



## Transforming Fear

### The Essential Key to Becoming an Extraordinary Leader

As a leader, the more responsibility you have, the less you're supposed to feel fear. It's okay to experience stress, frustration, anger, burnout, conflict, health problems, failed relationships, and even heart attacks. But not fear. The thing is – every leader does. And the real test of leadership isn't about how *much* fear you have – it's about how you respond to it.

The problem is that most leaders respond to fear in ways that increase, rather than decrease, stress. Changing the way you respond to fear can dramatically increase productivity, lower stress, reduce conflict, and increase motivation.

In this speech, Dr. Whetten shares the real reason why most leaders are so stressed. He teaches leaders how to transform their relationship with fear. And he demonstrates why in the 21<sup>st</sup> century, this shift has become the essential key to resolving high stress problems and to becoming an extraordinary leader. Leadership questions explored in this session include:

- How can I resolve my most stressful problems?
- How can I get rid of the fears that have been holding me back?
- How can I resolve emotionally charged conflicts?

Dr. Whetten, drawing on the lessons of his best-selling book *Yes Yes Hell No!*, provides participants with specific tools for releasing stress and fear. Where other programs on stress management try to control the symptoms, this speech addresses the root cause.

### Value For Participants

Participants will leave with a new understanding of what fear is and why it's not talked about; a powerful tool for how to release even the highest levels of stress and fear; a new ability to understand and harness their fears; a more powerful understanding of what it takes to become an extraordinary leader; and specific strategies for how to use these tools to upgrade their effectiveness as a leader. As a result, they will shift from treating fear as “the white elephant in the room” to being able to address and release it directly.

### Leadership Topics

- Stress management
- Emotional intelligence
- Authentic leadership

### Available Formats

- 60 minute keynote
- 3 hour workshop
- 8 hour workshop





# CORE COACHING

## Speaker Bio – Brian Whetten, Ph.D.

By the age of 30, Brian had earned a Berkeley Ph.D. in computer science, raised \$20 million for two Silicon Valley startups, become an internationally known academic and speaker, been part of a \$400 million IPO – and burned out twice. Determined to find a more sustainable path, he left his career for six years of full time personal growth work, including a M.A. in Spiritual Psychology from the University of Santa Monica.

Today, Brian is the author of the #1 International Amazon Best Seller, *Yes Yes Hell No! The Little Book for Making Big Decisions* as well as a regular column on the Huffington Post. With diverse appearances ranging from NBC to MIT, he is considered one of the foremost experts in the fields of conscious business and authentic leadership.

As the President of Core Coaching, Dr. Whetten has worked with leaders from dozens of the world's top companies, including Disney, Barclays Capital, Novo Nordisk, Invacare, KPN and SAP; and he has coached hundreds of professional coaches and therapists.

That said, what *really* excites Brian is his family. He lives in Los Angeles with his wife Nicole, where they spend much of their time wondering how their two daughters can be so cute.



To book Dr. Whetten for your event, email [bookings@corecoaching.org](mailto:bookings@corecoaching.org) or call 818-334-5809



**CORE COACHING**

## #1 International Amazon Best Seller

*“One of the most simple and powerful technologies I’ve ever seen for making big decisions in life, from one of the great coaches and leaders in the field.”* – Jack Canfield, 500 Million Copy Best Selling Author

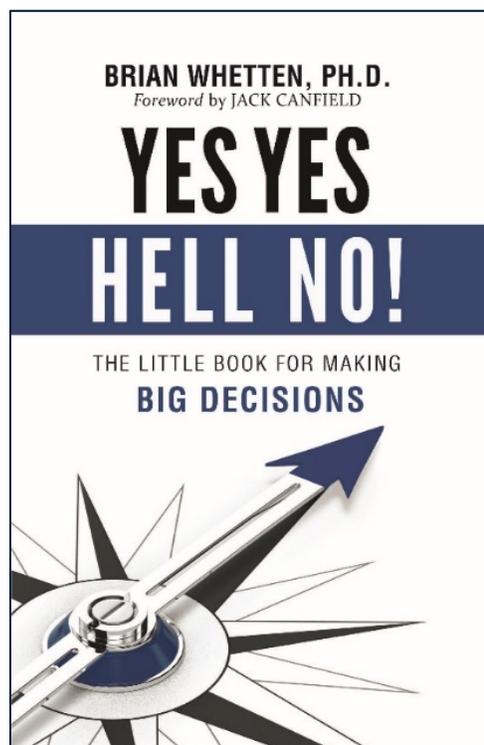
*“Cuts like a diamond.”* – Steve Chandler, Best Selling Author of 30 Books, including 100 Ways to Motivate Yourself

*“Brian Whetten demystifies the hidden process of effective decision making in this straight talking new book. It’s indispensable.”* – Barnett Bain, Producer of What Dreams May Come

*“This may be the most impactful book you’ll ever read.”* – Steve D’Annunzio, Author of The Prosperity Paradigm

*“A simple, powerful tool that gets into your bones, immediately affecting all of your decisions.”* – Brennan Smith, Author of The Art of Inspired Action

*“A brilliant road map for achieving success and fulfillment in life and business.”* – David Steele, Best Selling Author and Founder of the Relationship Coaching Institute



### Amazon Reviews

*“I have never in my life been surprised by a book like this. It came out of nowhere (a side suggestion by one of my business colleagues) and I cannot put it down.”* – Samir Selmanovic

*“Hell YES! As a veteran of top-notch self-help/personal growth programs, I thought I’d pretty much seen it all, but WOW! I was delighted to read Brian Whetten’s fresh, effective, humorous approach.”*  
– Heather

*“Best Book I Read in All of 2015! Started reading it as soon as it arrived and could not put it down, as each chapter flowed perfectly into the next.”* – Colleen Ladwig

*“After (40) years in personal growth, this is the BEST BOOK that DISTILLS it ALL down!!!”* – Bart

*“It’s quite rare for a book to be so inspiring and so actionable at the same time! If you decide to take the red pill and put what you read into action then this book can transform your life.”* – Bill Valandreas

*“I had a hard time putting it down and probably irritated my family over the holidays.”* – A. Paz

To book Dr. Whetten for your event, email [bookings@corecoaching.org](mailto:bookings@corecoaching.org) or call 818-334-5809