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**Some Thoughts on Collective Leadership, Unity Building and "Getting There"**

Barry Lewis Green, aka The Unity Guy™

# Before taking this journey, please note...

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Thanks for your courtesy, and interest.

Barry Lewis Green, aka The Unity Guy™

All photos are taken by yours truly, on a trip to Gros Morne, Hant's Harbour and Cape Spear, Newfoundland and Labrador. Love this place. ☺



# ***PROLOGUE***

## **SMASH™ Through for Success**

### ***Lawrence Pearsall Jacks once said....***

A master in the art of living draws no sharp distinction between his work and his play; his labor and his leisure; his mind and his body; his education and his recreation. He hardly knows which is which. He simply pursues his vision of excellence through whatever he is doing, and leaves others to determine whether he is working or playing. To himself, he always appears to be doing both.

### ***Marianne Williamson wrote...***

Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, Who am I to be brilliant, gorgeous, talented, fabulous? Actually, who are you *not* to be? You are a child of God. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you. We are all meant to shine, as children do. We were born to make manifest the glory of God that is within us. It's not just in some of us; it's in everyone. And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others.

### ***Vince Lombardi once said...***

The achievements of an organization are the results of the combined effort of each individual. ... People who work together will win, whether it be against complex football defenses, or the problems of modern society. ... Individual commitment to a group effort – that is what makes a team work, a company work, a society work, a civilization work.

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This eBooklet speaks to the spirit of these messages. In my work as a business educator, trainer, writer and more, I address success, and collective success, in this same spirit. I have developed several models around collective leadership, community building and learning that speak to the notion that success needs to be examined more closely; questioned and redefined so that it is about *me and we*.

SMASH Leadership™ is one of those models. Here, I share some fundamental ideas around how we can use SMASH Leadership™, personally, professionally and collectively to move forward together, and stronger. Here, I provide explanations of the 5 key components, provide examples of same, and then offer space to give it a try. If you would like more information on this and our work in collective leadership and unity building, feel free to check us out at:

**[www.epicengage.com](http://www.epicengage.com)**

We would be glad and honoured to serve. Peace and prosperity.

**Barry Lewis Green, aka The Unity Guy™**

# Step One to Unique, Authentic Success

## SUC-CESS

### *noun*

1. *the favorable or prosperous termination of attempts or endeavors.*
2. *the attainment of wealth, position, honors, or the like.*

*Success.* What *is* it? I like the definition above and I particularly like *or the like*. I like it because it leaves it truly open to our own uniqueness.

As, *among other things*, a college business management educator, I am ever reminded that we have attempted to instill in our youth a sense of success that centers around and on those things we were told of in our own earlier years.... grades, career advancement, wealth, and status. We often expect our youth to be *driven*, and we have our own traditional sense of what that looks like.

That being said, I also perceive a new, quiet, subtle revolution afoot. More and more youth with whom I engage are thinking of concepts like independence, freedom, and making a difference.

So which will it be? Is it drive or is it flow. Both can get us to a destination. The question is really how we experience the “getting there”.

My work in mission, vision and strategic goal setting as part of *collective leadership and unity building* tells me that there is a danger in setting conflicting and/or incompatible goals... such as focusing on “ultimate” traditional career advancement *and* “perfect” work/life balance. It is important, in defining our own sense of success, to create a vision that is whole and reinforcing. If we do not, we run the risk of frustration and burnout and unconscious self sabotage.

*That being said*, I do use this system I call *SMASH Leadership™* to foster a holistic and more authentic sense of success moving forward. It refers to 5 key elements of **S**pirit, **M**ission, **A**ction, **S**uccess, and **H**appiness in advancing my life and work in meaningful ways. My training and development work in collective leadership centers around this model, with core and advanced activities alike. Here, I offer some fundamentals for your consideration and possible action, personally or collectively.

So, if game, let's get started.

First, I suggest we start with *spirit*, a word often laden with much baggage... but a concept that builds champions and championship teams. As a *starter*, try establishing what I call your *Life Sentence™*. It is a short, concise, clear statement about the spirit with which you will carry yourself. I use the virtues, in making *my* statement. See for yourself...

*I am Barry Lewis Green and I do my best to walk with **humble** swagger, carrying the strengths of **love**, **honor**, **idealism**, **unity** and **zeal**.*

Go to [www.virtuesproject.com](http://www.virtuesproject.com) . Choose to download the *Adult Virtues Poster*. Choose your five or six (humility *is* a virtue). Be clear and be authentic. What is the spirit with which you will walk and lead? What is your gate, your countenance, your signature character? Establish your spirit as a leader. It is the first step in laying claim to your personal sense of success.



With the multiple projects and initiatives in which I am involved, I count on *SMASH Leadership™*, and I start with my *Life Sentence™*. I contend that a *Life Sentence™* is a powerful tool in dealing with achieving results at business, work or school, at home and in the community. It is powerful in dealing with conflict and bullying. It is crucial in confirming the starting point for our own personal success in life... a success *we* define. It is about *intention*. It is *really* about integrity.

So *Life Sentence™*... what is yours?

My/our *LIFE Sentence™*... how will I/we walk the path forward?



Next up, we will look at **Mission (and Meaning)**. Walk your *LIFE Sentence™*. Have a spirited day!

Peace, passion and prosperity.

**Barry Lewis Green, aka The Unity Guy™**

## Life Sentence to Mission & Meaning

I am *Barry Lewis Green* and I do my best to walk with **humble** swagger, carrying the strengths of **love, honor, idealism, unity and zeal**.

That was my *Life Sentence*™, remember? To review, a *Life Sentence*™ is a statement of countenance. What is the spirit with which you will walk your walk? What do you want to be known to “be”? That is the **S** in *SMASH Leadership*™.

Now, the **M**: *Mission*. Step Two in *SMASH Leadership*™. There are so many “takes and slants” on Mission, but I like to think of it as the BIG goal, the sense of real Meaning. If the S is about the “be”, the M is about the “do”. What do you want to *do*, to achieve, as you walk *your* walk? A walk is fine, but it needs some sense of direction, even if meandering.

I suggest one sentence for *Mission* as well. That sentence should answer what you do and for whom you do it. I do not distinguish between personal and professional mission as I believe, like *Martha Beck*, that our true career is our body of life and work. Still, many will prefer to have a personal *and* professional mission, separate. Cool. Here is my unified Mission. I call it my *M & M... my Mission and Meaning (M & M) Statement*™.

*to relentlessly, fiercely and joyously advance the power of collective leadership and unity for campuses, companies and communities the world over.*

That is the Mission, the BIG goal, the target. You will notice that it is not driven so much by a specific milestone or destination, but by the work and play I intend to do. So, *in combination* ...

- *I am Barry Lewis Green and I do my best to walk with **humble** swagger, carrying the strengths of **love, honor, idealism, unity and zeal**. As I walk, my Mission is to relentlessly, fiercely and joyously advance the power of **collective leadership and unity for campuses, companies and communities** the world over.*

My/our M & M Statement™

Have a *meaningful* day! Peace, passion and prosperity.

**Barry Lewis Green, aka The Unity Guy**™

## A Call to ACTION!

*I am Barry Lewis Green and I do my best to walk with **humble** swagger, carrying the strengths of **love, honor, idealism, unity** and **zeal**. As I walk, my Mission is to advance the power of **collective leadership** and **unity** for **campuses, companies and communities** the world over.*

That was where we left off after Steps One and Two of *SMASH Leadership*™.

Clearly, I contend that the S (Spirit) and the M (Mission) elements of *SMASH Leadership*™ can and should be done to craft a sense of how we walk our own personal path of leadership. With a *Life Sentence*™ and *Mission and Meaning Statement*™ in place, as above, we move on to Step Three: ACTION.

If we have defined our spirit or countenance as leaders, and if we have established our purpose or mission, we must needs identify what actions are required of us in getting there. In other words, what special talents and capacities will we draw upon to serve reaching our mission?

This requires us to look at our body of LIFE/work. It requires us to look at what *Richard Bolles* calls our “members”... our bodies. In what actions do we lose ourselves, forgetting of time? These actions are our passions and true talents. Indeed, the Theologian Frederick Buechner has written that *vocation is where our greatest joy (passion) meets the world’s greatest need*.

When I look at my own life passions and joys (*dare I say*, talents), the following thoughts leap to heart and mind... speaking, training, educating, learning, facilitating, coaching, consulting, singing, dancing, writing, cartooning, acting, entertaining, and creating. I also think of archery and NFL Football and Astronomy and music. These, ALL, envelop me.

So, how do I make sense of this?

*I am Barry Lewis Green and I do my best to walk with **humble** swagger, carrying the strengths of **love, honor, idealism, unity** and **zeal**. As I walk, my Mission is to advance the power of **collective leadership** and **unity** for **campuses, companies and communities** the world over. I do so through speaking, training, educating, learning, facilitating, coaching, consulting, singing, dancing, writing, cartooning, acting, entertaining, and creating. My actions are focused (what I love about archery), a balance of the strategic and tactical (what I love about NFL football) and dare I say “infinite and explorative” (what I love about Astronomy).*

In defining the actions that are your passions, look at the loves of your life, personally and professionally. Ponder why they are so. Turn them into *adjectives, adverbs* and *verbs*. For goodness sake, have some fun with it. Self discovery and/or realization needs be so.

So, again, and at the extreme risk of seeming self promoting (hopefully not)...

*I am Barry Lewis Green and I do my best to walk with **humble** swagger, carrying the strengths of **love, honor, idealism, unity** and **zeal**. As I walk, my Mission is to advance the power of **collective leadership** and **unity** for **campuses, companies and communities** the world over. I do so through speaking, training, educating, learning, facilitating, coaching, consulting, singing, dancing, writing, cartooning, acting, entertaining, and creating. My actions are focused, a balance of the strategic and tactical, infinite and explorative.*

These are the first three steps in *SMASH Leadership*™. The result is an evolving statement of how we walk, where we are walking, and what actions do we take to help us get there.

*So how about you, or your organization? What is the spirit for which you wish to be known? Where are you going? What is your Super Bowl? What actions, passions, talents and/or capacities will get you there?*

**Getting there ... with ACTIONS! What talents and passions will you use? What are the diamonds, both shining and in the rough, that you will mine and draw upon to achieve your mission and meaning?**

Act and engage, today.

Peace, passion and prosperity.

**Barry Lewis Green, aka The Unity Guy™**





## Consider, Act, Reflect... and Succeed

*Collective leadership* is a cutting edge perspective on the recognition *and* development of leaders throughout an organization. Everyone counts. Everyone leads.

I contend that *SMASH Leadership*™ is the personal component of *collective leadership*. It fosters a deeper, richer understanding of our own role in a greater purpose and process.

Thus far, we have centered on the first three elements of *SMASH Leadership*™. As noted earlier, I contend that the S (Spirit) and the M (Mission) elements of *SMASH Leadership*™ can and should be done to craft a sense of how we walk our own personal path of leadership. I also contend that identifying our talents and passions through those actions (the A) which we love “in our bones”... that is the focus on our own role in a greater purpose.

In modeling my own personal sense of my Spirit, Mission and Actions, I suggest that....

***SPIRIT: I am Barry Lewis Green and I do my best to walk with humble swagger, carrying the strengths of love, honor, idealism, unity and zeal.***

***MISSION: As I walk, my Mission is to advance the power of collective leadership and strategic unity for campuses, companies and communities the world over.***

***ACTIONS: I do so through speaking, training, educating, learning, facilitating, coaching, consulting, singing, dancing, writing, cartooning, acting, entertaining, and creating. My actions are focused, a balance of the strategic and tactical, infinite and explorative.***

So, what of the second S, defining a clear and *healthy* sense of *Success*?

Over the years, I have observed a “debate” of sorts around whether success is in the effort or the results. Some would argue that it is all about results. It is the “just win” side of the debate. Still others would contend it is “how you play the game” and working on the fundamentals.

I am not prone to the arguments of *either/or*. I prefer “and”. I believe it is *both* about effort *and* results and that the two are inherently intertwined. We must work on efforts and the fundamentals for they are all we truly have power over. We can only control our effort; our maximization of our strengths and minimization of our challenges. Still, we must keep our “eyes on the prize”; the results.

So, how do we do this? Respectfully, I offer these three steps.

- **Consider:** take the time to consider and consult on the actions necessary in any given situation.
- **Act:** take action, assuming the initiative and trying with courage and conviction.
- **Reflect:** examine our results and reflect on what needs changing to continue moving forward.

I would suggest that our success be defined by how we drive this **CAR**. Our success is some healthy balance of effort *and* results, but the efforts are based on what we try and the results are not necessarily overnight. We consider what is needed, we take action to try something, and we reflect upon the results with the intent of getting better. The apparent cliché in sports interviews is true. We look at the game ahead and what we need to do, we attempt to execute, and we look upon what went well and what did not with the intent of getting better, *moving forward*.

With this in mind, the first four elements of *SMASH Leadership™*, for me, are modeled by stating....

- *I am Barry Lewis Green and I do my best to walk with humble swagger, carrying the strengths of love, honor, idealism, unity and zeal.*
- *As I walk, my Mission is to advance the power of collective leadership and strategic unity for campuses, companies and communities the world over.*
- *I do so through speaking, training, educating, learning, facilitating, coaching, consulting, singing, dancing, writing, cartooning, acting, entertaining, and creating. My actions are focused, a balance of the strategic and tactical, infinite and explorative.*
- ***My success is fundamentally focused on considering my actions, taking them, and reflecting on their results with the intent of moving forward, a better Barry.***

So how about you, or your organization?

- *What is the spirit for which you wish to be known?*
- *What is your purpose? Where are you going?*
- *What actions, passions, talents and/or capacities will get you there?*
- *How will you define success in an encouraging, empowering and effective way?*

Take some time to ponder these questions, looking back for lessons and ahead for passions. To paraphrase *Ralph Waldo Emerson*... it is not that which lies behind us or before us that matters so much but that which lies within us. Reflecting on your past for lessons and your future for passions will allow yourself to answer these questions and address the first four elements of *SMASH Leadership™*.

**My/our Success Statement™**

**My/our first four steps or statements... put them together.**

Success through peace, passion and prosperity.

**Barry Lewis Green, aka The Unity Guy™**

# SMASHing Leadership™

**Collective Leadership** is "a cutting edge perspective on the recognition and development of leaders throughout an organization. Everyone counts. Everyone leads. It has existed from ancient times. It manifests itself when people work together, engaging the full range of human, cultural, and technological resources to enhance and advance their respective "communities" at work, school or the greater community... for the common good. It is inclusive, effectively engaging the diversity of personality, beliefs, age, income, and culture to move us forward together, stronger." Repetition is the mother of knowledge.

In order to foster such an approach as noted above, each of us must know our strengths and passions in forming a clear understanding of our own leadership role on campus, in the workplace, and/or in the community. That is where *SMASH Leadership™* comes in; in determining our place in collective leadership.

Thus far, we have covered the first four elements.... **SMAS**. The final element is getting clear on what will bring us joy and happiness as we strive for success and the attainment of mission. Great achievements come with great passion, *and joy*. It requires us to love what we do, creating a sense of happiness about the ride *as well as* the destination. The question to ask is:

*"What will make and keep me happy as I work towards my mission?"*

For me, I will find my happiness in living, working and playing *true* to what I do, when I do, where I do, and *for whom* I do it. In other words, I will enjoy the ride when I feel it is in alignment with who I am, authentic. It is about getting and being real for me. With that in mind, here is my own application of *SMASH Leadership™*.

## **SPIRIT**

I am Barry Lewis Green and I do my best to walk with humble swagger, carrying the strengths of love, honor, idealism, unity and zeal.

## **MISSION**

As I walk, my Mission is to relentlessly, fiercely and joyously advance the power of collective leadership and strategic unity for campuses, companies and communities the world over.

## **ACTION**

I do so through speaking, training, educating, learning, facilitating, coaching, consulting, singing, dancing, writing, cartooning, acting, entertaining, and creating. My actions are focused, a balance of the strategic and tactical, infinite and explorative.

## **SUCCESS**

My success is fundamentally focused on considering my actions, taking them, and reflecting on their results with the intent of moving forward, a better Barry.

## **HAPPINESS**

And I find my happiness in living, working and playing true to what I do, when I do, where I do, and *for whom* I do it.

So, how about *you*? Try putting it all together. This is an evolutionary process, so simply begin.

**My/our SMASH Statement™; the bedrock to success.**

Now, have a SMASHing day!

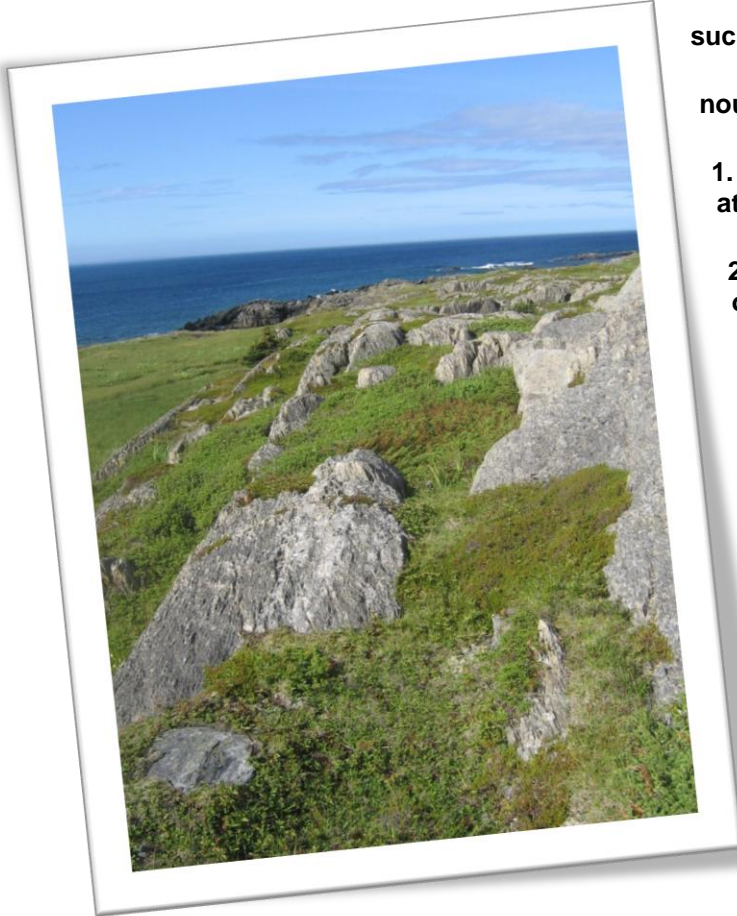
Peace, passion and prosperity.

**Barry Lewis Green, aka The Unity Guy™**



# EPILOGUE

## I Wish You Success = Happiness



suc·cess

noun

1. the favorable or prosperous termination of attempts or endeavors.
2. the attainment of wealth, position, honors, or the like.

Upon checking out the definition of success, I did find it somehow lacking. So, I checked out...

hap·pi·ness

noun

1. the quality or state of being happy.
2. good fortune; pleasure; contentment; joy.

... and I found *it* insufficient.

So, I thought. I thought upon my model of collective leadership I call SMASH

Leadership™. The second **S** refers to the importance of defining a healthy and sustaining sense of success. The **H** refers to creating a culture around enjoying the ride on the road to where you are going.

This gets me thinking that, throughout the year, we might want to look at what brings us true happiness. I don't mean the temporary, unsustaining kind. I mean the deep, "the world rocks" kind of happiness. I mean the kind that brings a sense of contentment, even and especially in times of challenge. What are those things, people and states that bring us the kind of happiness that makes us realize that it is wonderful to not only be alive... but share the joy? Once we identify that which brings us that state, I am thinking we need focus on them, reminding ourselves of their existence in our lives.

What acts of kindness bring you joy?

What demonstrations of courage and boldness create happiness deep in your heart?

What manifestations of love *and for whom* bring you that contentment?

Does a starry night at mid winter do this for you?



How about the ocean?

How about authentic times with friends?

What about being part of a business or organization that makes a real difference in the world, for customers, clients and stakeholders?

I clearly cannot answer these for anyone but myself. For me, starry and magical nights, the fresh crunch of snow, the ocean, this place we call The Rock (and my new and second home in Olean), my closest friends, random acts of kindness and a business that is sustainable and sustaining to the world... these are some. Real and genuine love with my wife and the joy of my dog and cats... they too bring that feeling. How about you?

And once you identify and focus on these, with clear intent... let me ask one simple question.

When you think upon these and a smile comes to your face, do you not feel successful?



I believe that success breeds success. I believe that success starts with happiness, joy and contentment; that which comes from centering on all that makes us genuinely happy.

So, maybe a succinct starting point for success is this.

*Name* that which brings happiness to you, and *surround* yourself with it. *Remind* yourself every day of it. Let it bring a smile to your face and heart each day. Make *that* your religious experience. Make *that* your cathedral. Be thankful for it. From *that* space, build upon it, but always remember the truest and deepest joy of that which is the foundation for all our success in life.

Therefore, I propose a definition of success and happiness for going forward.

*Success is the art of being happy, through trials and triumphs, each and every day; knowing there is more to come, with intent and work and play and joy.*

More to the point...

***Success is being authentically happy.***

***Happiness is the deepest and most sustaining form of success.***

Peace, passion and prosperity.

**Barry Lewis Green, aka The Unity Guy™**