

Leadership as Your Natural Self-Expression

Bret Moss
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Having benefited enormously for 30 years from the innovations in personal transformation pioneered by Werner Erhard, founder of The Est Training and author of the technology of personal transformation currently offered by the global leader in personal transformation education Landmark Worldwide, I have been successfully experimenting with ways to empower members of the Unification faith community by infusing a God-centered (Hebraist) approach into the already dynamic and highly effective Hellenistic methodology offered by Landmark. Millions of participants around the globe have benefited from the Est Training (offered until 1984) and the Landmark Forum. As Pastor Kazakos (who has done the Landmark Forum) remarks, for a person who is well-grounded in Divine Principle, Landmark is akin to adding Nitrous Oxide to an already impressive race car engine.



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Prior to joining the Unification faith community in 1990, I had spent years as a staff member at the headquarters of Werner Erhard and Associates in San Francisco where I managed a program where participants from around the world could observe Werner Erhard training the Forum Leaders. I had the unique privilege of having a front row seat to this extraordinary process which took place for 3-4 days at a time several times a year for about four years. These experiences proved invaluable when I was challenged to demonstrate leadership following graduation from UTS such as when I was asked to open newspaper offices in Latin America with the expectation that a sitting president would be in attendance at our inauguration ceremony.

“Breakthrough in Personal Effectiveness and Achievement” is a two-day course which I developed and am currently offering to Unification members and guests which combines what I’ve gleaned from my years of participation and leadership development with Landmark and Werner Erhard and Associates. To date I have offered versions of the course in service to our faith community as a ministry for groups including Next Generation Academy, Generation Peace Academy and members living in Los Angeles. After being mentored personally for the past two years by Michael E. Gerber, considered by leading entrepreneurial publications to be the world’s #1 small business guru, I am launching a training and development company which will offer courses both on online and on site by a variety of presenters from various fields specializing mostly in personal growth and spirituality. Among our offerings will be a course in leadership for people of all walks of life based on leading-edge research and development by Werner Erhard and Harvard Business Professor Michael Jensen. The course takes a unique approach by teaching fundamentals which allow a person to exercise effective leadership as a natural self-expression based on four essential distinctions of leadership vis-à-vis an “as-lived” phenomena vs. a conceptual or academic approach: 1.) Integrity. 2.) Authenticity. 3.) Commitment to something larger than oneself. 4.) Being “Cause-in-the-Matter.”

This course is available to be taught at any college or university. Myself and Marty Miller, an Ambassador for Peace in New York, have proposed offering the course at Barrytown College and under the auspices of a New York based consulting company which is licensed to deliver the leadership curriculum commercially, we are preparing to offer it under the title “Gener8 Extraordinary Leadership” wherever and whenever (including online) there is sufficient interest to audiences (ages 17 and above) of any demographic throughout the country and internationally. We would love to explore how the course could be effectively leveraged in the varied projects and ministries of UTS Alumni.

For those more information about the Leadership Course, I want to recommend this video by Kari L. Granger, former officer and current fellow at the Center for Character and Leadership Development at the U.S. Air Force Academy who is working directly with Mr. Erhard and Dr. Jensen to make the Leadership Course available in MBA programs throughout the world: vimeo.com/65658787