



Welcome to The Key!

This KEY goes to the heart of leadership. We explore what makes leaders, and why courage is the most essential of all qualities. There is a fundamental decision we each must make. Your choice in this existential challenge determines your experience.

The default option is - "you are a subject to reality, a victim of the circumstance you find yourself in." Another option is - "you are an observing student of life and the way things work." The third option is - "you move to lead, influence and change the course of events." The KEY opens the door to this third transformational option.

To Lead Is To Transform

When Nelson Mandela walked into the presidential palace for his first meeting with F.W. de Clerk he was still officially a prisoner. In fact he had been a prisoner for 26 years at that point. In his mind though, Mandela was freer than the person he was negotiating with. He was a free man because he had made a decision to transform his past animosities into a readiness to engage in an open dialogue. His own transformation became a tool to enable the transformation of his people.

Great Leaders

Great leaders help us transform our energy. They let us into their transformation and thereby invite us into our own. They do this by leading on the inside while being engaged with the act of leadership.

Great leaders have the capacity to transform anger into a remedial action, to neutralize and unpack impossible obstacles and turn them into stepping stones. They help us find confidence and hope inside great despair. They help us transform our struggle into meaningful growth, and see renewal and new birth amid destruction and hopelessness.

Transform & Lead

You do not need a title to be a leader. Leadership is not a role or a function. You lead by helping to transform the situation you are in. You lead by transforming energy.

It begins on the inside. You lead by transforming the energy inside you. You then lead others by helping them transform their own energy. To lead your organization, you help to transform and mobilize the energy of the organization.



You lead by transforming the energy of conflict into understanding, by reframing complaints into requests and their resolution. You lead by helping to transform the energy of fear into a forward movement, by turning an uncertainty into a positive course of action. You lead by transforming the energy of resentment into forgiveness, and by helping to replace distrust and build confidence. You lead by transforming confusion into clarity, reaction into thoughtful consideration, and challenge into opportunity.

Change The Conversation

You lead by changing the conversation, by disarming tension and helping to clean up toxicity and animosity with humor, with compassion, and with a new perspective. You lead by helping us change and create a new story that transforms the meaning of our experience. You lead by helping us transform and redirect our energies.

The first step is always on the inside, in daring to look at the circumstance you are in for what it is. Internal transformation requires courage because it involves letting go of old securities, of the need "to be right", and stepping into a new and unknown beginnings.

The second step of transforming energy is daring to change the conversation. Here are five ways to begin transforming the energy of a conversation:

1. Daring to say ***"I am sorry. I made a mistake. How can I make amends?"***
2. Daring to ask, ***"why?"; "why do you think so?"; "why is this important?"; "why do you feel this way?"***
3. Daring to say ***"I need your help" and daring to say "please help me understand."***
4. Daring to say ***"no"; "no, you can do better than that"; "no, I understand that this is how you feel but I am unable to support this."***
5. Finding the internal resources to be fully present and say, ***"I am here for you. How may I help?"***

Leading transformation always begins here and now, at this moment, in this place. It is in the decision to not be a victim. To take responsibility. To engage. To make things better. To turn the seemingly impossible to possible.

Now it's your turn. Turn the Key. Transform and lead!



Welcome to the Emerald Keys!

Welcome to the Emerald Keys - Your journey to discover your purpose and realize your potential for greatness. For over 25 years I have helped people unleash the power of purpose, actualize their aspirations, reach success and find significance. I have come to see and know we are all carriers of an extraordinary potential and purpose; and there is a great joy in realizing these capabilities and a great sense of fulfillment in actualizing your own opportunities in living.

I believe you have special gifts. I believe you are here to use these extraordinary talents to serve and make a contribution. On the path we take together, you can become outstandingly successful and surprise yourself with the remarkable things you will be able to do. I have seen many people evolve and grow beyond their wildest dreams and I know you can too. You can actualize your potential in your professional life and nurture your relationships and your personal and spiritual growth.

You can live 'on purpose' with a great sense of meaning and significance, for this is the richest life there is. I have formulated the Emerald Keys to help you do just that. You can find the complete Emerald CD set in our store and take advantage of this rich information.

The Emerald keys are a set of principles and core beliefs tested and proven by exceptionally successful people. Through the study and practice of these keys you will attract to yourself the inner harmonies of success in every aspect of your life and begin to realize your true potential and purpose.

All great success stories follow these perennial principles. The great leaders, innovators, performers, athletes, teachers and religious teachers have all followed these secrets. The people who truly made a difference and served the advancement of humanity embodied and practiced these everlasting principles, each in their unique way. Their struggles, achievements and legacy fashioned these emerald keys which light the way of our collective human story.



Now the baton is passed to us in our time and to you; to what you can develop and make happen, to the genius locked inside you and the contribution you can make as you actualize your opportunities.

Thanks to the great leaders and teachers who were before us, who left the trace of their knowledge and wisdom, service and dedication; and thanks to the great stories of breakthrough and achievement, you and I are now able to follow in their footsteps to make the most of today and tomorrow. We are standing on the shoulders of giants in many fields and now it is our turn to play our part. And this is your time to play your part.

Let me share with you here as a gift this excerpt from the Third Emerald Key.

The 3rd Emerald Key is: *The Roots Nourish and Grow the Fruit*

Here is a question to reflect on. What is the secret of the people we admire? What makes them successful? What is the inner work of great athletes, innovators, artists and inspirational leaders? What is the process that brought them to enjoy the fruits of their life?

And what is the growth and development process that you embark on to realize your fullest potential?

In this third key you begin to grow a tree of understanding about these questions. You tend to your own tree of knowledge; you nourish its growth and strength and expand its reach to develop the fruit of your life's efforts and aspirations.

Think about this mystery: *Your inner program determines your outcome.*

If there is something you are not happy with in your outer world and you want to change it, you must first change the inner program that created it. A change of outcomes and results begins with updating and downloading a new inner software; a new program. This is the invisible work we all have to do in order to lead a change.

Let's think about this in the context of a tree. Look outside your garden at a beautiful tree or conjure up the image of a great and beautiful tree you've seen.



Think about the structure, the branches, the formation and the strength of the tree and about the flowers and the fruits if it is a fruit tree.

What keeps the tree erect?

What keeps it growing and producing?

Where is the nourishment and support for the fruit coming from?

All we see is the presence of a great stillness. Yet this great stillness is supported by a great invisible industry. Can you see the work of the tree? No, you cannot. Its work is invisible. The root system is invisible. You cannot see its continued labor to expand and deepen in the earth in order to increase the supply of vital nutrients for the tree. You cannot see the invisible distribution work throughout the trunk and the photosynthetic process in the leaves. All you see is the formation of the trunk and branches and the beautiful flowers and fruit but you don't see the work that supports it. The tree's industriousness is unseen, it is invisible; all you see is the huge display of its resultant growth.

What about your tree?

What about your branches?

How strong in its support is the trunk?

What is the invisible work you do to support the growth of your tree?

And how deep are your roots?

Your roots determine how large your tree grows which then determines the fruits it produces. The depth and breadth of your root system provides the invisible power that holds the strength of your trunk and branches in stormy days and nourishes the fruits at the top. It's the roots that nourish and grow your fruit.

If you want to grow new fruit and more fruit you have to do your *root-work*. This is your internal work, your preparation, redirection, study and refocus. It is the investment you make in what is dear and important for you. These are the things you do with a long term intention and vision, free of the need of instant gratification. Think again about the tree. Think how much work, how much labor of love the tree invests before it is ready to produce fruit.

The tree cannot walk to the nearest Whole Foods store. It cannot buy its fruit, it needs to grow it. Unlike humans, the tree doesn't suffer the 'disease' of instant gratification. We call it disease because when gratification becomes the focus of what you do, it can become a source of much dis-ease.

Look at the fruit you enjoy in your life today. Can you identify the root system that enabled you to grow these fruits?



It's a great idea to acknowledge the good root work you have done so far in order to appreciate what brought you to the successes you currently enjoy.

Begin your practice of this Emerald Key with the following brief:

Set aside a special reflection time to ask yourself -

What are the biggest, most delicious fruits I enjoy in my life today?

Then ask: what are the roots - the invisible work - I have done to grow these fruits?

Let's say that you look at the current tree of your life and you write down that one of your fruits is a special relationship that you enjoy.

Then look at the relationship and ask yourself:

1. What are the roots that nourish this relationship?
2. What is the invisible work and investment that made this relationship special?
3. What kind of thoughtfulness, care and energy did you and the other person put into it? What kind of readiness to adapt and change?

By appreciating the roots system you have cultivated that now nourish this relationship you access the knowledge, power and wisdom of your own success. In the Emerald Keys you practice being your own teacher and guide by tapping your innate wisdom.

Here is another example. Let's say that a recent promotion in your career is one of the fruits you are now enjoying on your tree. Reflect on these questions:

1. What are the roots of that success?
2. What is the inner program you created about your professional life out of which you operate?
3. What investment have you made in yourself to grow that fruit?



Your invisible work may include: planning, studying, observing, listening, focusing, envisioning, committing yourself, developing your roadmap, creating new opportunities, learning new skills, cultivating personal qualities, innovating, coaching, strategizing and more. It's the roots you have grown that enabled the maturation of your fruits.

Here are some more examples of fruits on your tree. They may include:

- Great health and fitness
- Satisfying and fulfilling career
- Healthy and happy family
- Financial growth and freedom
- Rich and honest relationships
- Artistic accomplishments and other creative work you've done
- Beautiful home and a garden you nurture
- A great friend or a community of friends
- Your product, an invention or a registered patent
- A legacy of knowledge and wisdom
- Special memories, your success, happiness and the contribution and impact you've made on other people and the world.

Here is the core principle of how it all works:

Your inner program (template) determines your outcome.

- Your mental and emotional processes and physical routines follow your inner template and determine your health, fitness and wellbeing.
- Your money program molds your financial destiny.



- Your relationship template controls the nature and quality of your relationships with other people.
- Your happiness program determines how happy or unhappy you are.
- Your success template shapes the kind of successes you achieve; your inner image of what success looks like ultimately frames how successful you are.
- Your template of self which is made up of your inner program governs who you are, your sense of identity, dignity and self worth.

Here is something you can do with your family or circle of friends:

1. Think about the fruit on your tree today.
2. Draw the tree and name your fruits: think about all the things in your life that make you happy and of which you are proud; all the things that give you a sense of well being and satisfaction for which you feel grateful. Think about a successful change or progress you have been able to make at work and at home. Write them all down.
3. Then, for each of these fruits write what are the roots that enable and support it. What is the invisible work that allowed these results? What continues to nourish these fruits?
4. Open a conversation about the relationships between the visible results and the invisible work that enabled it.

Doing this together with your family or circle of friends can promote a meaningful conversation. Have large pieces of paper on the table or the floor and get color markers out. Encourage each other to draw your tree and name your fruits and the roots that grow the fruit. If you worry it is too much of a children's game to draw your tree and write these things in it, then for God's sake and for your own sake - allow yourself to be a child in this.

Nurture your tree! Grow your fruits! Enjoy!

© Aviv Shahar