



WISE ADVOCATE
ENTERPRISES

Advancing the High Ground of Leadership



WISE ADVOCATE ENTERPRISES

Programs and Offerings

STRATEGIC LEADERSHIP IN COMPLEX TIMES

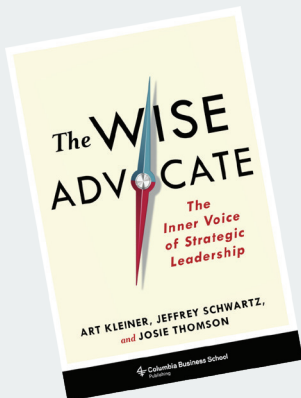
JEFFREY M. SCHWARTZ | JOSIE THOMSON | ART KLEINER

We offer programs for leaders at all levels facing profound challenges.

Every decision you make as a leader is a moment of choice – an opportunity to strengthen your strategic thinking.

Drawing on years of research and work in neuroscience and organizational learning, we help leaders and their advisors tap into their inner resources (their “Wise Advocates”) on behalf of their teams and organizations.

Wise Advocate Enterprises was founded by research psychiatrist Jeffrey M. Schwartz, M.D., master executive coach Josie Thomson, and management expert Art Kleiner.



Our book **The Wise Advocate** explains how to gain an influential voice in your organization, integrating strategic perspective with day-to-day transactional prowess.

The Wise Advocate: The Inner Voice of Strategic Leadership, by Art Kleiner, Jeffrey Schwartz, and Josie Thomson (Columbia University Press, 2019).

[Buy The Wise Advocate](#)



WHEN AN ORGANIZATION
COMMITTS TO MEANINGFUL
CHANGE, ITS LEADERS FACE VERY
CHALLENGING CHOICES EVERY DAY.
THE WISE ADVOCATE IS ABOUT WHAT
HAPPENS IN THOSE MOMENTS AND HOW
THE BEST LEADERS MOVE THEIR
CULTURES FORWARD.

— Jon R. Katzenbach
Lead author, *The Wisdom of Teams* and *The Critical Few*

Our programs blend **theory** and **practice**, where you directly address your specific organizational challenges while developing the skills of a strategic leader: reframing a new narrative, developing executive function, embracing complexity, working with multiple perspectives, and focusing your attention in ways that make a difference.

WHAT IS THE WISE ADVOCATE?

It is an aspect of your attentive mind. You experience it as an inner presence that you can access whenever you are receptive. It is not just interested in what is good for you, but what is good *from* you.

It is the voice within you that helps you make decisions on behalf of the best interests of all the systems you care about: your career, family, community, workplace, organization, and more...

Focusing your mind this way day after day is one of the most important things that an accomplished leader does.



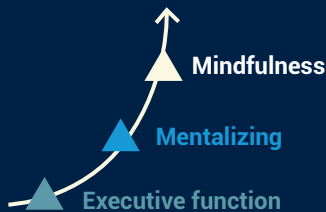
THE LEADER'S JOURNEY

Becoming a More Strategic Leader

Our tools and methodologies are grounded in extensive research on the mind and the brain, and on organizational learning. They include:

1.

Skill development for development for reaching the high ground of the leader's mind



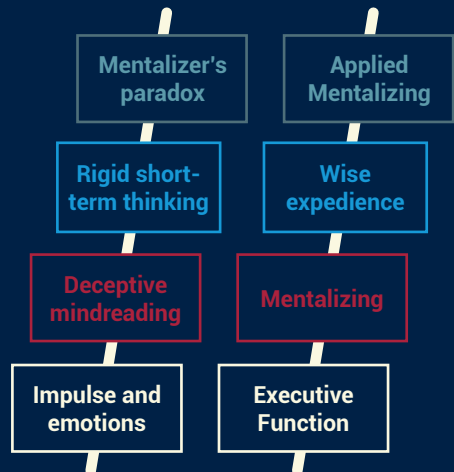
2.

A four-step process for building leadership capacity

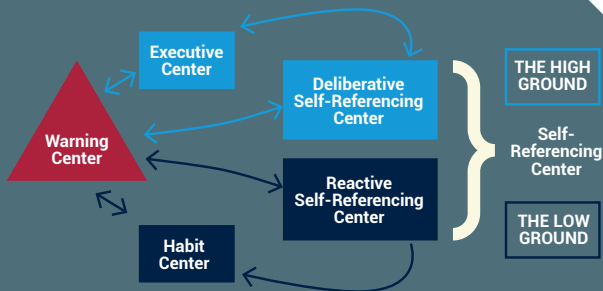


3.

Mastering the challenges of strategic roles as you rise through your career



THE LEADER'S JOURNEY



This diagram shows two patterns of mental activity associated with leadership today:

- **The Low Ground:** Transactional leadership. Make deals, make money, solve immediate problems. Give people what they want.
- **The High Ground:** Strategic Leadership. Challenge existing ways of thinking, manage disruption, create breakthroughs, and fulfill your longterm plans and goals.

A great leader balances the Low Ground and High Ground, moving by choice between expedience and strategy. By building more deliberate habits of mind, and refocusing your attention, you can rewire your brain circuits and become the kind of leader you need to be.

You develop this practice by calling on your Wise Advocate.

SELF-DIRECTED NEUROPLASTICITY

The repeated focus of attention, over time, leads to physical changes in the brain – like strengthening a trail by walking on it, strengthening your capacity as a strategic leader.

Wise Advocate Enterprises developed these ideas and is dedicated to helping you put them into practice. They are helping many people transcend the internal limits that them back as leaders of innovative organizations.

PROGRAMS

1. Strategic Leadership: Transform Your Thinking

Executive & Leadership Education
tailored in-house programs - 5
modules, 15 hours total.

1. Flexible delivery options available.
2. Min. 15pax - max. 24pax per program

Have you ever had to make a difficult strategic decision? The stakes are high, the best answer isn't obvious, and whatever you do, you're taking risk. In this hands-on course, you will use these challenges to become a better leader.

Transform Thinking is the foundation program of the Wise Advocate development pathway. It is for business leaders, strategic advisors (coaches, consultants, and facilitators), and those who want to help organizations realize their long-term and short-term goals.

This neuroscience-based approach covers two patterns of mental activity: the High Ground and Low Ground.

If you hold a position of responsibility, in an organization, you will work directly on one of your own organization's challenges. If you are an advisor, consultant or coach, you will gain concepts and practices for helping others expand their leadership capacity.

For leaders and emerging leaders who wish to:

- Develop neuroscience-supported strategies for your own leadership challenges;
- Experience applied mindfulness through breath awareness exercises for leaders;
- Improve your executive function and mentalizing skills;
- Reframe the deceptive messages of your brain and organizational culture;
- Cultivate your inner voice; learn to assess, discern and adapt to change;
- Strengthen your capacity as a strategic leader.



Enquire Now

PROGRAMS

Included in the package:

- A Master Playbook for use in the course and afterwards
- A copy of the book *The Wise Advocate: The Inner Voice of Strategic Leadership*
- An opportunity to join ongoing group mentoring sessions with our experts
- Completion certificate and recognition of your standing as a graduate

Overview

Module 1: The Inner Voice

The business case for being both a transactional *and* strategic leader
Becoming more aware of the thoughts that influence actions at work.
Exercise: Your own strategic challenges

Module 2: Deceptive Brain Messages

How habits form: self-directed neuroplasticity
A model for change: Relabeling, reframing, refocusing, revaluing
Breaking the cycle of deceptive messages
Exercises: Changing a leadership habit; Relabeling

Module 3: Low and High Ground

The Low Ground: making the most of transactional leadership
The High Ground: developing your strategic capabilities
Exercise: Reframing; Your low ground and high ground decisions

Module 4: Skills for the High Ground

Refocusing your attention
Applied mindfulness and discernment
Exercises: Mentalizing, executive function

Session 5: Your Voice as a Strategic Leader

Revaluing your leadership
The High Ground career path
Exercises: Refocusing, Recognizing change



PROGRAMS

2. Strategic Leadership: Customized Solutions

In-depth work with organizations, corporations and teams.

Our form of leadership development, grounded in neuroscience and organizational learning, enables you to reframe the deceptive messages in your organization's culture that are holding you back.

Our extensive knowledge of management and strategy concepts, along with neuroleadership theory and practice, can help you tailor an L&D or change strategy that fits your plan.

3. Certification and Community

We meet regularly with a select group of leadership development experts, coaches, and consultants, in a community-based fashion.

Members of this cohort will be certified in the Wise Advocate practice and be able to integrate it with their coaching, consulting and leadership development work, as well as offer licensed seminars and courses.

Coming soon.



TESTIMONIALS



To strike [the] balance between a wider perspective and the details, practice using your 'Wise Advocate'. These practices will help you answer critical questions in a transformation, such as: What impact could we have if we reached our potential?

- David Lancefield and Christian Rangen, "4 Actions Transformational Leaders Take," *Harvard Business Review*, May 5, 2021



Art Kleiner is teaching a course this week on how change leaders can listen to their wise inner advocate. I oscillate between overwhelming gratitude and feeling like I'm getting away with something.

- Sarah B. Drummond, Founding Dean of Andover Newton Seminary at Yale Divinity School (from her blog)



Jeffrey Schwartz, Josie Thomson and Art Kleiner provide simple ways to overcome impulsive thinking and create greater leadership in your life and for others.

- Anthony Metivier, Magnetic Memory Method podcast



Art has a superb facilitation style; a remarkable ability to hold the space. I appreciated how he honored peoples' requests, giving them thought and consideration, yet keeping us moving as a group through the information we all wanted to hear, know, and understand.

- Participants in a session at Authentic Leadership in Action institute



Josie, congratulations on a beautifully delivered workshop. You covered a complex topic in a way that I found highly engaging and memorable. What a gift you have given today to our emerging and current leaders.

- Ian Hall, Executive Leader, Urban Utilities, Australia



When an organization commits to meaningful change, its leaders face very challenging choices every day. The Wise Advocate is about what happens in those moments and how the best leaders move their cultures forward.

- Jon R. Katzenbach, coauthor, *The Critical Few* and *The Wisdom of Teams*

ABOUT US



Art Kleiner is a recognized expert on management thinking, thought leadership, organizational learning and scenario planning.

He was editor of *strategy+business* and Peter Senge's *Fifth Discipline Fieldbook* series. His books include *The Age of Heretics* and *Who Really Matters*. He teaches at New York University's Interactive Media Arts Program, and is a principal at Kleiner Powell International (KPI), and a member of Marshall Goldsmith's "100 coaches" group.



Jeffrey M. Schwartz, M.D., is a research psychiatrist at UCLA School of Medicine and a leading neuroscientist who coined the term

"self- directed neuroplasticity." His many books include *Brain Lock: Free Yourself from Obsessive- Compulsive Behavior* (1997), *The Mind and the Brain: Neuroplasticity and the Power of Mental Force* (2003), and *You Are Not Your Brain: The 4-Step Solution for Changing Bad Habits, Ending Unhealthy Thinking, and Taking Control of Your Life* (2011, with Rebecca Gladding). His YouTube videos have collectively logged more than half a million views.



Josie Thomson is a multi-awardwinning executive coach based in Brisbane, Australia who has pioneered the use of neuroscience

principles in working with business leaders around the globe. She is a certified positive neuroplasticity and mindfulness facilitator and two-time cancer survivor. She has delivered keynote speeches on five continents and is the author of *Enliven-U: A Little Book of Inspirations*.



Georgia Lush is a coach, facilitator and learning architect with a specialization in neuroscience and leadership.

As founder of Lush Perspectives, she designs and delivers transformative leadership programs.

INSIGHTS

VIDEOS

[The Neuroscience of Strategic Leadership, featuring Josie Thomson \("An idea in 90 seconds"\)](#)

[Larry King interviews Jeffrey Schwartz on the Wise Advocate: Good leadership, the brain, and destructive habits](#)

[Transform Habits with Josie Thomson & Dr Jeffrey M Schwartz for Team Optimize](#)

[Mindful Breathing Exercises \[Jeffrey Schwartz\]](#)

[Using Mindfulness to Become a Better Leader and Communicator \[Jeffrey Schwartz\]](#)

PODCASTS

[Knowledge @ Wharton: The Inner Voice Of Strategic Leadership, with Jeffrey Schwartz and Art Kleiner](#)

[Learn How to Say, "Yes I Can!": Josie Thomson on the We are Women podcast](#)

[Cultivate Calm in Crisis with Josie Thomson and Dr. Jeffrey Schwartz](#)

[How to Get Through Tough Times Using Applied Mindfulness with Thomson and Schwartz](#)

ARTICLES

[A Career Path for Strategic Leadership by Art Kleiner, Jeffrey Schwartz, and Josie Thomson](#)

["Rewiring the Brain to Treat OCD" \(the article goes into Jeff's philosophy and insight\), by Steve Volk Discover, December 10, 2013](#)

["Changing the Conversations that Kill Your Culture," by Jeffrey Schwartz and Josie Thomson, Strategy+Business, April 26, 2018](#)

["How Being a Cancer Survivor Has Shaped My Leadership Coaching," by Josie Thomson, Strategy+Business, November 14, 2019](#)



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For more information, visit our
website wiseadvoc8.com.

You can register for programs
[here](#), and ask for more information.

Or email us at info@wiseadvoc8.com.