

**B**<sub>REATHE</sub>

**E**<sub>MANATE</sub>

**L**<sub>ISTEN</sub>

**O**<sub>PEN</sub>

**V**<sub>ALUE</sub>

**E**<sub>MPATHY</sub>

# Enlightened Leadership

**BE LOVE®: Who You ARE—What You DO**

Extraordinary Customer  
Satisfaction



- Working together as a cooperative team.
- Active listening and sincere communication.
- Friendliness and courtesy toward everyone.
- Dealing with customers issues with ease.
- Creating experiences that build loyalty and fans.
- Taking ownership and unraveling conflict.
- Valuing the spirit in all people.



Extraordinary Workplace  
Culture



- Open and transparent communication.
- Cooperation and teamwork.
- Trust and compassion instead of fear.
- Enlightened leaders who build trust.
- Recognition and appreciation.
- People working at their full potential.
- Respectful and positive relationships.



Enlightened Leader  
Authentic Self



- Values and honors the spirit in all people.
- Empowers and inspires with a clear vision.
- Expresses trust in those being managed/led.
- Operates from authentic power—not ego.
- Ownership for thoughts, feelings and actions.
- Possesses **Emotional Intelligence** skills.
- Communicates with transparency.
- Expresses true humility and openness.



Universal Love  
The Power that Sustains All Life



- Love eliminates no one and shines on everyone.
- Love fortifies strength and conviction.
- Love builds relationships of honor and respect.
- Love radiates peace and joy.
- Love is the source of everything.
- Love is the reason you exist.