



לחיות את הפוטנציאל  
אילנית פרימן

# HOW TO BECOME AN INSPIRING LEADER

ILANIT FREEMAN





PLEASE SHARE WITH US  
WHAT **QUALITIES** MAKE A  
PERSON AN  
**INSPIRING LEADER**  
FOR YOU ?



Staff NOT  
collaborating

Budget  
TOO  
Small

Too much  
RISK

Impossible  
Schedule

Private  
Life



Too many  
Stakeholders with  
CONTRADICTING  
interest

No  
Backing  
or  
Support

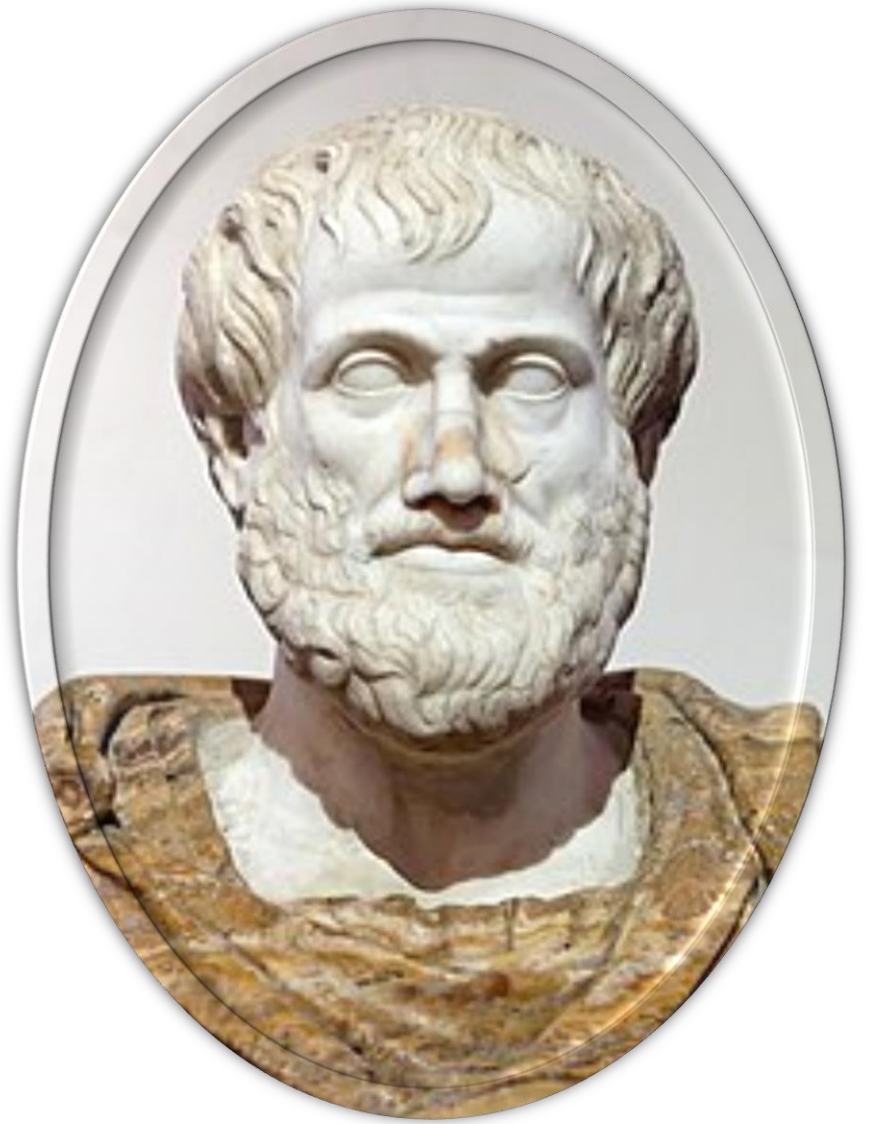


## *The Law of Identity*

In logic, the law of identity states that each thing is identical with itself.

It is the first of the historical three laws of thought, along with the law of noncontradiction, and the law of excluded middle.

Meaning of this law: *A is A*



**Aristotle** - 384 - 322 BC - Greek philosopher  
One of the leading philosophers of antiquity, and one of the fathers of Western philosophy.



Staff NOT  
collaborating

Budget  
TOO  
Small

Too  
much  
RISK

Impossible  
Schedule

Too many  
Stakeholders with  
CONTRADICTING  
interest

Private  
Life

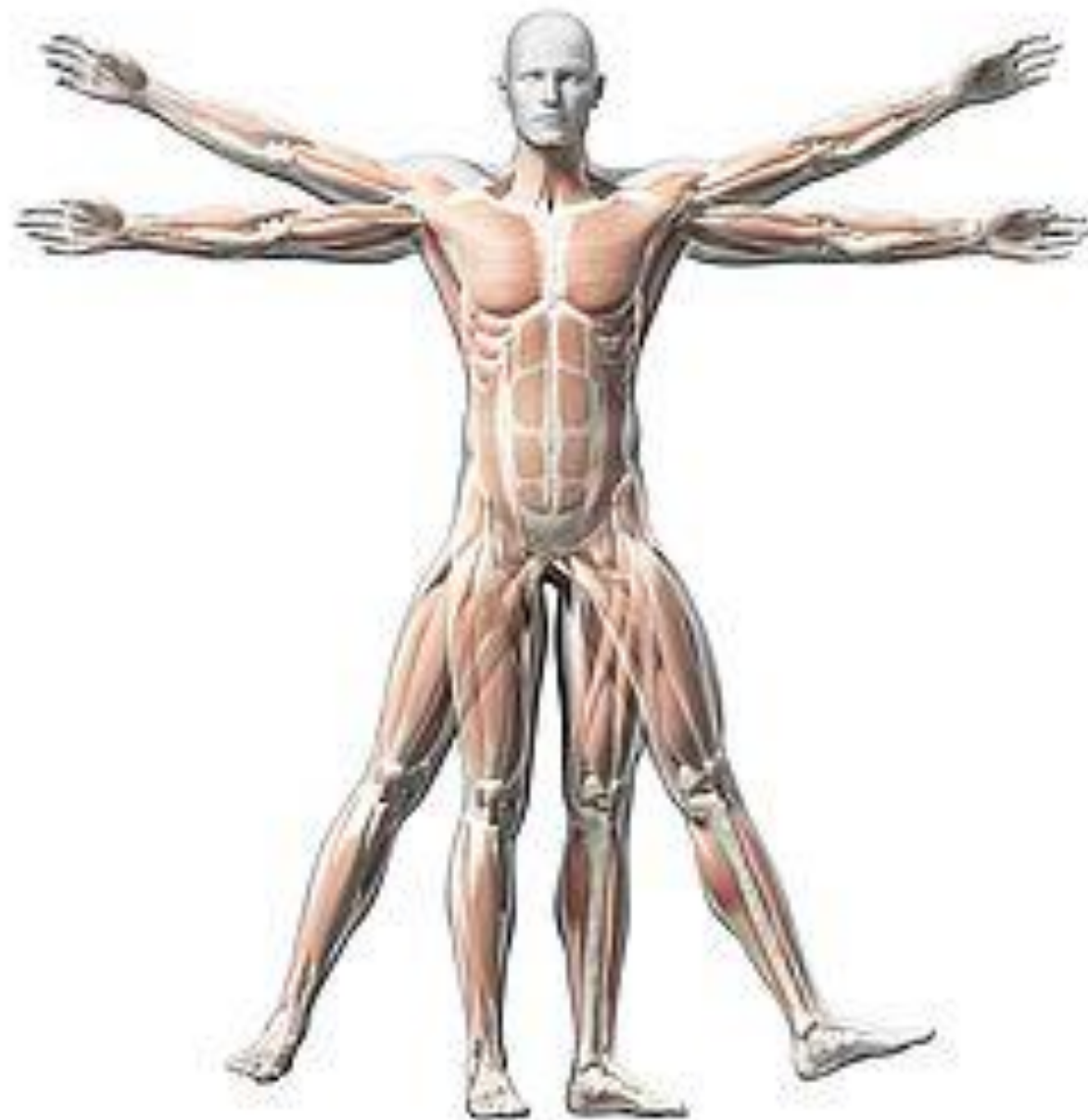


No  
Backing  
or Support





לחיות את הפוטנציאל  
אילנית פרימן



**Awareness**



**Body & Health**



**Feelings**



**Limiting  
Beliefs**



**Accountability**



**Profit & Price**



**Action**



**Let go &  
Embrace**

# THE BODY IS AN AUTOMATIC MACHINE

Everything we experience comes to us through the body, even if it seems to have nothing to do with it.

**Our life experiences leave a mark** not only on our mind but also on our body. The body remembers them and whenever a similar experience arrives it will automatically respond to the “**regular procedure**” familiar to it.

Knowing our "regular procedure" allows us to replace the usual response with another, which makes it one of the **keys to success**.

Awareness

Body & Health

Feelings

Limiting Beliefs

Accountability

Profit & Price

Action

Let go & Embrace



לחיות את הפוטנציאל  
אילנית פרימן



# BODILY MAPS OF EMOTIONS — FINLAND 2013

Lauri Nummenmaa, Enrico Glerean, Riitta Hari, and Jari K. Hietanen

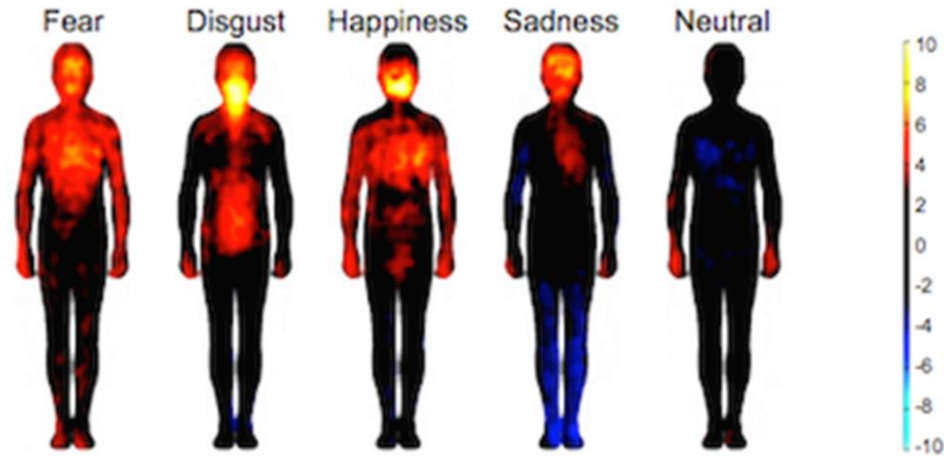


Fig. 53. Bodily topography of basic emotions triggered by watching emotional movies. The body maps show regions whose activation increased (warm colors) or decreased (cool colors) when feeling each emotion ( $P < 0.05$  FDR corrected;  $t > 2.11$ ). The colorbar indicates the t-statistic range.

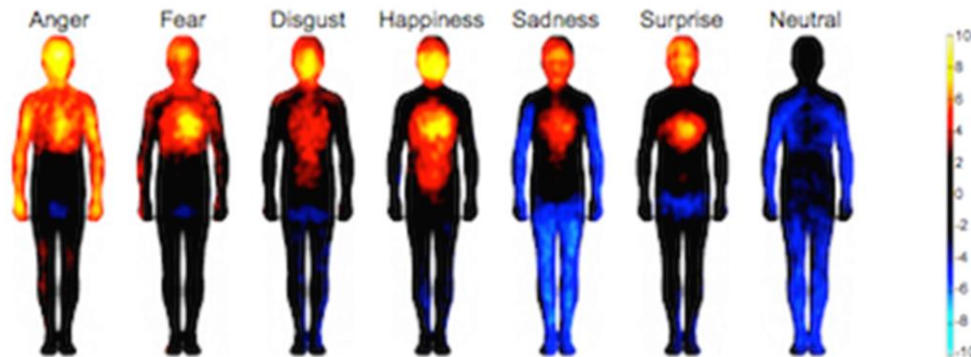


Fig. 54. Bodily topography of basic emotions inferred from others' emotional expressions. The body maps show regions whose activation participants evaluated as increased (warm colors) or decreased (cool colors) in the person displaying each facial expression. ( $P < 0.05$  FDR corrected;  $t > 2.09$ ). The colorbar indicates the t-statistic range.

Awareness



Body & Health



Feelings



Limiting Beliefs



Accountability



Profit & Price



Action



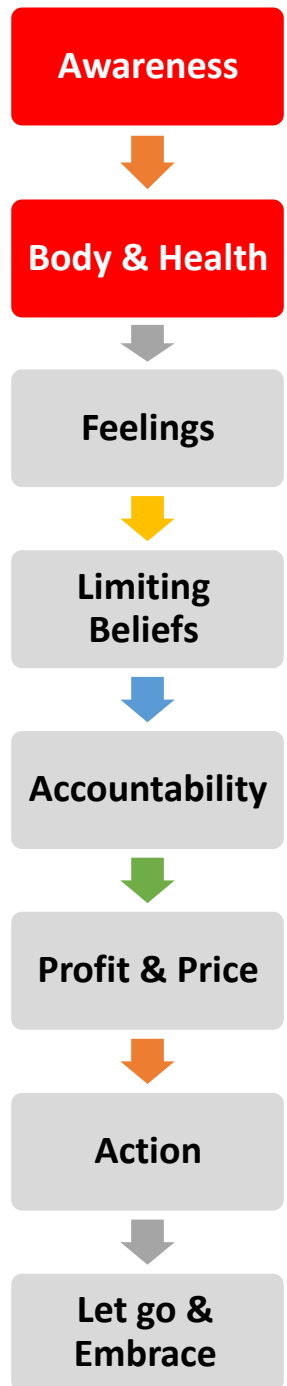
Let go & Embrace



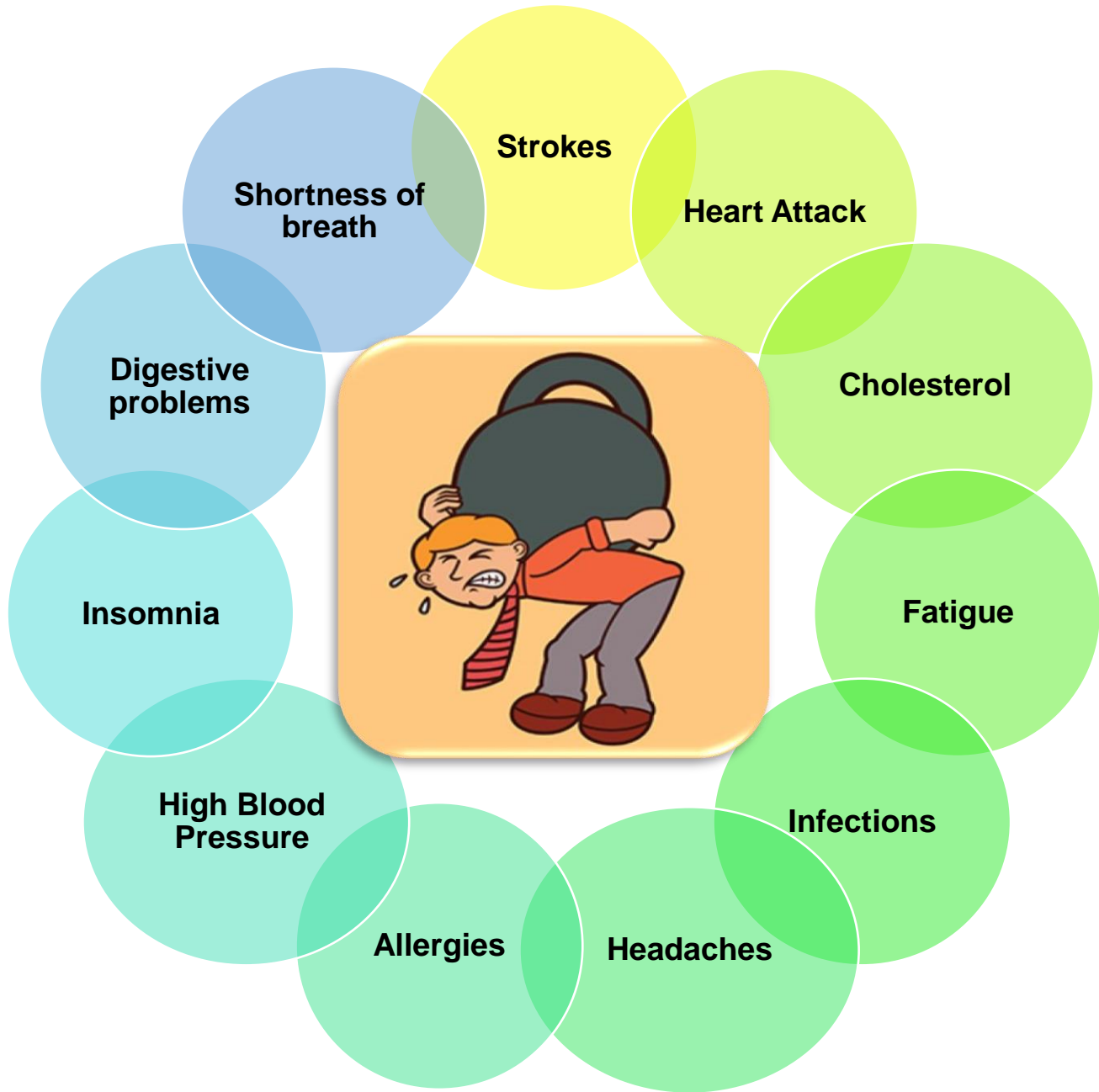
# REGULAR PROCEDURE

## BODY & MIND DYNAMICS

- ❖ Excessive **stress** or strain can cause a range of physical problems ranging from **high blood pressure, diabetes, hair loss, digestive problems, sleep problems** to **infertility, cancer** and **heart attack**.
- ❖ When we are **embarrassed** we **blush**
- ❖ **Scary thoughts** can increase your **heart rate** or cause **cold sweats**
- ❖ **Depression** can cause **constipation**
- ❖ **Anxiety** can cause **diarrhea** or **nausea**
- ❖ Stress, **depression** or **anger** can lead to overeating and **obesity**
- ❖ An opposite example of the effect of the body on the mind is that after **exercise** we feel **happy**



# HEALTH ISSUES



**Awareness**



**Body & Health**



Feelings



Limiting Beliefs



Accountability



Action



Let go & Embrace



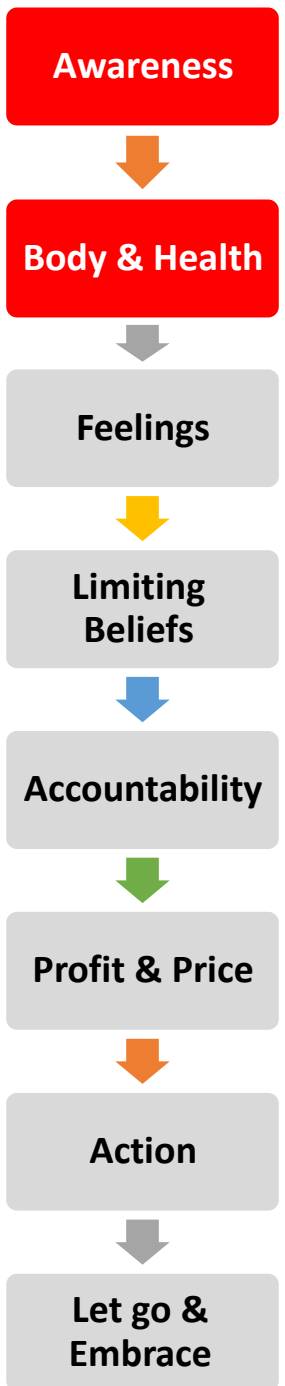
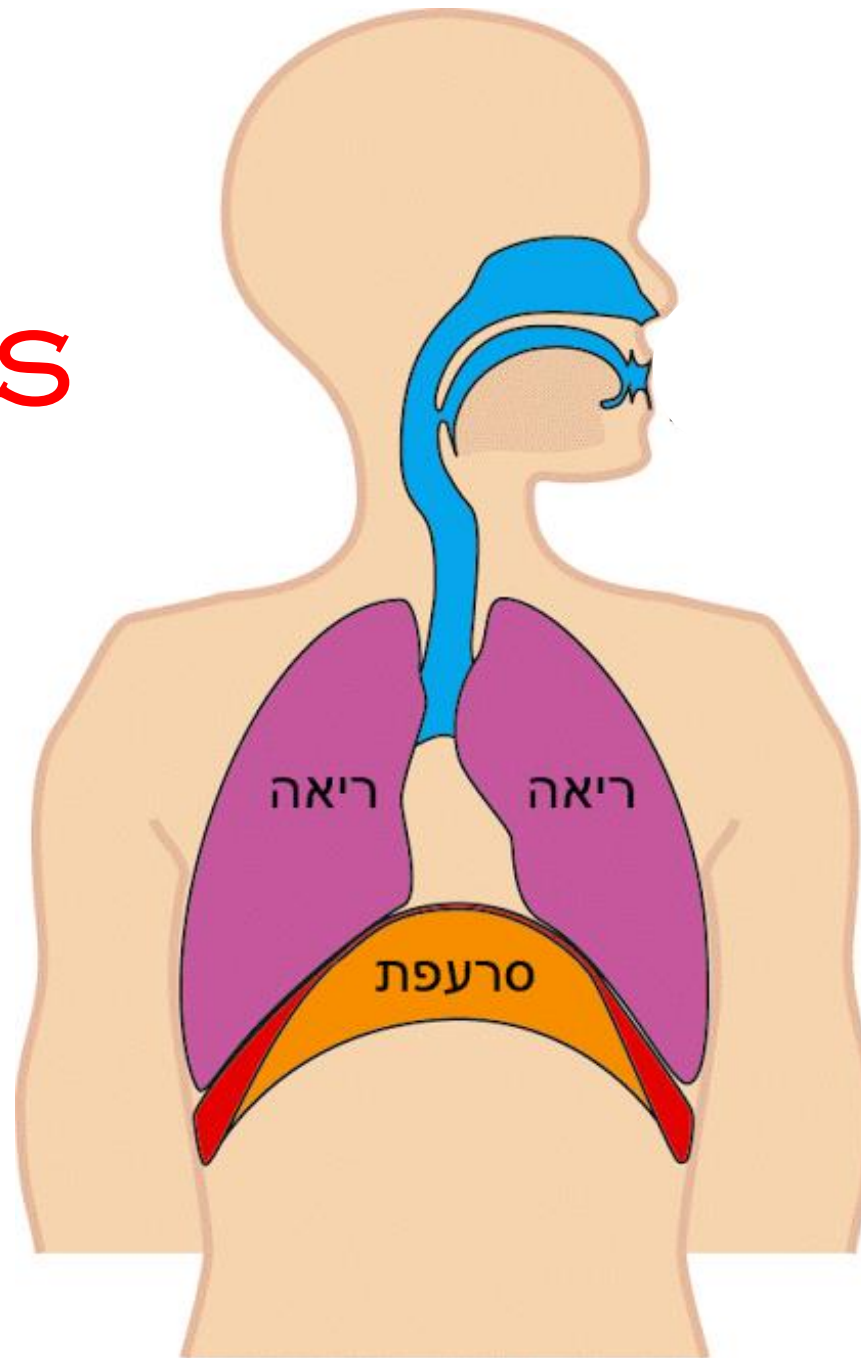
לחיות את הפוטנציאל  
אילנית פרימן

# FIRST STEP TO BODY AWARENESS

A significant percentage of people in the Western world breathe **fast, short, shallow breaths**.

Breathing is also **directly affected by mental states** such as stress, pressure, worry and fear, and when we experience one of these states our breathing becomes even faster and shallower.

Shallow breathing **impairs the physiological process of gas exchange** in that we get less energy and eliminate less waste from the body. The result is a feeling of fatigue, lack of energy and even depression.





Impossible  
Schedule

Too  
much  
RISK

Staff NOT  
collaborating

Budget  
TOO  
Small

Too many  
Stakeholders with  
CONTRADICTIONG  
interest

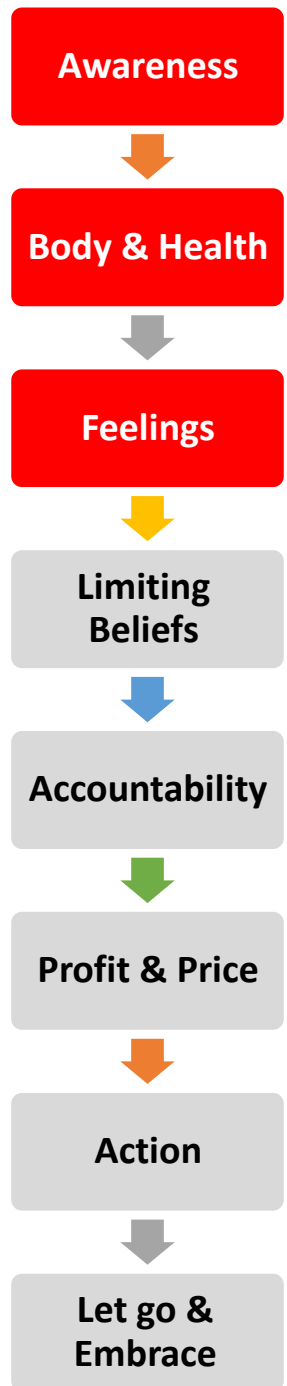
Private  
Life



No  
Backing or  
Support



iSLCollective.com





# WHAT IS A FEELING / EMOTION

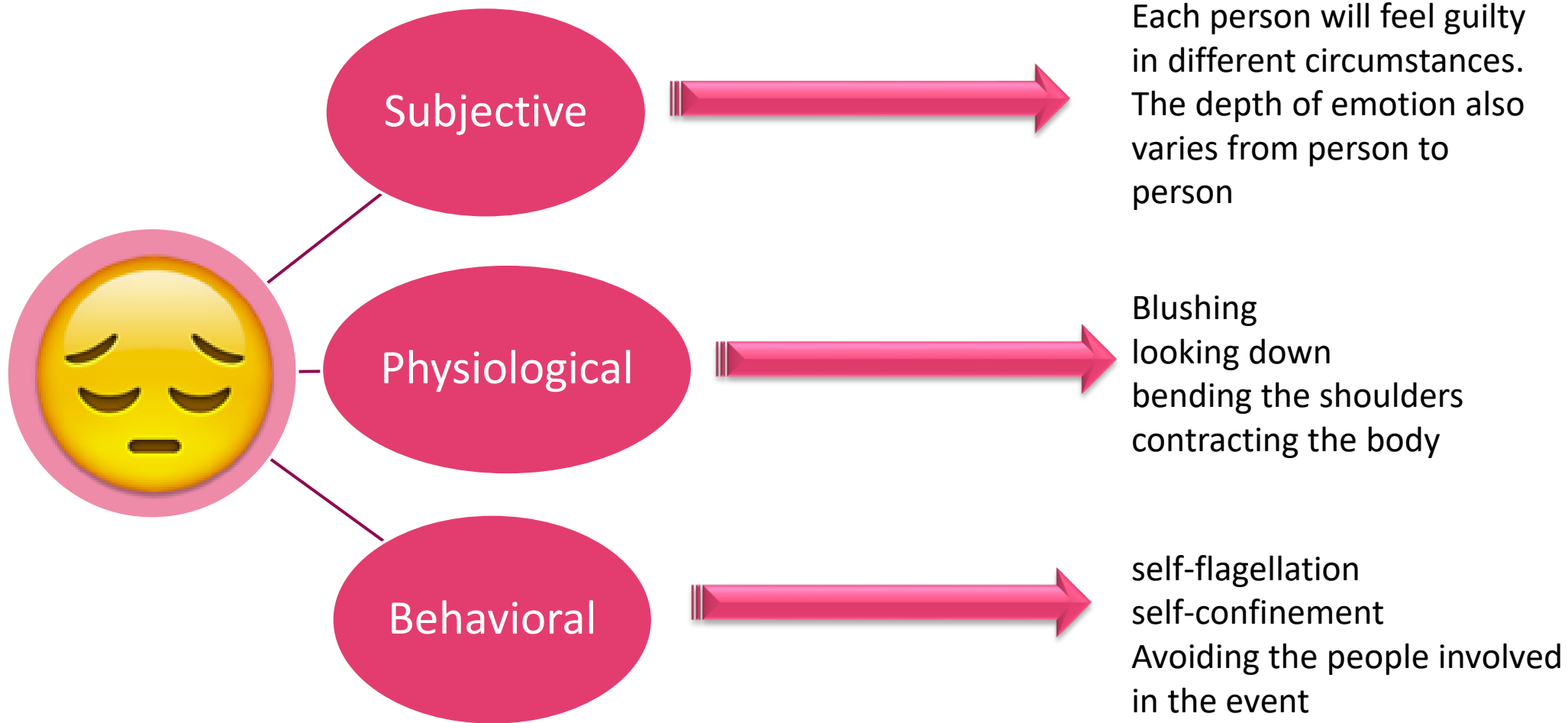
Mental-physical condition that may manifest in varying degrees of **physical arousal, thought patterns and behavior.**

Emotion affects the **mood** of the feeler and also **depends on his personality.**





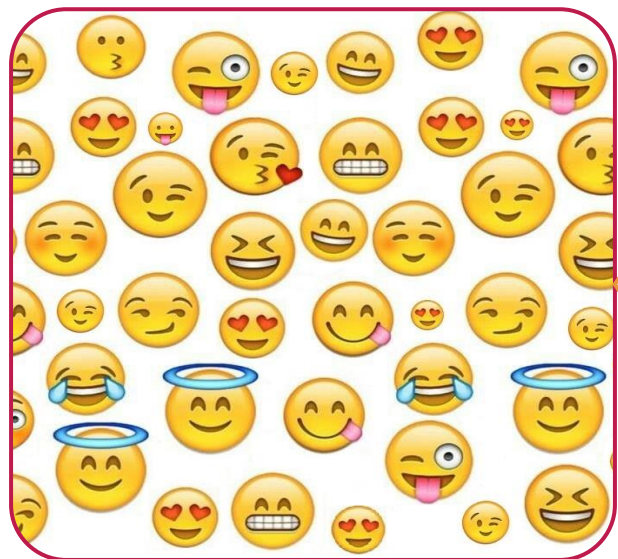
# EXAMPLE: GUILT







# THE LEGITIMACY OF FEELINGS



**LEGITIMATE FEELINGS**

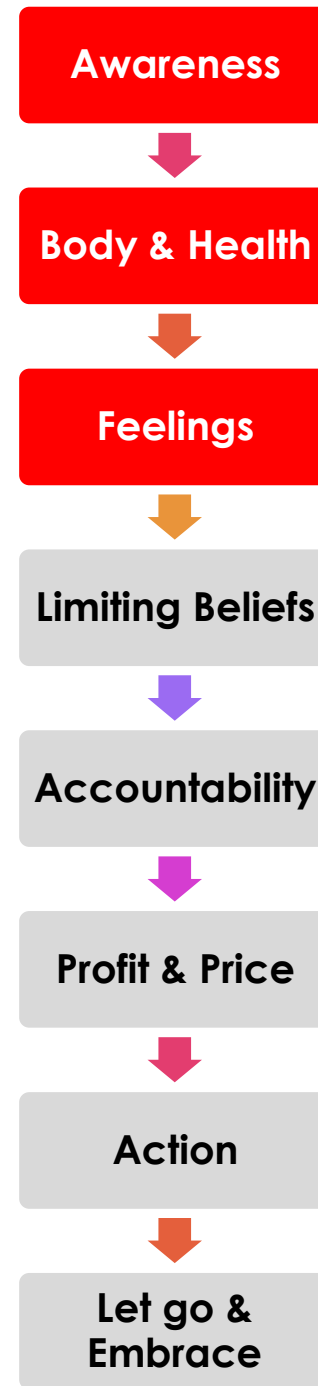
**ILLEGITIMATE FEELINGS**

We will allow ourselves to feel them in full

We will partially let ourselves feel

Repression

We will feel guilty for allowing ourselves feel



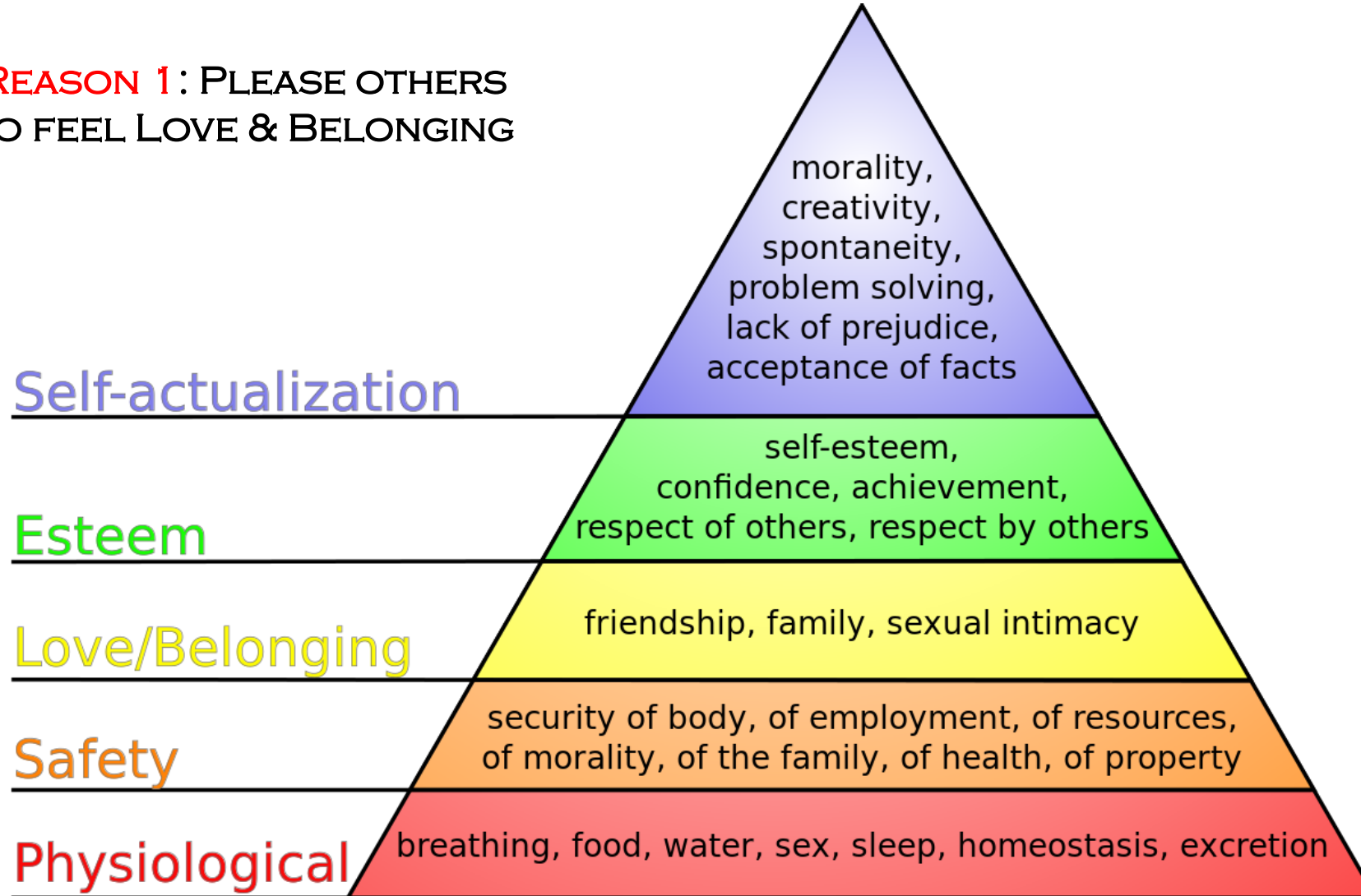


לחיות את הפוטנציאל  
אילנית פרימן

# THE LEGITIMACY OF FEELINGS

MASLOW'S HIERARCHY OF NEEDS

**REASON 1:** PLEASE OTHERS  
TO FEEL LOVE & BELONGING

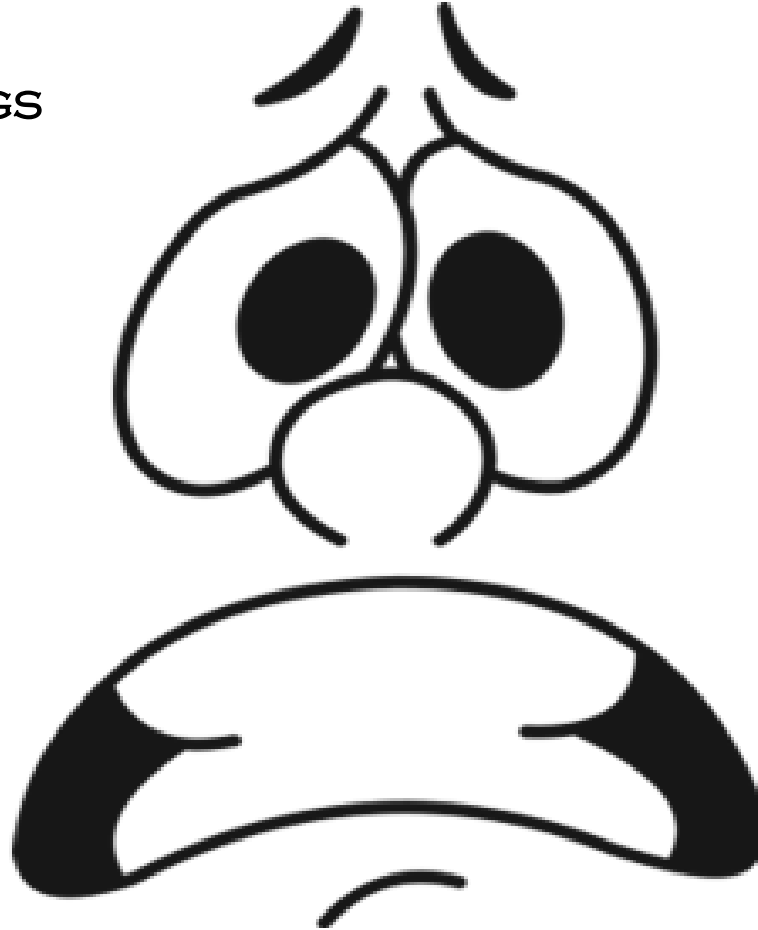




לחיות את הפוטנציאל  
אילנית פרימן

# THE **LEGITIMACY** OF FEELINGS

**REASON 2** : DISTANCE  
OURSELVES FROM FEELINGS  
THAT MAKE US FEEL BAD  
ABOUT OURSELVES



Jealousy

# THE LEGITIMACY OF FEELINGS



## REASON 3 : SEPARATION BETWEEN CHARGING & DISCHARGING FEELINGS

CHARGING FEELINGS	DISCHARGING FEELINGS
Love, Affection, Belonging	Hate, Disgust, Contempt
Relief, Acceptance,	Disappointment, Shame
Happiness, Joy, Satisfaction	Sad, Loneliness, Worry
Support, Curiosity, Trust	Jealousy, Bitterness
Compassion, Generosity	Anger, Misery, Insult
Hopeful, Pride, Excitement	Doubtful, Confused, Nervous
Attraction, Confidence	Resentment, Hesitation, Pain





לחיות את הפוטנציאל  
אילנית פרימן

ALL FEELINGS ARE  
**LEGITIMATE!**

THE SECRET IS  
**BALANCE**



Awareness

Body & Health

Feelings

Limiting Beliefs

Accountability

Profit & Price

Action

Let go &  
Embrace



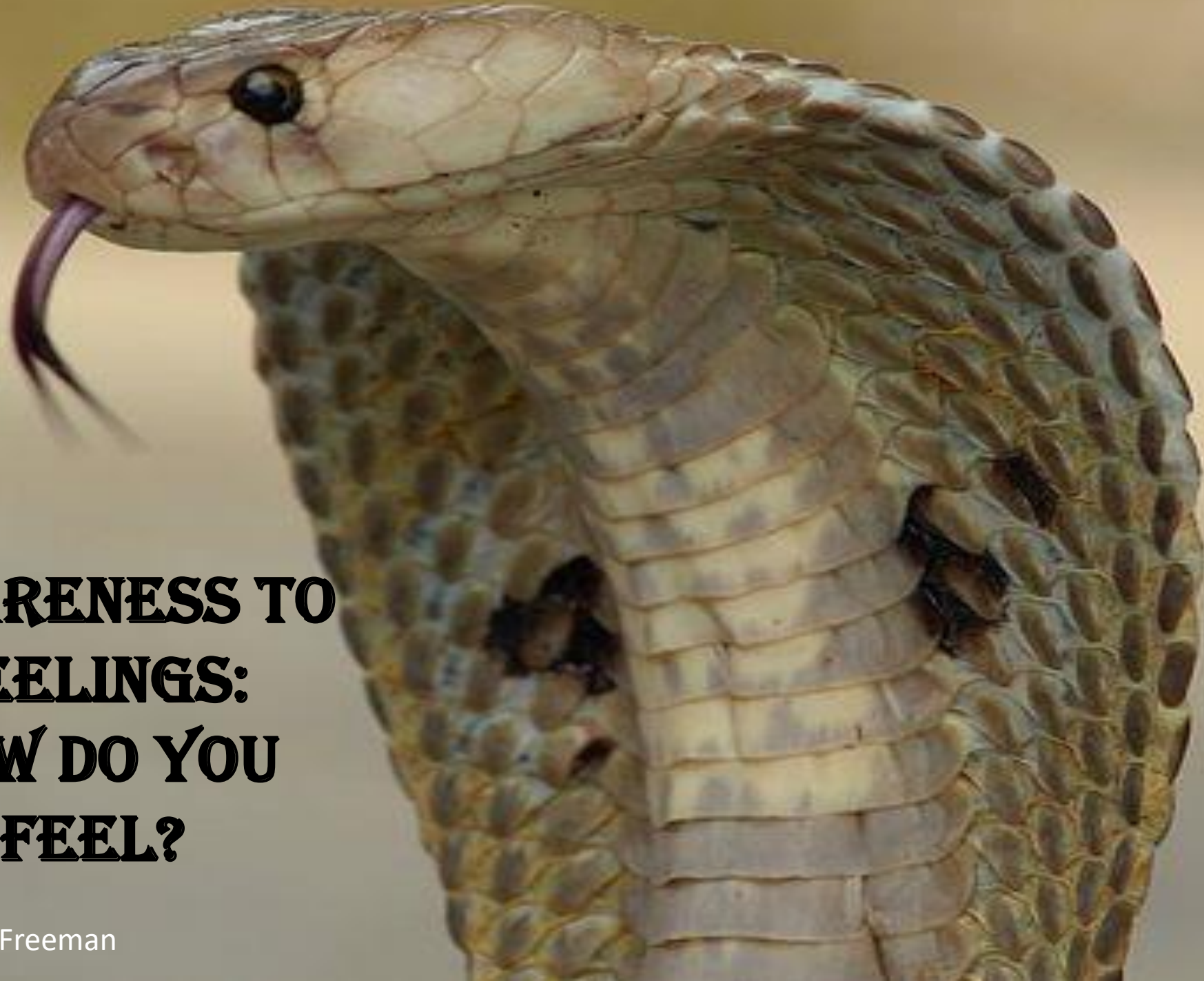
לחיות את הפרסונצ'אל  
אילנית פרימן

# AWARENESS TO FEELINGS: HOW DO YOU FEEL?





להיות את הפרוטנציאל  
אילנית פרימן



# **AWARENESS TO FEELINGS: HOW DO YOU FEEL?**





לחיות את הפוטנציאל  
אילנית פרימן

# AWARENESS TO FEELINGS: HOW DO YOU FEEL?



Awareness



Body & Health



Feelings



Limiting Beliefs



Accountability



Profit & Price



Action



Let go &  
Embrace





Impossible  
Schedule

Too  
much  
RISK

Staff NOT  
collaborating

Budget  
TOO  
Small

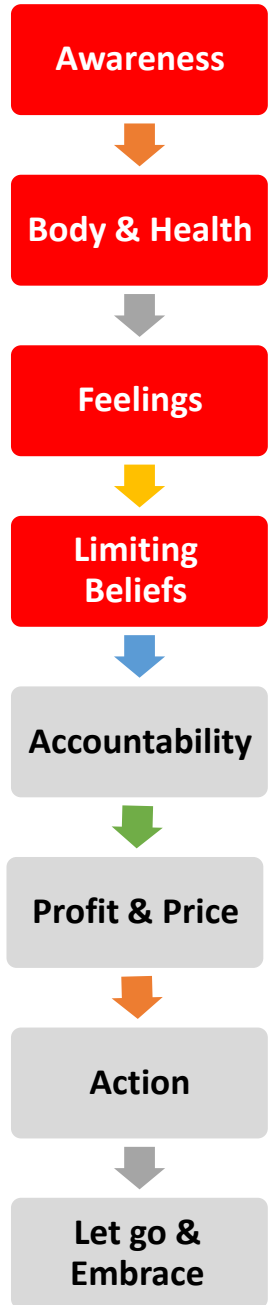
Too many  
Stakeholders with  
CONTRADICTIONG  
interest

Private  
Life



No  
Backing or  
Support

# LIMITING BELIEFS



# LIMITING BELIEFS

I AM STUPID

I AM NOT GOOD ENOUGH

I AM UNWORTHY

I AM UNDESERVING



I AM TOO SMALL

I AM A FAILURE

I CAN'T

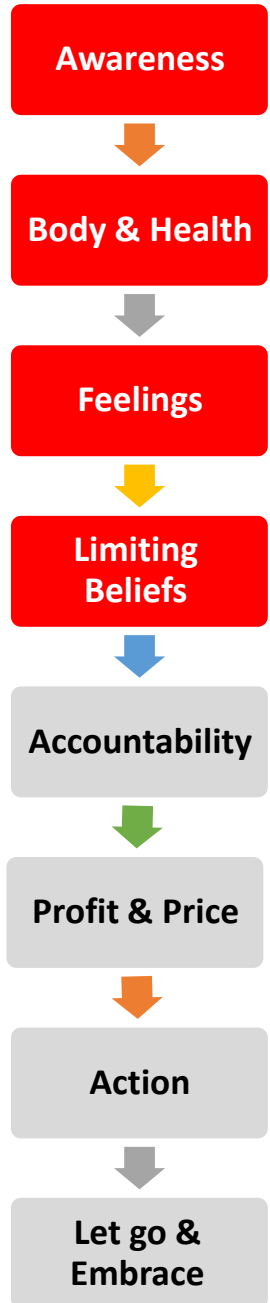


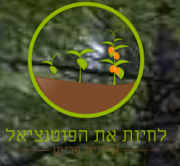
# LIMITING BELIEFS

IF YOU SAY **YOU CAN**  
OR IF YOU SAY  
**YOU CAN'T** – IN BOTH  
CASES **YOU ARE RIGHT**



Confucius 551-479 BC. One of the Greatest philosophers of China, that had a decisive influence on its culture



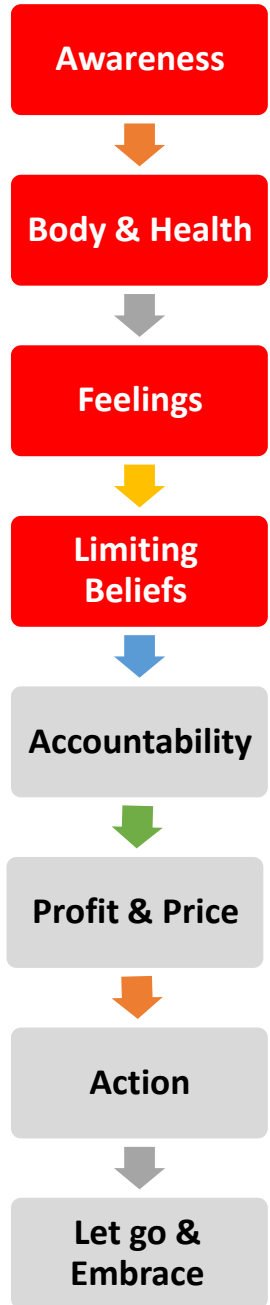
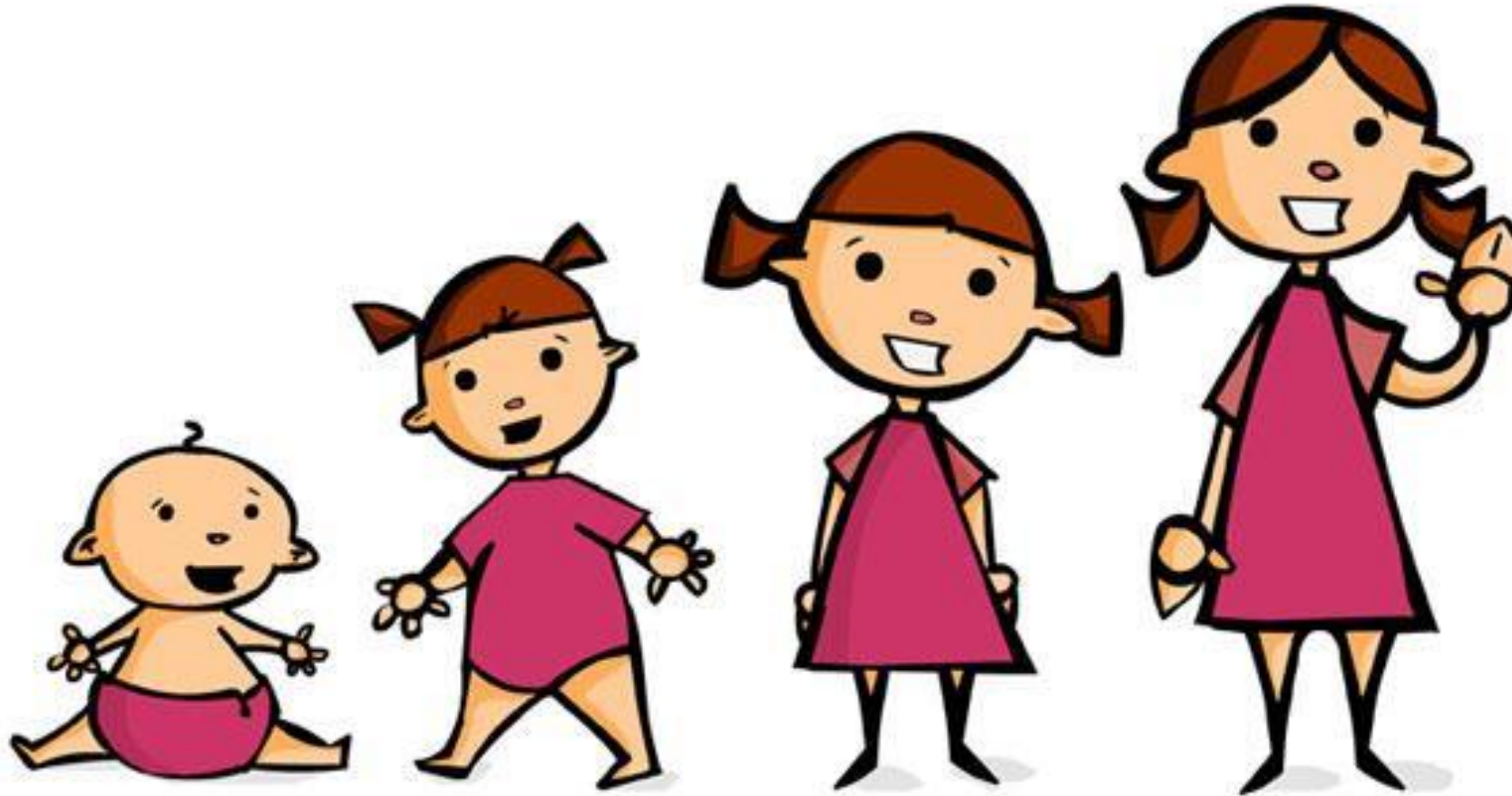


# LIMITING BELIEFS



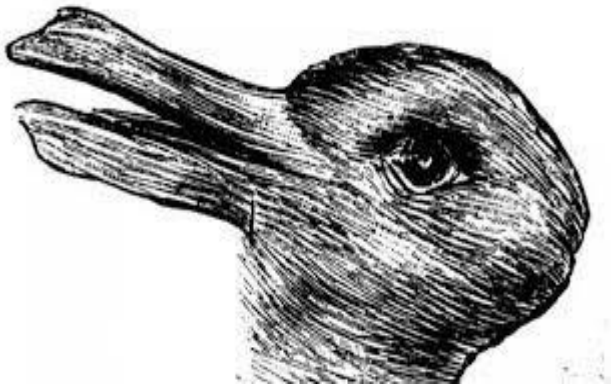
# LIMITING BELIEFS FORMATION

## 1. CHILDHOOD EFFECT



# LIMITING BELIEFS FORMATION

## 2. INTERPRETATION





# LIMITING BELIEFS FORMATION

## 3. REPEATED THOUGHTS







NO ONE  
APPRECIATES MY  
WORK

I DO NOT DO  
MY JOB GOOD  
ENOUGH

I AM NOT  
GOOD  
ENOUGH

I AM A  
FAILURE



Awareness

Body & Health

Feelings

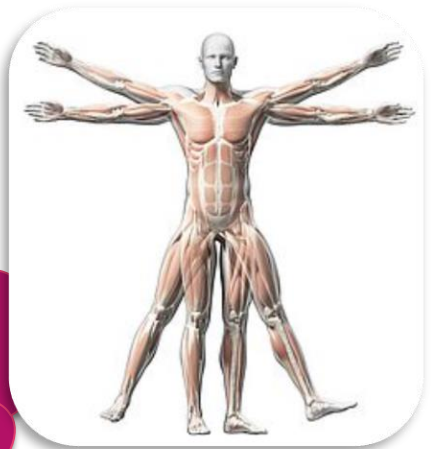
Limiting  
Beliefs

Accountability

Profit & Price

Action

Let go &  
Embrace



Impossible  
Schedule

Staff NOT  
collaborating

Budget  
TOO  
Small

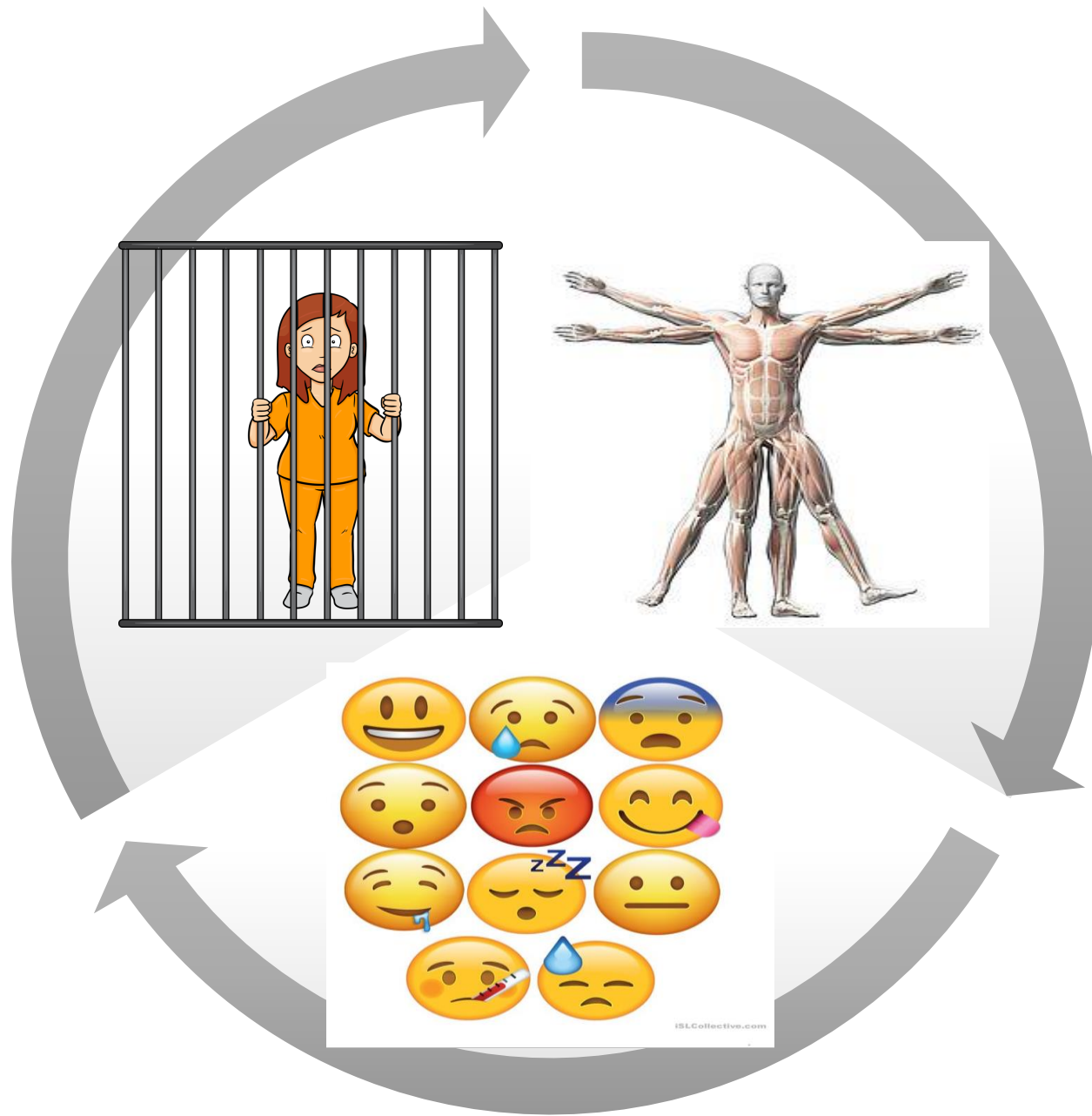
Private  
Life



Too many  
Stakeholders with  
**CONTRADICTING**  
interest

Too  
much  
**RISK**

No  
Backing or  
Support





HAVE YOU EVER  
LIED OR  
DECEIVED  
BEFORE?





HOW DID  
YOU FEEL  
ABOUT  
LYING?



# WHEN LYING / DECEIVING WE FEEL

\*NORMATIVE NONE COMPULSORY LIARS

\* EXAMPLES

Embarrassed

Ashamed

Humiliated

Mortified

Self-conscious

Useless

Weak

Worthless

Anxious

Angry

Frightened

Hesitant

Nervous

Panic

Paralyzed

Scared

Terrified

Worried

Guilt

Regret

Annoyed

Agitated

Aggravated

Bitter

Contempt

Cynical

Disturbed

Edgy

Exasperated

Frustrated

Furious

Hostile

Impatient

Irritated

Moody

On edge

Stressed

Tense

Anxious

Outraged

# IMPOSTOR SYNDROME



# IMPOSTOR SYNDROME

Impostor syndrome is a psychological pattern in which an individual **doubts their skills, talents, or accomplishments** and has a persistent internalized **fear** of being exposed as a "fraud".

Despite external evidence of their competence, those experiencing this phenomenon **remain convinced that they are frauds and do not deserve all they have achieved.**

Individuals with impostorism incorrectly **attribute their success to luck**, or interpret it as a result of **deceiving others** into thinking they are more intelligent than they perceive themselves to be.





# LIMITING BELIEFS



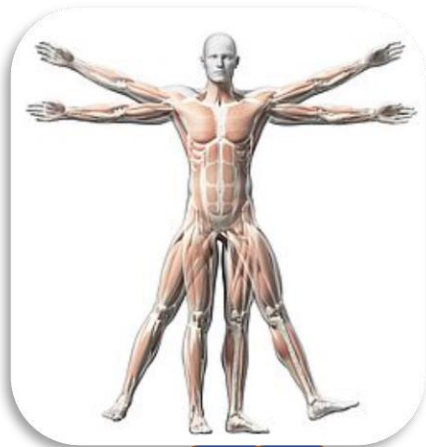


WHEN WE FEEL FEAR OF  
BEING EXPOSED AS  
FRAUD

PRESSURE FOR  
EXCELLENT  
PERFORMANCE /  
NEED TO PROVE  
YOURSELF

HEALTH ISSUES

MENTAL  
HEALTH ISSUES



Impossible  
Schedule

Budget  
TOO  
Small

Too many  
Stakeholders with  
**CONTRADICTING**  
interest

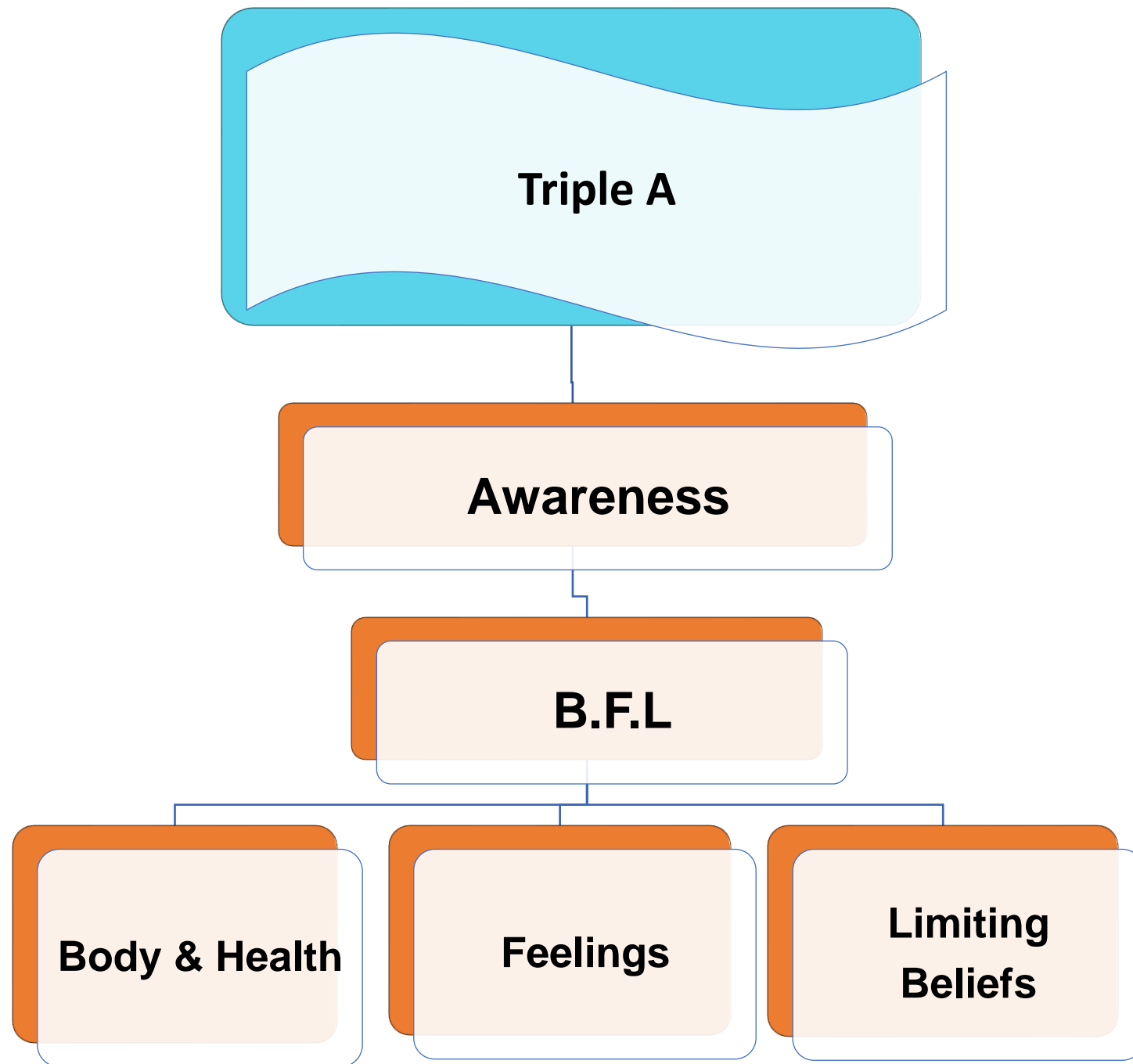
Too  
much  
**RISK**

No  
Backing or  
Support

Staff **NOT**  
collaborating

Private  
Life





# ACCOUNTABILITY

## WHY DO WE PREFER NOT TO TAKE RESPONSIBILITY





# ACCOUNTABILITY

## PROFIT VS PRICE

### PRICES WE PAY WHEN TAKING RESPONSIBILITY

- We are exposed to criticism / complaints
- We need to make an effort
- We need to make decisions
- We have to cope with the consequences
- We have to conquer our fears
- We need to accept that we can't please everybody
- We need to commit
- People will not like us

### PROFIT WHEN TAKING RESPONSIBILITY

- We live BIG
- We keep growing & Improving
- We CHOOSE our lives
- We follow our dreams
- We live in satisfaction
- We find happiness
- We are being true to ourselves
- We can achieve anything
- We win true FREEDOM

Awareness

Body & Health

Feelings

Limiting Beliefs

Accountability

Profit & Price

Action

Let go & Embrace



# ACCOUNTABILITY

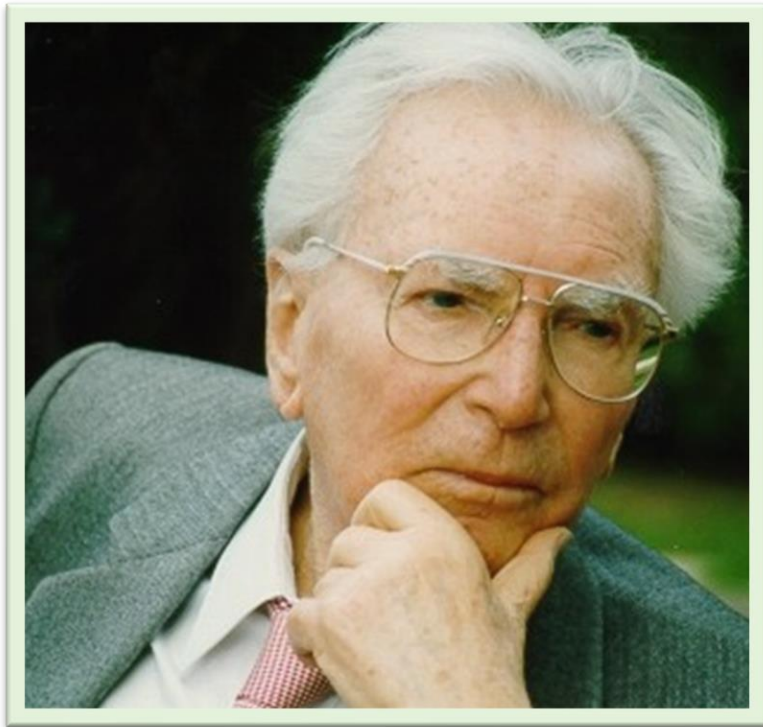
## THE PARADOX OF OUR LIVES

### Accountability vs Freedom



# ACCOUNTABILITY

## THE PARADOX OF OUR LIVES



Victor Frenkel

"Freedom is only part of the story and only half the truth, so I recommend that the **Statue of Liberty** on the East Coast be added to the **Statue of Responsibility** on the West Coast."





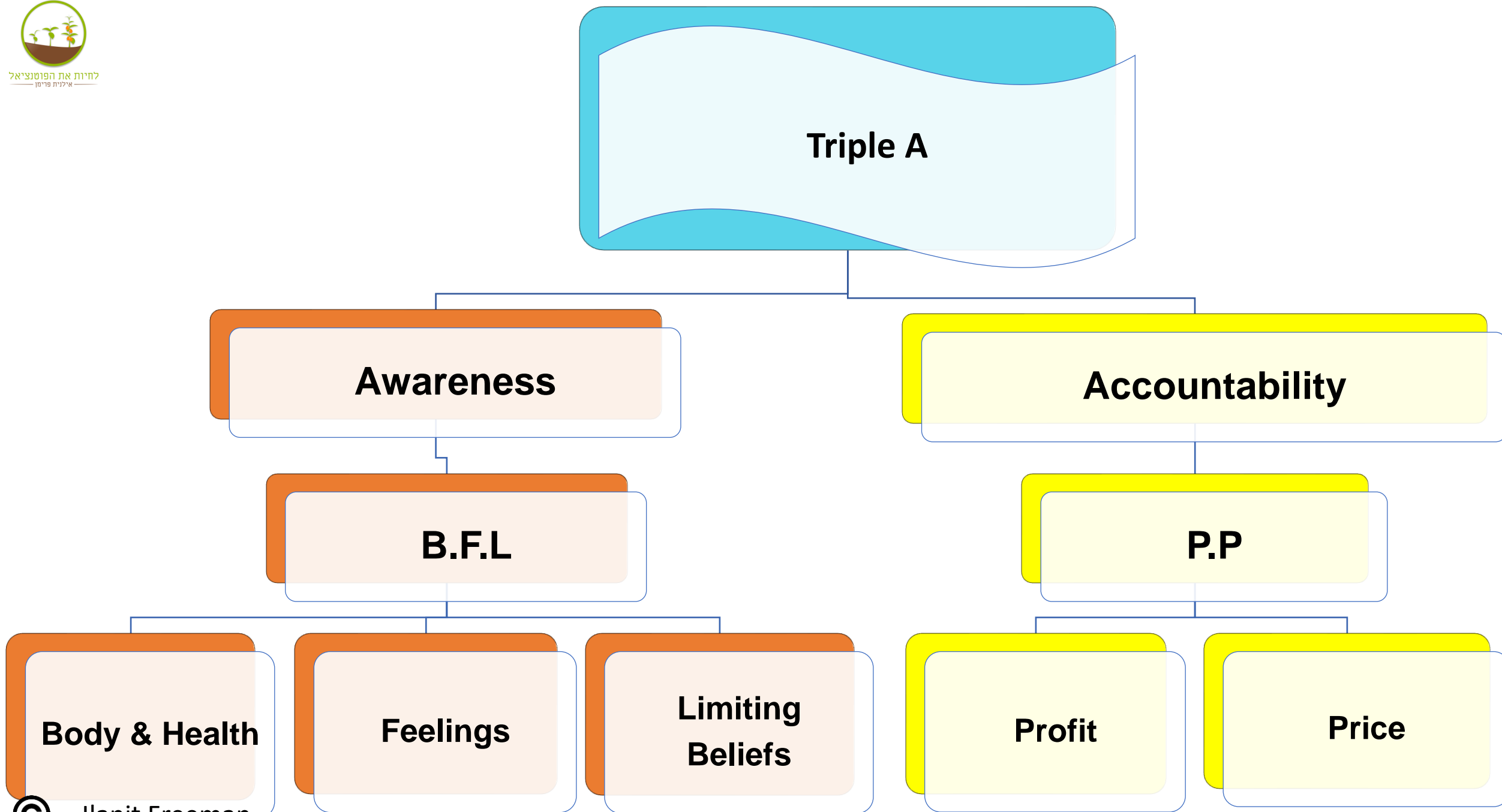
# ACCOUNTABILITY

## THE PARADOX OF OUR LIVES



True freedom is **within us**.  
It comes when we are **honest** with ourselves.  
When we allow ourselves to be **who we really are**.  
When we **stop running away, hiding, being ashamed, lying**.







# ACTION PLAN – PART 1

	WHAT	WHO	WHERE	WHEN	REACTION	HOW POWERFUL	WHY
BODY & HEALTH							
FEELINGS							
LIMITING BELIEFS							



**WARNING !**



# LET GO

Credit: Doersempire.com





לחיות את הפוטנציאל  
אילנית פרימן

# EMBRACE





# ACTION PLAN – PART 2

WHAT SHOULD I <b>LET GO</b> OF	WHAT SHOULD I <b>EMBRACE</b> INSTEAD
Need to be always right	Listen to other's thoughts & ideas
Pride & Prejudice	Modesty & Open mind
I know it all / I have all the answers	Patience / Tolerance
I have to do everything myself	There are people in my team whom I can trust and rely on. Let's find them
Limiting Beliefs	Liberating Beliefs + Compassion & Forgiveness
Problematic Behavioral Patterns (criticism, belittling...)	<b>Awareness</b> / <b>Accountability</b> / <b>Action</b>

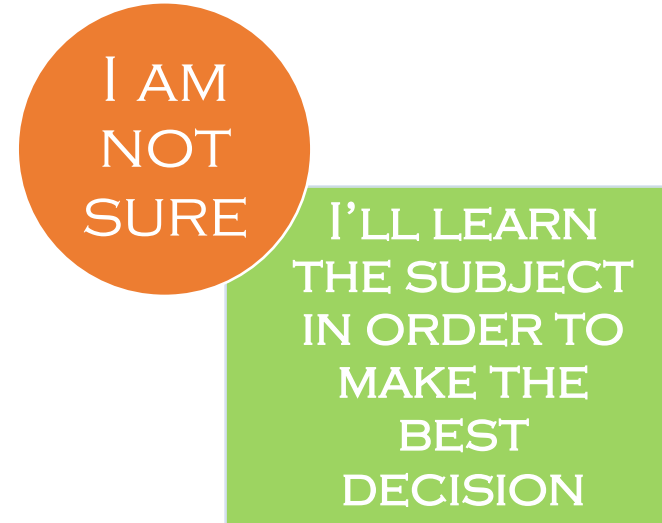
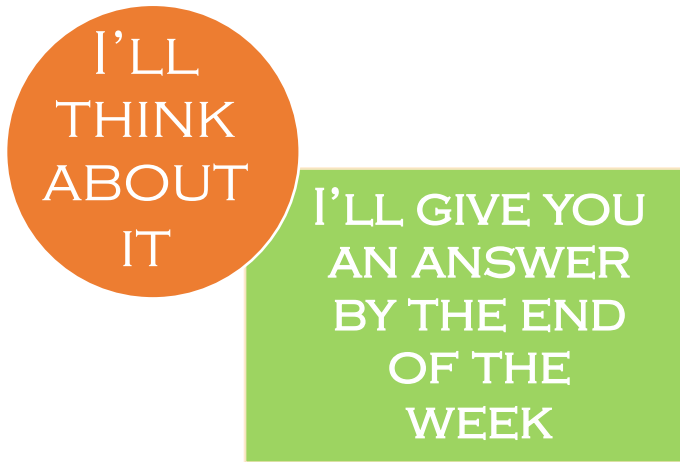




# REMEMBER



# LANGUAGE OF ACTION





# THE SIGNIFICANCE OF SMALL STEPS



# THE SIGNIFICANCE OF **SMALL STEPS**



Martin Luther King

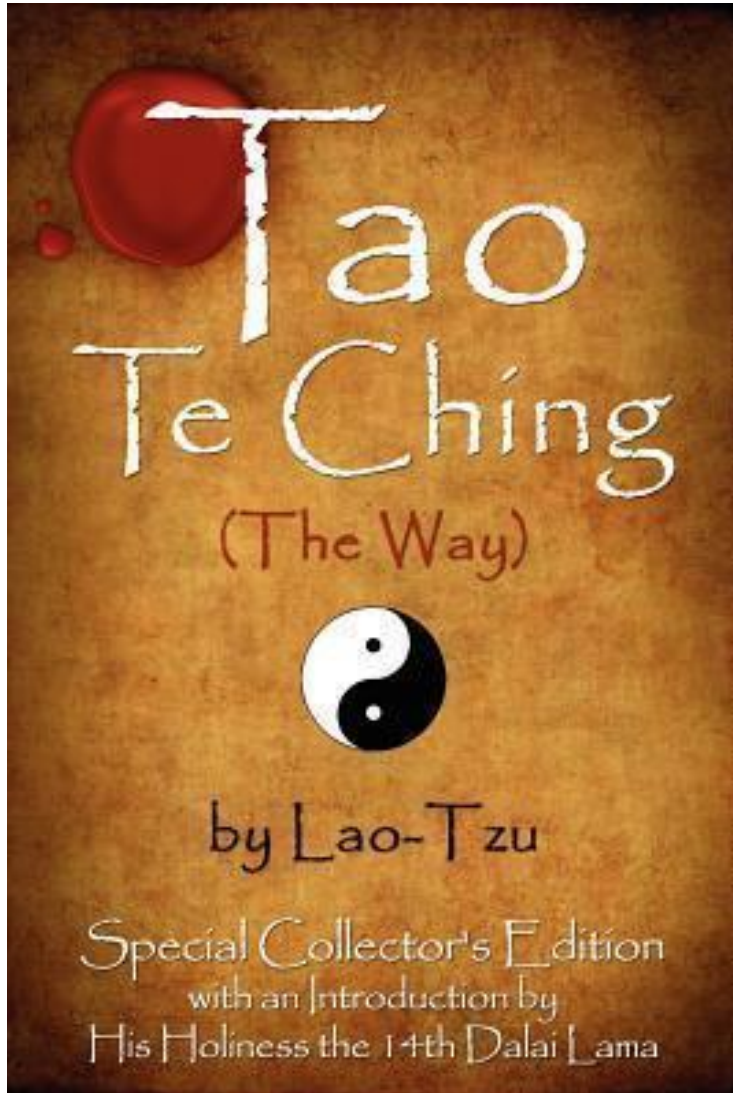
TAKE THE FIRST STEP  
OUT OF FAITH.

YOU DO NOT HAVE TO  
SEE THE WHOLE  
STAIRCASE.

**TAKE ONLY THE FIRST  
STEP**



# THE SIGNIFICANCE OF **SMALL STEPS**



EVEN A 1,000  
MILES JOURNEY  
BEGINS WITH THE  
**FIRST STEP**



# THE SIGNIFICANCE OF **SMALL STEPS**



Napoleon Hill

IF YOU CAN NOT  
DO GREAT  
THINGS,  
**DO SMALL THINGS  
IN A GREAT WAY**





# THE SIGNIFICANCE OF **SMALL STEPS**



A DROP OF WATER DOES NOT CARVE IN THE ROCK BECAUSE OF IT'S POWER, BUT BECAUSE OF IT'S **PERSISTENCE**



Winston Churchill





לחיות את הפוטנציאל

# ENJOY THE JOURNEY

Awareness



Body & Health



Feelings



Limiting Beliefs



Accountability



Profit & Price

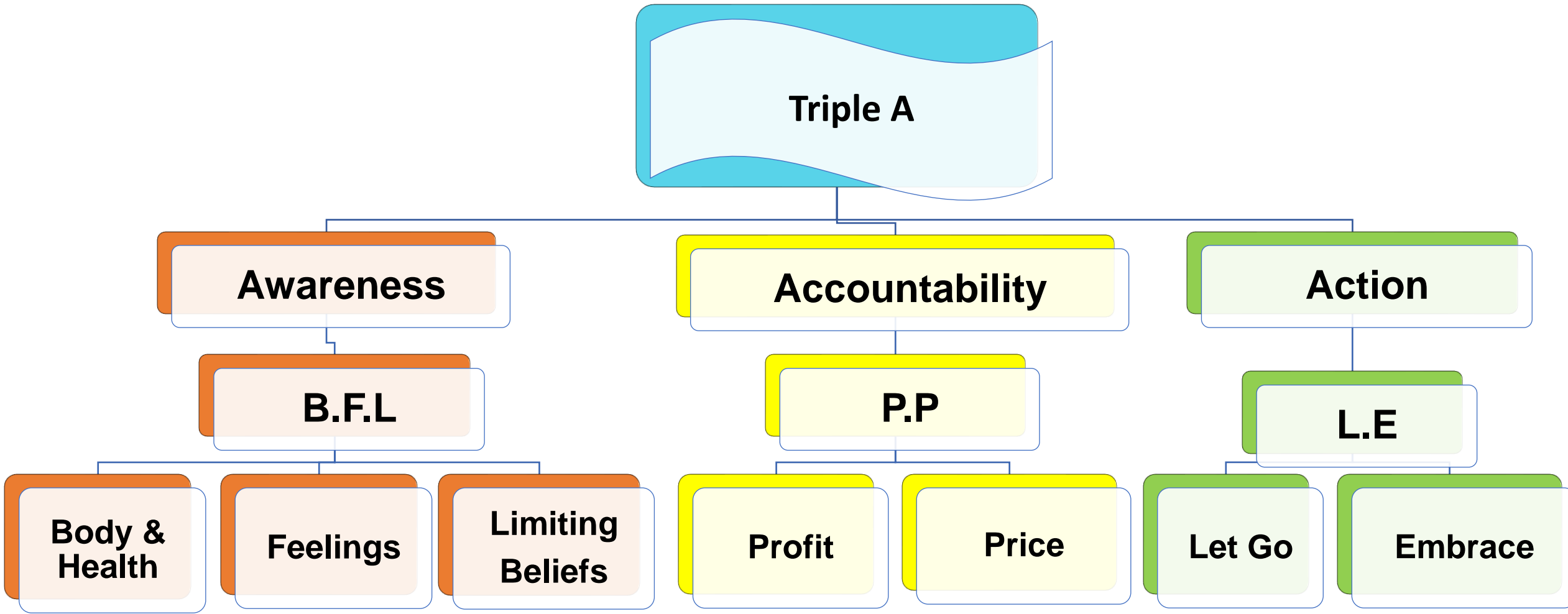


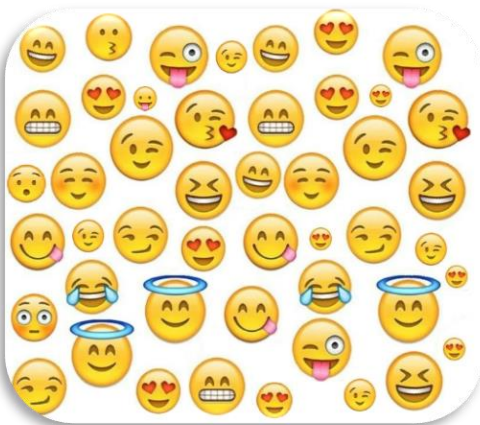
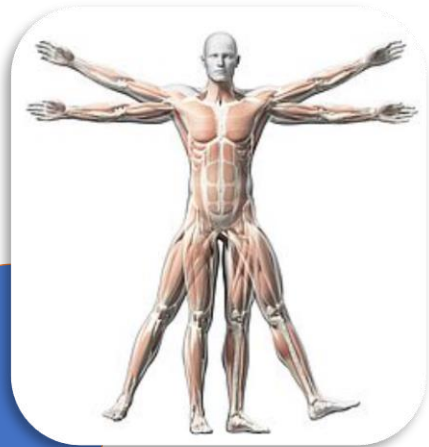
Action



Let go & Embrace







Impossible  
Schedule

Staff NOT  
collaborating

Private  
Life

Budget  
TOO  
Small

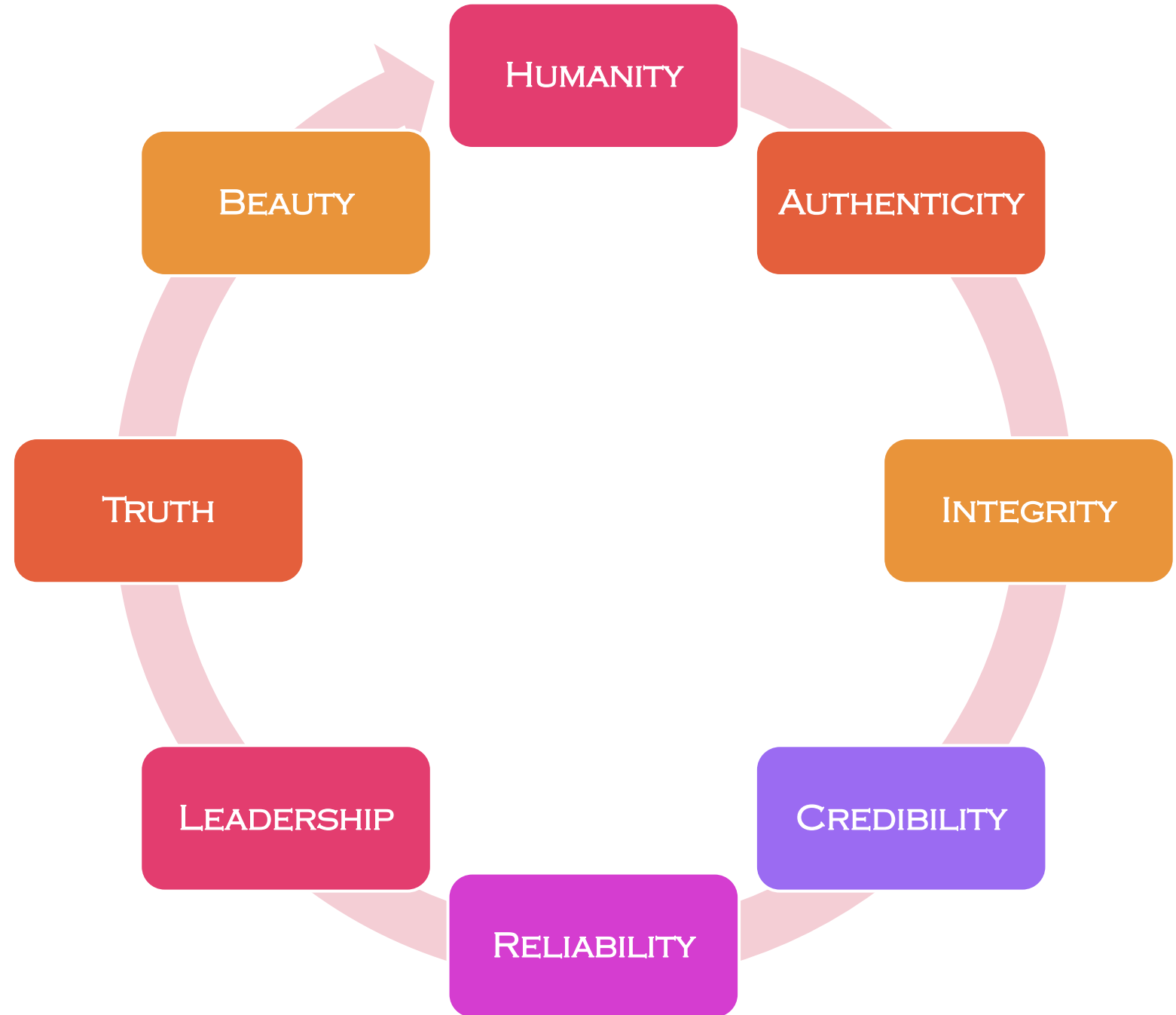
Too many  
Stakeholders with  
**CONTRADICTING**  
interest

Too  
much  
**RISK**

No  
Backing or  
Support

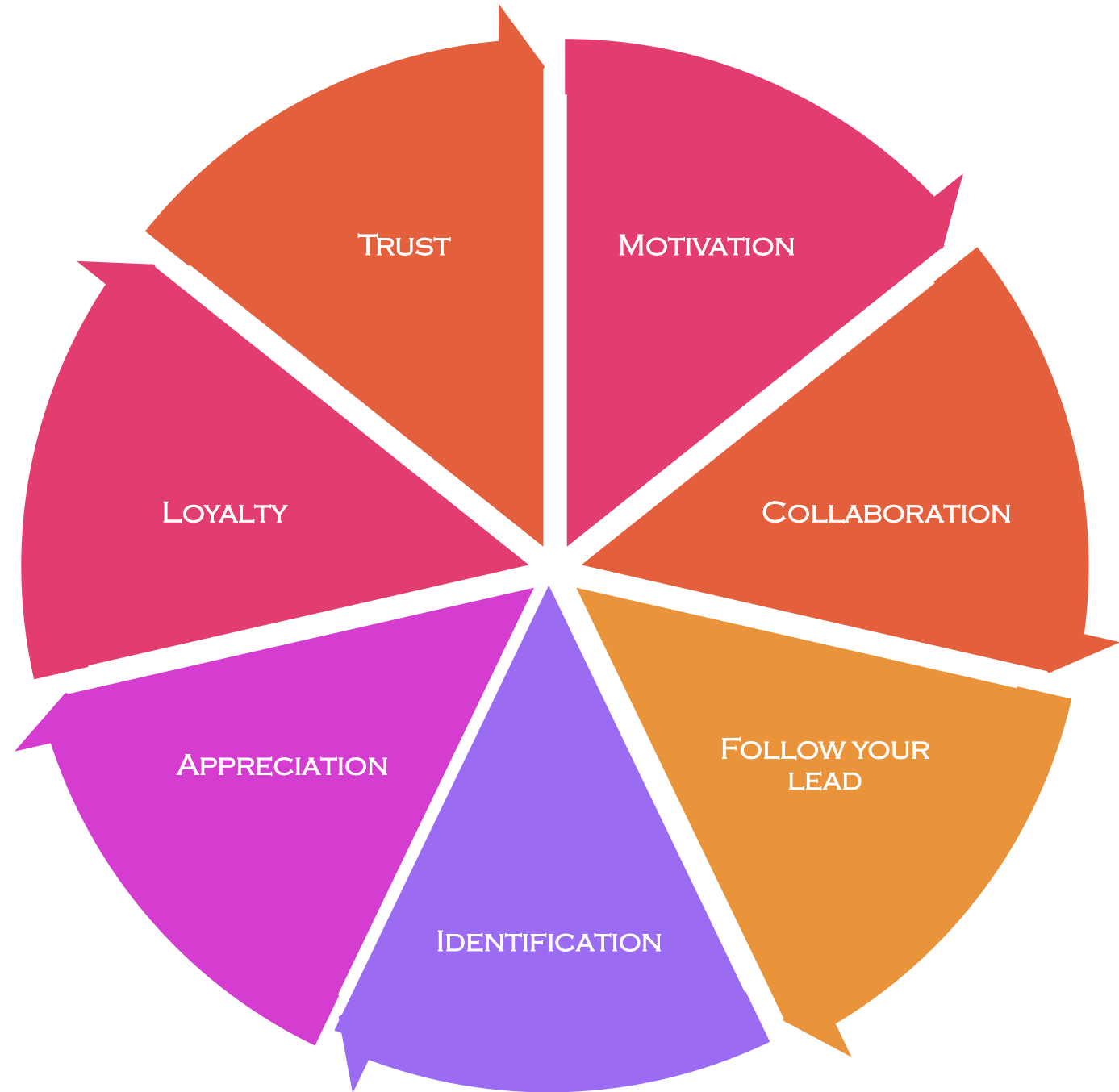


WHEN YOU  
TAKE THE  
TRIPLE A STEPS  
THIS IS WHAT  
PEOPLE SEE IN  
YOU





THIS IS HOW  
WHAT PEOPLE  
SEE IN YOU  
EFFECTS THEM





לחיות את הפוטנציאל  
אילנית פרימן



TWO TWIN BROTHERS  
GREW UP IN A HOME  
WHERE THE FATHER WAS  
AN ALCOHOLIC.

ONE GREW UP TO BE AN  
ALCOHOLIC TOO. WHEN  
ASKED WHY? HE REPLIED:  
**"BECAUSE I LEARNED  
FROM DAD."**

THE OTHER GREW UP  
WITHOUT BECOMING A  
DRINKER. WHEN ASKED  
WHY? HE REPLIED:  
**"BECAUSE I LEARNED  
FROM DAD."**

## The Road Not Taken / Robert Frost

Two roads diverged in a yellow wood,  
And sorry I could not travel both  
And be one traveler, long I stood  
And looked down one as far as I could  
To where it bent in the undergrowth;

Then took the other, as just as fair,  
And having perhaps the better claim,  
Because it was grassy and wanted wear;  
Though as for that the passing there  
Had worn them really about the same,

And both that morning equally lay  
In leaves no step had trodden black.  
Oh, I kept the first for another day!  
Yet knowing how way leads on to way,  
I doubted if I should ever come back.

I shall be telling this with a sigh  
Somewhere ages and ages hence:  
Two roads diverged in a wood, and I—  
I took the one less traveled by,  
And that has made all the difference.



לחיות את הפוטנציאל  
אילנית פרימן

## MEDITATION FOR PROFESSIONALS



<https://youtu.be/G8utUXuZLjQ?si=AJIUpHV-L2JiMBsP>



לחיות את הפוטנציאל  
— אילנית פרימן —

+972-54-7771815

[Ilanitfreeman.sup@gmail.com](mailto:Ilanitfreeman.sup@gmail.com)