

Every Problem Has a Leadership Solution

How leaders turn problems into profit and progress, and how you can, too!



Aurora Winter is the author of the brand-new book **“THOUGHT LEADER LAUNCH.”**

She is frequently featured in the media, including: CBS-TV, ABC-TV, Huffington Post, Oprah radio, NPR radio, and Success magazine, to name a few.

TV writer-producer Aurora Winter uses her film-making expertise and neuroscience to help people communicate effectively. Learn why we need leaders now more than ever before. Learn how writing a book can contribute to your life and legacy. Discover how you can step up as a leader, make a difference, and make the world a better place.

Q: Why do we need leaders now more than ever?

A: *Exponential technological change means we need leaders now more than ever. Change brings problems. Problems call for leaders. If you want your children’s children to thrive, now is the time to speak up. Humanity is at a tipping point.*

Q: Every problem has a leadership solution? That’s a bold claim.

A: *Leader = someone who sees & solves problems. Problems create leaders.*

Q: Do people need problems?

A: *Story of 4-year-old son. Every problem contains the solution. Every problem helps us grow. Life = solving problems. No problems, no growth, no leaders.*

Q: What is the biggest problem facing humanity today?

A: *Abdicating our leadership responsibility, being passive consumers, not active creators. Education teaches us to be followers. Ads teach us to consume. Losing our stories & leadership.*

Q: Why do our stories matter?

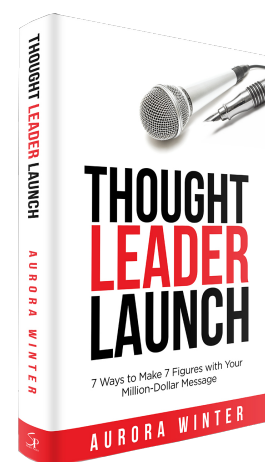
A: *Stories are the DNA of humanity’s wisdom. Stories = patterns. Creativity = pattern recognition. Steve Jobs: creativity = pattern recognition. Stories are the META language of humanity.*

Q: What if the story is personal?

Stories help us become whole—and wise. We can use that wisdom to launch a new chapter in our lives—or in the world. Gain insight from your past—or repeat the same mistakes. Socrates: “The unexamined life is not worth living.” My healing after my husband died led to helping others.

Q: What if we can’t see the solution to the problem? Global warming, for example.

A: *Then we need to be more creative problem-solvers. You don’t need to solve problems alone. That’s why we need to share, to collaborate, to connect. Your life is a hero’s journey.*



Q: Why don't people communicate effectively?

A: Neuroscience: "message sent" is not the message received. 3 gatekeepers in the brain. Solution.

Q: What stops people from becoming leaders?

A: Fear. People don't know how to write a book, get media, do a TED talk. They don't know how to clarify their thinking or broadcast their message in a sustainable way. They CAN learn.

Q: Most people want to write a book—but so few actually do. Why is that?

A: 80% of people want to write a book. Jennifer's story. Struggled for 5 years. Done in a weekend!

Q: Why do you think women need to speak up, especially older women?

A: History—wise old women increased survival of the tribe. Jane Fonda: "Women can only have spring." We need ALL sources of wisdom. Kids = experiment. Women are not small men.

Q: Do women think differently?

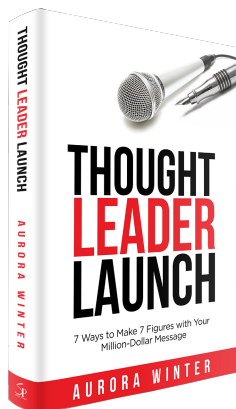
A: Wise older women have something essential to contribute, for the greater good of the whole. R & L hemispheres of brain: whole vs parts. Mothers: job well done is invisible.

Q: What results have you seen launching thought leaders?

A: Stories: TED talks, Launch a movement, Dr. J, best-selling books

Q: How can people get a FREE copy of THOUGHT LEADER LAUNCH

A: www.ThoughtLeaderLaunch.com. It's your blueprint to launch as a thought leader!



Special gift for your audience...

FREE COPY!

THOUGHT LEADER LAUNCH

180-Page Softcover Page Book

Get it here (for a limited time):

www.ThoughtLeaderLaunch.com

Aurora Winter, MBA, TV Producer, Author, Trainer
Watch TV interviews with Aurora: www.aurorawinter.com/media

SMS / Phone Office: 626-636-4328.

Email: support@aurorawinter.com

<https://www.linkedin.com/in/aurorawinter>

www.AuroraWinter.com

Sample Questions for Aurora Winter, www.ThoughtLeaderLaunch.com