

SPIRITED WOMAN Q & A

ELISABETH GORTSCHACHER



Elisabeth Gortschacher is a treasured friend. How we became friends, a year or so ago, is a long story - too long for this newsletter. She lives half way around the world in Wellington, New South Wales, Australia, about 210 miles or so from Sydney. Her neighbors are kangaroos, mine are yoga instructors and actors. To this day we have never met - but I feel as though I've known her all my life. In so many ways we are on the same path of empowering others through our work.

Elisabeth is a coach that specializes in Personal Branding DNA, authentic political leadership and she is also the founder, visionary, and creator of World Leadership Day, which was held for the first time ever, in Sydney, Australia on March 20, 2007. It was so successful, that next year on March 20, 2008, her aim is to have a total of ten countries involved - representation is already accounted for in Germany, the United States, in South Africa, and Asia.

"The purpose of World Leadership Day," says Elisabeth, "is really for us to re-define what leadership actually is and to support and nourish the leader in every person." And she sincerely believes with every passionate bone in her body, that women are the emerging leaders of the new world. I wholeheartedly agree. And I support her in that belief. That is one of the many reasons, why I asked Elisabeth to be a member of Spirited Woman's new [Advisory Board](#).

Now, I invite you to read more about Elisabeth's vision. She is a woman on a mission with a big dream - and she is an example for women everywhere - that if you care deeply and act strongly, you can and will help change the world. Here's Elisabeth.

Q. What inspired you to create World Leadership Day?

A. Today there is so much talk about leadership, or more precisely the absence of leadership, and yet I see leadership in every person I work with. It is an innate potential that we all have and it is expressed through our authenticity and uniqueness. I was looking for a way to recognize leadership in every person and not just the high profile leaders our society recognizes, endorses and celebrates. I was amazed with all the talk that no one had thought of creating World Leadership Day before.

Q. What did you want to achieve with your first World Leadership Day?

A. The Inaugural World Leadership Day was devoted to raising awareness and inspiring a new way of discovering and developing leadership for the 21st Century and beyond. Ten years from now I see World Leadership Day being celebrated worldwide like Mother's Day is celebrated today. I envision leadership programs in place at all levels of our education systems, in communities, businesses, and at the political level, that ignite and nurture the innate leadership in every person.

Q. Elisabeth, what led you to become so passionate about world leadership?

A. It started off with me being really interested in who the person is behind what I actually saw. And when I personally did personal branding where I connected with my life's purpose - my core value is

leadership - and I know that in all of my professional life, I continuously work with people to develop that. This was my accountability. I want to bring out the leadership in every person because I believe everyone is a leader.

Q. How do you perceive the role of women in world leadership?

A. I sometimes have to hold back because I actually do believe that the women are the leaders of the new world. I've actually written an article and it is on my political leadership website that women are the leaders of the new world. For me, true leadership is when we connect with our soul's purpose. Because we are all here for a purpose and when we tap into that and we realize what our role really is here - we step out. And women are just much more open to going there than men are.

Q. There are more women stepping out - what does that woman look like?

A. That woman has got a passion for making a difference in the world - is willing to step out - but perhaps doesn't know yet how to actually make a difference, or where to start, and who is really inspired to work with other people. In the past, some women have been very successful, but when they got to the top, it was like they locked other women out. I believe that that is practically changing. I notice like Spirited Woman, you have this huge group and there are so many other groups around women who really work together and support each another and empower each other. So it is really women who want to be empowered and empower other people. And women have got such an important role - what they feel has such a huge impact on their children. I believe women are ready for taking back leadership in the world.

Q. How important is the concept of authenticity?

A. I think it is crucial. There is a mis-understanding, because when we look in the dictionary, authenticity and being genuine is described as the same thing. It's very easy to look at an apple or a pear and say, yes that is authentic. But it is quite a different thing when it comes to a person. My definition is that authenticity is being genuine minus social conditioning. I help people through a process called Personal Branding DNA that really connects people with their soul purpose and what they are here to do. And once they know that, they just know this is who I am and this is what I'm here to do. This is the outcome of my dedication in the world. Once you know what you are here to do, there is a force that just moves us in that direction.

Q. What is the wind behind your sails?

A. I know I have got a vision. Not only do I see the vision clearly but I also know how to get there. Usually people have one or the other, I have both. It's the vision that I have for the world, not the vision that I have for myself and how much money can I make but how can I make a difference.

Q. Elisabeth, why do you feel that you are a Spirited Woman?

A. To start with I am a free spirit as the archetype and I inspire others to really connect with their spirit and encourage them to live the life that they are here to live and enjoy it.

THANK YOU ELISABETH FOR ENCOURAGING WOMEN LEADERS OF THE WORLD.

Elisabeth welcomes hearing from you. Please visit her at www.eeg-coaching.com.au or to find out more about World Leadership Day, please visit www.politicsatgroundzero.org/worldleadershipday She can

be reached via phone at 1800 334 908 (national) or +61 2 6846 3566 (International) and by e-mail at: elisabeth@eeg-coaching.com.au