



LAURENCE UDELL

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COMPENDIUM

INSPIRER

THOUGHT LEADER

CURATOR

SEEKER

DREAM MAKER

# DARING GREATLY

## THE GOLDEN THREAD

Former US President Teddy Roosevelt famously said

*“The credit belongs to the man who is actually in the arena, whose face is marred by dust and sweat and blood; who strives valiantly. Who errs, who comes short again and again, because there is no effort without error and shortcoming... who knows great enthusiasms, the great devotions... who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who neither know victory nor defeat...”<sup>1</sup>*



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# INSPIRATION

This is the kind of inspiration that motivates me in my work. And this inspiration around 'daring greatly' is, I believe, the 'golden thread' that is sewn into the very fabric of success, enlightenment and of freedom, as well as the ability to see and be 'seen' as your true self. "Gradually over the years, this thread becomes long enough for you to pick up in your hands and weave into a cloth that feels like love itself. . ."2

As this extraordinary US President said in his 'Citizens of the Republic' speech, it takes courage to 'get in the game' and dare greatly. It takes guts, it takes focus and it takes belief together with the burning desire to 'move the needle'.

And yet when anyone of us reads Roosevelt's quote and thinks about the man who wrote it – we immediately think of a very masculine approach to the issues in hand. We think perhaps of someone who is talking about the rough and tumble of life, who is asking us to visualise life itself as a boxing ring - the ultimate metaphor for the 'arena' that Roosevelt so famously references.



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# H E A R T

However,

Roosevelt's comments come from his heart and they are deeply moving and inspiring on many levels. Separately and in combination his comments help to inspire and paint a picture of 'greatness' in a way that is accessible to all. Moreover, they connect with us today just as they did over 100 years ago, despite the fact that the world in 2015 is a very different place. Today we are expected to work on multi-dimensional levels where so many of us are multi-tasking, multi-working and with multi-connections.

I work with high-powered men and women who are tangibly successful and yet feel that something is missing in their lives, and that while they have 'everything' there is also a sense of feeling unfulfilled. They have a sense that there is something bigger, better, more successful and fulfilling to be found. If only...

I am fascinated by the way in which the human spirit, mind, heart, soul, and body in combination, and when aligned, achieve truly great things.

It is this sense of 'alignment' that propels greatness and fulfilment. And each and every one of us has the ability to successfully decode our own formula (of beliefs, conditioning, successes, achievements, so forth) that will generate true authenticity, alignment, success and passion, together with the sheer mental, emotional and physical energy required to go higher, deeper, wider, faster, better. We all need to learn to 'dare greatly' to become our own masters of change. "Change will not come if we wait for some other person or some other time. We are the ones we have been waiting for. We are the change that we seek."<sup>3</sup>



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# DARING

## HOW TO TEST THE STRENGTH OF THE GOLDEN THREAD

My work with 'alignment' and an ability to raise consciousness is key to inspiring the people with whom I am involved to reach new levels of honesty within themselves. This in turn leads to a greatness that they may have formerly thought unavailable. This 'greatness' could simply be about having the confidence to be honest about who they are and what they want. This 'greatness' could lead to overcoming conditioning and behaviours learned through childhood, for example, or how to move past a personal tragedy, or simply to navigate an unwanted pattern of behaviour that is limiting. This 'greatness' could come from creating and developing the ability to find, and the ability to return to a "personal space of calm and focus" – a place that allows each of us to simply 'flow' in the midst of the biggest business deal or a life changing decision.

We are often unconscious about how conditioning, beliefs and experiences limit our 'thinking' and 'doing'. My goal is to empower individuals to live up to all of their potential through shining a light and holding the space so that they are enabled to directly experience their own power and focus – thus taking them to their Next Level.



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# TRUTH

## HOW TO WEAVE THE GOLDEN THREAD

Taking responsibility for one's self (and how we create our own reality) is a huge subject for some. It is, after all, often 'someone else's fault...' as to why things happen to us and around us. Being truly honest can be so hard. Or is it? When we have the confidence to remove our masks and the stories that we often hide behind, we can expose (first to ourselves) "who we truly are" and how we want to live and work while building relationships with others - it is at this point that we can find a depth of confidence and resilience that will sustain us in our darkest hours, during our greatest challenges or as we fly higher as individuals: a confidence to recognise what we want more of, and what we want less of and a confidence to recognise greatness in ourselves and in those around us. "If we speak the truth, the monster whispered in his ear; you will be able to face whatever comes."<sup>4</sup>

Honesty, coupled with this idea of 'daring greatly', brings each of us to a place where we can find serenity and where a strong sense of belief in ourselves carries us through to success:

"Imagine being in the most complex and chaotic situation and yet be able to find that place of complete serenity in the process of moving through the chaos – a place where you don't hear the noise, or feel the turmoil, you just sense a line – and you follow it and transform seemingly effortlessly..."<sup>5</sup>



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# C O U R A G E

## HOW TO STRETCH THE GOLDEN THREAD

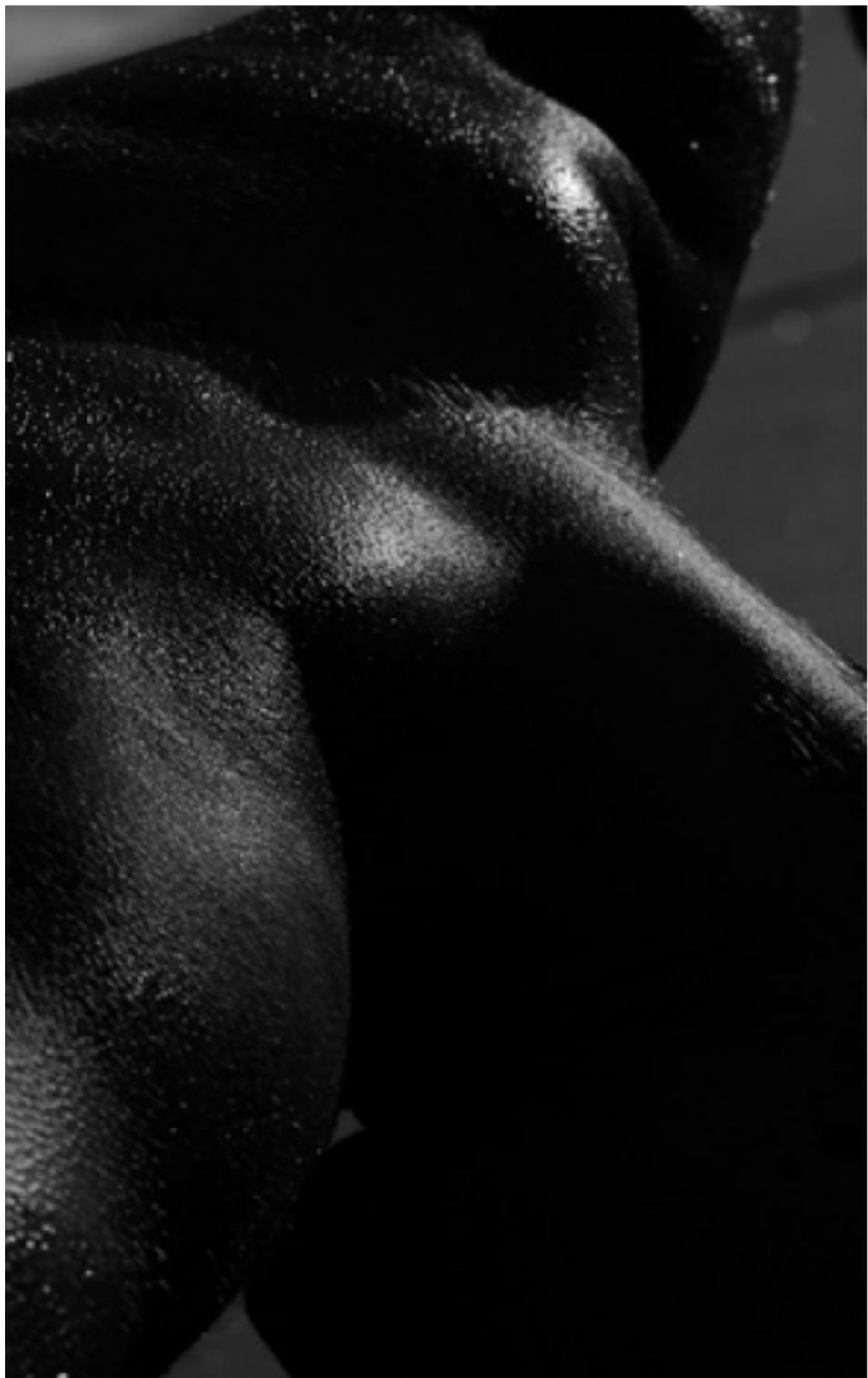
We have all heard the expression 'having the courage of our convictions' - a concept that involves taking a risk and daring, greatly, perhaps. Courage begins with one's own heart – in owning who you are and the unswerving ability to love yourself. Courage is to dare greatly, even when you might not 'win' in the way you foresaw – or in the way that is expected of you.

As Maurice Sendak beautifully captures in the enduring childhood classic "Where the Wild Things Are" there are times in one's life when we need to perhaps create a commotion – "and now", cried Max, "Let the wild rumpus begin" ... and with that Max turned his safe, familiar childhood life upside down to make merriment with the monsters within his childhood dream. And while there, he found a new reality and an appreciation for what meant the most to him "...and then from far away across the world he smelled good things to eat so he gave up being the King of the Wild Things..." And realized that he had exactly what he needed to succor himself – even when times were hard.

In my work I notice that people sometimes do not fully comprehend, recognise and acknowledge the value of what they have and who they are, and are seemingly on an endless journey, just reacting to life. Stretch - step back, take a breath, count one's blessings and have the courage and conviction to make the changes and create the impact you truly desire. "As a man changes his own nature, so does the attitude of the world change towards him... We need not wait to see what others do."<sup>6</sup>



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# TRANSFORMATION

## THE INFINITE POSSIBILITIES OF THE GOLDEN THREAD

Change is possible when a person individually, or in a group, *wants* to change, when an individual is inspired or provoked to change or where the 'why' is big enough, when old, outdated habits need to be replaced by a new vision and desire for greatness.

With change comes the ability to re-centre or align oneself even in the face of a difficult situation: "The goal is to maintain your sense of balance and have alignment within yourself - that deep, clear, fine point where nothing will tip you over, and if it does, you can sense it immediately and can get back to the place where even if turbulence reigns, and fear is building, you know deep down that you have the keys and the knowing to get back to that place of alignment and carry on."<sup>7</sup>

Transformation is about knowing, feeling, and allowing intuition to guide your thinking and how you feel and ultimately how you succeed. Transformation is about creating and 'holding' the space for your heart to open, to truly live the life you love. And with this in mind and in heart, change and growth happens and the lasting benefits come.

"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it."<sup>8</sup>



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# PERFORMANCE

## THE MAGIC OF THE GOLDEN THREAD

Performance is imperative for measurable success. Dreams are attainable with impassioned commitment – commitment from your head and from your heart. Laser-like focus is a permit to entry to the kind of success that each of us deserves.

When a person's Individual Spirit (the ability to connect), Mind (the ability to think/beliefs), Heart (Feeling/Emotions), Soul (Being/Authentic), and Body (Doing/Behaviours) are connected and aligned, infinite possibilities open up. In business this might mean that a CEO is better equipped and able to lead their Board with a mixture of confidence, daring and honesty for the maximum possible transformation. Delivering results or changing a culture – whether on a global or local scale – requires relentless execution and consistent focus, together with the openness and generosity of spirit to really be present in the decision making processes, be in the 'flow' as change takes place and tangible success builds. Having the courage to open one's heart – in the face of failure, pain or inertia is fundamental. Recognising that there is at least the possibility that life's issues can be navigated and conquered, and that a "'red flag' could also be a window of opportunity"<sup>9</sup>, is the beginning of seeing things differently and building transformative behaviours that lead to success.

The big picture for how success should look translates into a way of working that includes taking full responsibility, ownership, alignment of accountabilities, competencies, behaviours and the execution necessary for the best possible level of performance and success.



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# THE ALCHEMY

## THE GOLDEN THREAD OF LIFE'S RICH PATTERN

In closing, for me the 'golden thread' of 'daring greatly' that runs through our lives is the beat of the heart that guides us, is the backbone that empowers us, is the opening of our hearts, the freeing up of our souls while being truly honest – and right in this precious moment it is as if an alchemical reaction occurs that creates a 'sublime space' that can be returned to again and again where greatness is released and we deliver beyond all our expectations.

This alchemy is the magic of the golden thread and of daring greatly.

**Laurence Udell**



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# SOUL

## **Philosophy:**

Meaningful Lives for Powerful Results

## **Beliefs:**

We live in a chaotic world, which comes with known and unknown opportunities - **Adventure**

Everything on the outside starts from something on the inside - **Awareness**

When we are being who we really are, we are at our best  
- **Authenticity**

Owning and taking responsibility for ourselves enables us to grow, develop, transform and get the most from our lives  
- **Alignment**

## **Four Principles for Growth and Transformation:**

Take responsibility for yourself

Be authentic and honest

Believe that you can change

Do something different – take actions

## **Seraphic Spaces:**

Baa Atoll, Maldives

The Surrey Hills, Surrey

One Aldwych, London

Masai Mara, Kenya

The Club at Café Royal, London

Botanical Gardens, Kauai, Hawaii



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# S O U R C E

- (1) Theodore Roosevelt. "Citizenship in a Republic". Sorbonne, Paris, France. 23 April 1910.
- (2) John Gregory Brown. *Decorators in a Ruined Cemetery*. Houghton Mifflin, 1994.
- (3) Barack Obama. Super Tuesday Speech. Chicago, IL. 5 February 2008.
- (4) Patrick Ness. *A Monster Calls*. Candlewick Press, 2011.
- (5) Doug Ammons. *WildWater*. Forge Motion Pictures, 6 January 2011.
- (6) Mahatma Gandhi. *The Collected Works of Mahatma Gandhi*, Volume 98. New Delhi: Publications Division, Ministry of Information and Broadcasting, Government of India. 1999.
- (7) Doug Ammons. *WildWater*. Forge Motion Pictures, 6 January 2011.
- (8) Steve Jobs Stanford University, Commencement Address. 12 June 2005.
- (9) Marc-André Franche, Country Director – Pakistan, United Nations Development Programme. Personal interview. February 2015.

**Inspiration** – Sleeping Lion, Chatsworth House, Derbyshire. October 2010.  
Sculptor: Rinaldo Rinaldi. Photographer: Alison Chadwick-Kelley.

**Heart** – found at Middleton-on-Sea, West Sussex, England. June 2014.  
Photographer: Alison Chadwick-Kelley.

**Daring** – Place Centauros, General Rodriguez, Buenos Aires, Argentina. 2008.  
Photographer: Delfina Blaquier.

**Truth** – Surrey Hills, Surrey, January 2015. Photographer: Pippa Mackenzie.

**Courage** – East Hampton, NY, NY, USA. 2008.  
Photographer: Delfina Blaquier.

**Transformation** – Butterfly, Greenwich, Connecticut, USA. January 2015.  
Photographer: Holly Menten-Weil.

**Performance** – Great Wall of China, Mutianyu. July 2015.  
Photographer: Amy Huggins.

**Alchemy** – Oak Leaf Ring, yellow gold, golden beryl centre stone.  
Asprey, 2015 collection.

**Soul** – Masai warriors dancing traditional jumps as cultural ceremony,  
review of daily life of local people, Tanzania. February 2014.  
Photographer: Aleksandar Todorovic.

**Source** – Bookcase, Greenwich, Connecticut, USA. January 2015.  
Photographer: Holly Menten-Weil.



# TESTIMONIALS

"Transformative Executive Coach: Laurence is an extraordinary individual with profound wisdom who has a unique blend of exemplary business acumen and deep psychological understanding. This enables him to help people align professionally and personally to achieve outstanding results. The ability to understand the business context and enable people to gain a greater awareness of themselves helps to develop sustainable confidence and highly effective strategies for success. Laurence has empowered me to succeed above and beyond even my own high expectations."

**(Vice President – Global Broadcasting)**

"Laurence espouses a powerful guiding philosophy. Whilst this is grounded in multiple disciplines it is intuitive and speaks to me. It is an over-used word these days but Laurence is inspirational. He has a powerful and engaging delivery style and exudes wisdom and pedigree. Most powerful for me is that Laurence practises what he preaches and palpably draws inner strength from his own learning. Getting feedback from Laurence gives me confidence and positive energy, particularly in the knowledge that my development is being reinforced by and grounded in his experience and insights across a range of sectors at the highest levels. I never allow myself to fall back on excuses in front of Laurence. My growth as a leader and a human being has accelerated by using tools and frameworks that I have learned from Laurence and he has also given me practical tips and connections to progress my career."

**(Executive Director – Environmental Sustainability)**



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# TESTIMONIALS

"It is hard to describe Laurence Udell and his abilities in words. To me, he is a mentor; sage, seer, spiritual guide, trusted advisor and one of the most extraordinary and brilliant people I have ever met. I work with Laurence not only because of his genius and gift, but because I trust him totally - I have never come across anyone of purer heart and intention. He is a truly beautiful, kind and generous soul. Laurence works to empower you. His strong values around personal responsibility mean that the work is focused on lasting growth for you. He works to help discover the real you (or the bits you might be neglecting!), and then works to encourage you to get as aligned as possible with that true self. Old belief systems that do not serve you are broken down and replaced with new enabling ones. The core principle of alignment is powerful; it is necessary to truly perform at 100% of our potential, but it is not always easy to execute or maintain. Laurence has been invaluable to me in not only showing me the path, but helping me stay on it.

Laurence does not fit a simple label of life coach, business consultant or advisor; he is also a visionary. He is able not only to see the path ahead for others, but he knows how to work with each individual in order to guide them there. My experience with Laurence has been literally life-changing. I am on a journey from living from my head to living from my heart and creating the reality that I would like to live. I am eternally grateful for my new awareness, consciousness and all the joy and power that that has brought me. Since working with Laurence, I am happier, healthier, more alive, compassionate, understanding, forgiving and less judgemental.

If you have any interest to explore, grow, channel your creativity and passions and live your life as the best person you can be, I could not recommend anyone more highly. Laurence Udell is truly one of the people I am most grateful to have in my life."

**(Executive Director – Investment Banking)**



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Laurence has written this Compendium as an 'aide-mémoire' to bring to life the idea of 'daring greatly' - and how each and every one of us can inspire greatness within ourselves and others. His words tell a story that flowed from Roosevelt's quote, and the pictures were selected and shared here because each one has a story to tell - and after all, a picture is worth a thousand words.

Laurence is a recognised confidant, advisor and mentor of business leaders, entrepreneurs and HNWIs. He is author of 'The Next Level: Aligning Business Success & Personal Fulfilment' and 'Alignment', a series of MP3s and accompanying booklets. He inspires others to dare greatly and in turn promotes authenticity and alignment which leads to powerful, tangible results.

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