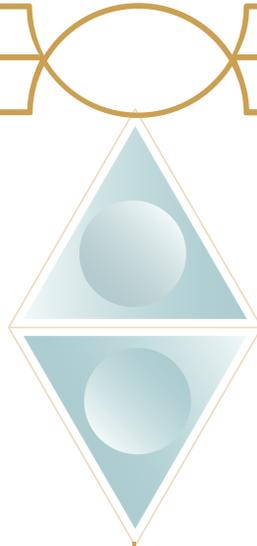


Illumify

The Leadership Game Changer

THE POWER TO IGNITE
MEANINGFUL CHANGE



Leadership.

There's a lot of stock put on it these days.

We talk about it incessantly. Search for it, even yearn for it. And value it greatly enough to invest a lot of time, money and effort in developing it, both in ourselves and others.

We gravitate to leaders we believe will serve us well. We work for them, elect them, and empower them to govern our professional and personal lives.

Yet time after time, the leadership we confer on them proves to be misplaced.

With regret, we watch as leadership promise is ultimately extinguished by ineffectiveness. And even the most brilliant ideas and initiatives are never fully realized.

Why is that?

There's a need for leaders today to operate in a whole new dimension. It demands a greater magnitude of leadership.

And luckily, those individuals exist.

We call them "*Illumifiers*".



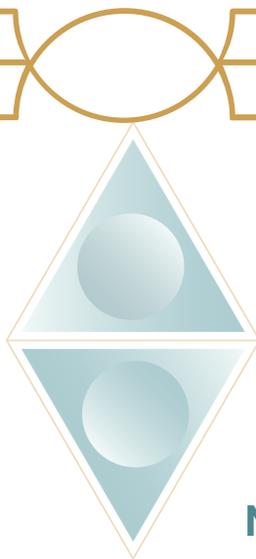
Illumifiers are those here to ignite meaningful change.

They see what is, and know what could be. With purposeful precision and focused action, Illumifiers enlighten what matters, and enleaven to realize it.

They illumify the world so we can transcend into the new.



Marianne Gobeil,
Chief Illumifier, Illumify Inc.,



Meaningful change matters.

We are therefore pleased to introduce a powerful new tool for leaders that is a real game changer. It will enable you to ignite meaningful change, and fully realize what matters to you, your organization, and the world at large:

Illumify

This revolutionary game changer for leadership is founded on our internationally recognized expertise on leadership, and our proprietary *Illumify*™ Method of unifying language and action to realize the outcomes that matter. It is designed especially for those in senior leadership positions, and for those who aspire to be.

Now, more than ever.

Illumify ensures your leadership is heard, understood and responded to by those who can help you achieve what matters.

It's comprised of 80 individual cards, each one featuring an important question essential to being able to *Illumify* your meaningful change, i.e.:



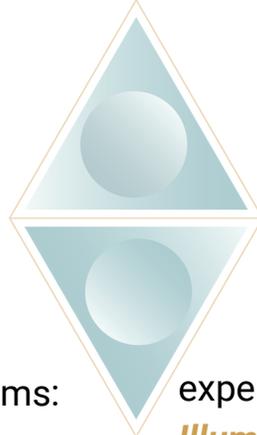
Illuminate the initiative or idea that matters to you;
Amplify it so that it matters to those who can help you realize it;
and *Unify* them in thought and action as a collective to accomplish it.



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Illumify can be played in two realms: professionally and/or personally.

Professionally:

- ◆ Solo by one leader to ignite meaningful change within an organization, industry, sector or nation.
- ◆ By a group of leaders within an organization to ignite a meaningful change for that organization.

Personally:

- ◆ Solo for self-inquiry to identify and illumify the meaningful change that the individual is here to ignite in the world.
- ◆ By a trio of individuals, playing individually and/or collectively.

Through meaningful conversations,

expertly guided by certified facilitators, **Illumify** elicits new insights, deeper awareness and understanding, and acute clarity.

It will reveal what truly matters to you. And surface exactly how to express your leadership idea or initiative so that not only you get its real value and importance, others will too. So much so that they'll be induced to help you realize it whether you have authority over them or not.

Play the leadership game changer to ignite your meaningful change. Align vision with action; achieve high performance; and accomplish what matters. Optimize your leadership opportunity -- with no holds barred.

It's the new leadership. Fully realized.



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