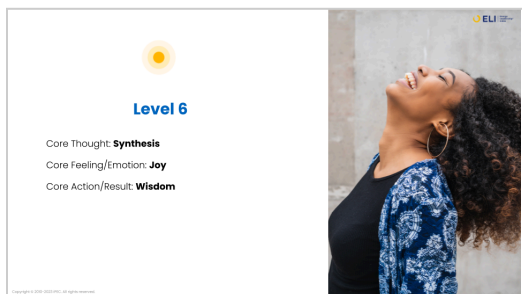


Level 4 is caring, giving, and helping. It is concern for others, before concern for our own self. Many people think they are at level 4 because they want to help others, but if their intention is to first help themselves (i.e. helping others simply to feel better about themselves, the wounded helper) they are probably coming from Level 1 instead. Remember, it's not what you say that matters most, it's why you say it. It is the intention behind the words. The actions in any level may look the same, but the energy and consciousness can vary greatly. One more thing about Level 4 energy—the caring, nurturing energy of Level 4 is not only about helping others, but also how we nurture projects, our jobs, and ourselves, including our own bodies. The difference between this level and those below it, is that at level 4, we nurture ourselves and others because we WANT to, not because we NEED to. And to be clear, if it's a choice between ourselves and others, at Level 4, we choose others first.

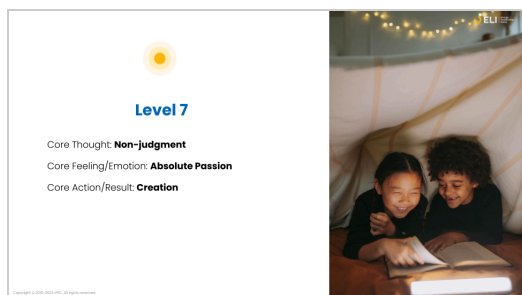


Level 5 reconciles good and bad and begins to see everything as an opportunity. At this level, you accept the process of life, and you play the game well. You experience peace of mind with a feeling of control of your life, not control over others. At this level,

no matter what happens outside of you, you experience a sense of joy within. An example of level 5 thinking can be found in Edison's attempts to invent the light bulb. After his 999th experiment didn't produce a working light bulb, his assistant asked "How can you keep trying when you continue to fail time and time?" Edison smiled and retorted, "Don't be silly. I've simply learned the 999th way to not invent the light bulb." Not only did Edison obviously eventually succeed, but in his so-called failings, he discovered several dozen other inventions and key scientific principles. Level 5 thinkers often find meaning, purpose, and learning in everything they experience.



Level 6 is the level of synthesis, which is the sense of connection between you and everyone and everything else. It's a powerful place where intuition, or as many successful people would describe it, our "gut feeling" comes alive. Creative geniuses and some business professionals and other high level success stories in all walks of life continually tap into this level. That doesn't mean their average is there, only that they use Level 6 energy to their advantage. Level 6 can take any experience and create it anew.



Level 7 is the level of Truth. The easiest way to look at it is that it is like the color white, which encompasses all the other colors in the spectrum. At this level, life is created each moment using all the other levels at will, without fear, judgment, or concern, and with absolute passion about all experiences. This is the level of pure creation, and those who tap into this level are the most powerful people in the world. Level 7 creates new experiences.



Your level of consciousness determines your view of the world and your reaction to events. For an example:

Let's say you're married and your partner asks you to help with a small project around the house. You say no, and give no further explanation. Based on your partner's level of energy, they will most likely view that as follows:

Level 1 = Victim: "My partner doesn't love me enough to do this for me." This leads to apathy/hopelessness, depression, guilt, and/or despair.

Level 2 = Conflict: “My partner is a selfish, inconsiderate jerk.” While some people actually say this out loud, it’s just as devastating when they think it and don’t say it. This is the blame game, and the result will likely be anger, resentment, and/or revenge.

Level 3 = Responsibility: “I don’t like that my partner said no, but I’m sure they would have helped me if I asked at another, less busy time.” This leads to forgiveness, but will not change your core feelings or actions very much.

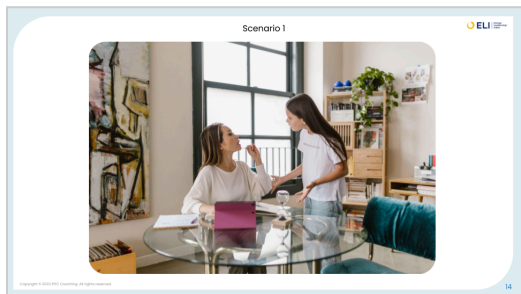
Level 4 = Concern: “My partner must be very tired. Or maybe something else is wrong. What can I do to help them?” This leads to more of an effort to help. The primary reward is the feeling of satisfaction from helping to make things better. It’s not about you any longer and you haven’t taken your partner’s response personally.

Level 5 = Reconciliation: “I see how things are. I’m sure I can create a way to not only help my partner get more time to relax, but also, because of that, maybe even help me with that really big project I’ve been wanting to do.” This leads to a brainstorming session for mutual gain!

Level 6 = Synthesis: “I feel great for being in this relationship. It offers so much variety and experience. Maybe my partner will help me later on. I didn’t really need help anyway, just thought it would be more fun if we did it together.” There is no negative or positive direct result of this type of thinking, as you’re already at a very high level, and would not be negatively affected by any “bad” news, as no news is bad.

Level 7 = Creation: Nothing actually occurred on a quantum level. There is no time; no past, present, or future. Everything is pure creation. For a more practical perspective, when you access this level, you’d be able to utilize any of the other six levels as you choose. And here’s an important point: unlike those who are actually at those levels, you would be able to use them, instead of having them use you. Actually, no one in

this world has an average at this level. We can only tap into it to access non-judgment and our own creative genius.



Now let's do a couple real-world demonstrations to ground some of this theory in everyday life and in your role as a leader.

Demo Catabolic vs. Anabolic leadership with two people from the audience. Message link containing the script for volunteers to read.]

Scenario 1

Catabolic mother: "I just saw your report card. You'd better improve your grades if you expect to get into college."

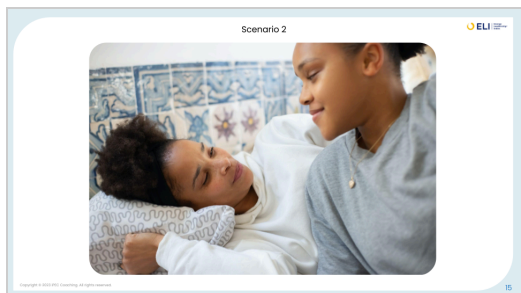
Teenager: "What do you want from me? I'm doing the best I can."

Catabolic mother: "Well obviously that's not good enough. Just study harder and don't spend so much time on that computer of yours!"

Teenager: "But Mom! That's the only way I get to talk to my friends. And I'm just so busy ..."

Catabolic mother: "End of discussion. I'm really disappointed in you. Get those grades up or else."

[Discuss catabolic leaders.]



Scenario 2

Anabolic mother: "I just saw your report card. It seems like you might need some help in school. What's going on?"

Teenager: "I know my grades have slipped this semester. I'm so busy between sports and my friends and everything else. I just can't find the time for everything."

Anabolic mother: "You are really busy! And I'm happy you have a full life. What ideas can you come up with to help you have it all, including the grades you want?"

Teenager: "Well, I love being on my computer. Maybe I can make a chart and figure out how I'm really spending my time now. I can also ask Tina how she does it—she always seems to find time for everything."

Anabolic mother: "Fantastic. How can I support you?"

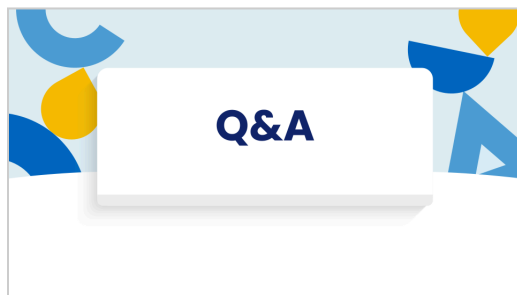
What did you notice about this scenario? *[Point out that Teenager had ideas when the energy was anabolic.]*

So what are the differences between catabolic and anabolic leaders?



Optional based on time, go over energy blocks (GAIL, please make sure you reference iPEC for creating the process), and have people identify them and work with each other to break through them. You can make a game out of it and give out prizes. Free assessments and debriefs work well here.

Or, again based on time, you can brainstorm how to grow through various levels of energy based on something they are experiencing.



As we're approaching the end of our time together, it's likely some questions may be swirling around in your mind—which makes perfect sense because we covered a lot of information!

So let's take a few minutes for questions.

What's coming up for you?

Who else?

Let's take one more . . .

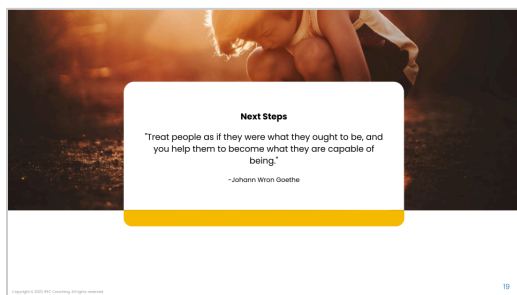


Given everything we've covered today, I'd like to give you some space to reflect on where you feel lies your greatest opportunity for growth. What's your number one takeaway from our session together today?

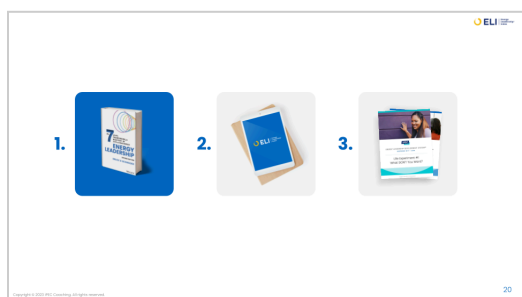
Perhaps there's a particular level of energy you really resonated with—maybe you recognized you want more of it, or perhaps it's weighing you down and you want less of it!

Every insight presents an incredible opportunity.

So I'll put a timer on for [number of minutes] and then we'll finish up with some potential next steps for your journey to higher consciousness.



As a leader, you have the extraordinary power of helping yourself and others shift into becoming all they dream of being. If you're interested in exploring this work further, there are many paths you can travel.



- 1) Book: *Energy Leadership: The 7 Level Framework for Mastery In Life and Business*
- 2) ELI assessment and debrief: Talk about the ELI—something on the order of: We've talked a lot today about the energy of success. Would you like to know your E-Factor? Here's how..." (special) (Raffle one or two off, if you choose)
- 3) ELDS personalized program (special, includes assessment and debrief. Show them a sample kit. Explain the 12 dimensions "roadmap" which are the 12 sections of the kit. You can also give out the first segment of the kit as a sales tool.)

(Collect drawing or feedback cards and select prizes.)