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Balancing
Challenges in
Personal and
Professional Life

Appetite for Business

Advice for
Aspiring Leaders

Mantra for Growth
and Success

DR. STEPHEN HARRISON



Top Gun Meets Academia - The Ex-Fighter Pilot Redefining Business Education

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Editorial Note

Excellence in Education, Excellence in Life

In today's rapidly evolving educational landscape, the role of visionary leaders is more crucial than ever. As we delve deeper into the 21st century, these leaders are not merely adapting to change; they are actively driving it, reshaping the narrative of learning and teaching. Their influence extends across classrooms, campuses, and communities, lighting the way for a new generation of learners and educators. In this edition titled "Top Gun Meets Academia – The Ex-Fighter Pilot Redefining Business Education," we celebrate the extraordinary contributions of those who are pushing the boundaries of business education.

At the heart of successful leadership in education is the ability to foster a culture that empowers individuals to share their ideas and insights. Visionary leaders understand that when teams are engaged and motivated, they become catalysts for progress, continuously seeking new opportunities and solutions. This proactive approach enables educational institutions to stay ahead of the curve and effectively respond to the challenges presented by an ever-changing global landscape.

As we explore this edition, we highlight Dr. Stephen Harrison, Chairman and Dean at the Swiss School of Business Research. His strategic vision and innovative initiatives are setting new

benchmarks in business education, blending traditional methodologies with modern practices to create a dynamic learning environment. Dr. Harrison exemplifies how educational leaders can inspire others while championing inclusivity and sustainability within their institutions.

In addition to Dr. Harrison, we recognize other influential figures in this edition: Mark Miller, David Bovis, Shawna Martin, and Melinda Warnecke. Each of these leaders brings unique insights and expertise that contribute to the evolution of business education.

These exceptional individuals are at the forefront of educational transformation, each redefining what is possible in their respective fields. Join us as we explore their journeys, celebrate their achievements, and gain valuable perspectives on how they are shaping the future of learning.

We invite you to delve into this edition and be inspired by the stories of these visionary leaders who are leading the charge toward a more innovative and inclusive future in business education.

Flip through the pages and indulge in the odyssey of excellence that is transforming business education today.

Enjoy your read!

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Dr. Stephen Harrison

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COVER STORY

DR. STEPHEN HARRISON

“
Education empowers
individuals and
transforms societies.
”





Dr. Stephen Harrison's life is a remarkable journey of resilience, innovation, and dedication to both military service and education. Born into a family with a deep-rooted tradition of military service, he experienced a nomadic childhood, moving frequently and embracing diverse cultures. This upbringing cultivated adaptability and a passion for lifelong learning. As a young naval officer, Lieutenant Harrison distinguished himself as a fighter pilot during the Falklands War, earning the prestigious Distinguished Service Cross (DSC) for gallantry. His exemplary leadership in combat laid the foundation for a stellar military career.

After eleven years of service, he transitioned into civil aviation and business, establishing ventures across seven countries and three continents. In Europe, he founded a management

consulting firm, while in South America, he launched a tech start-up offering solutions to governments and international organizations like WHO. In Africa, he spearheaded a sustainable mining enterprise, demonstrating his ability to merge military precision with entrepreneurial acumen.

Dr. Harrison's academic journey is equally commendable. He earned an MBA at 45 and a Ph.D. in Education Management at 59, underscoring his commitment to personal and professional growth. As the Dean of the Swiss School of Business Research (SSBR), he leverages his diverse experiences to transform the institution into a global leader in business education, emphasizing innovative, flexible learning models. His career is a testament to his ability to inspire, adapt, and excel across various domains.





“
Leadership inspires
growth through
innovation and influence.
”

About Your Business or Profession

Dr. Stephen Harrison's journey into business education began with a vision to revolutionize traditional academic systems by leveraging technology. Recognizing the rigidity and time-consuming nature of conventional degree programs, he sought to create an accessible, fast-paced learning model tailored to modern needs. This vision materialized in the Swiss School of Business Research (SSBR), with a mission to make education more relevant and adaptable for today's tech-driven world.

A cornerstone of his innovation was the "PhD by Portfolio" program, designed to validate and recognize the professional and research accomplishments of experienced executives in just one year. This unique offering addressed a significant gap for professionals seeking academic credentials without pausing their careers. Under Dr. Harrison's leadership, SSBR has emerged as a trailblazer in providing efficient, tech-enabled education that bridges the gap between academic learning and professional experience, setting a global benchmark for business schools.

Balancing Challenges in Personal and Professional Life

Balancing professional responsibilities as Dean of the Swiss School of Business Research with personal life requires deliberate strategies and discipline. Dr. Harrison emphasizes the importance of setting clear boundaries, ensuring work commitments do not overshadow personal priorities. He meticulously plans his schedule, carving out time for family, fitness, and relaxation. Physical activity, such as swimming and hiking, serves as a stress-reliever and enhances mental clarity.

At work, he delegates responsibilities, empowering his team to manage tasks effectively, fostering a culture of trust and collaboration. Transparent communication with family and colleagues helps manage expectations and ensures mutual support. Dr. Harrison believes in quality over quantity, focusing on being fully present in each moment, whether at work or home. This balanced approach allows him to excel in both his professional and personal endeavour's.

Appetite for Business

Dr. Harrison's appetite for business is driven by a passion for innovation, a commitment to ethical leadership, and a desire to create meaningful impact.

“
Balance is about sustaining rhythm, not perfection.”
”

His entrepreneurial spirit, honed through ventures on three continents, is rooted in the belief that education should anticipate and shape industry needs. Establishing SSBR exemplifies his vision of disrupting traditional models by offering agile, practical educational programs like the "PhD by Portfolio."

His business approach integrates sustainability and ethics, ensuring decisions benefit all stakeholders, from students to global communities. Dr. Harrison's relentless drive to blend education with industry relevance positions him as a transformative leader in the evolving landscape of global business education.

Passion That Drives You

Dr. Harrison is driven by a deep passion for transforming education to ensure it remains accessible, impactful, and aligned with modern challenges. He believes education is a catalyst for societal change, empowering individuals and shaping communities. His vision for SSBR reflects this passion, with programs like the "PhD by Portfolio" embodying his commitment to bridging professional expertise with academic recognition.

The opportunity to democratize education and witness graduates thrive as ethical leaders fuels his motivation. Navigating global educational complexities and innovating solutions keeps his drive alive, pushing him to deliver transformative learning experiences that empower future business leaders.

Impact of the COVID-19 Pandemic

The COVID-19 pandemic was a turning point for Dr. Harrison and SSBR. Recognizing the limitations of traditional education systems,



he seized the opportunity to establish SSBR as a digital-first institution. The crisis highlighted the need for flexible, technology-driven learning solutions, inspiring programs like the "PhD by Portfolio" that allowed professionals to advance academically without compromising their careers.

SSBR's digital readiness ensured uninterrupted education, attracting a global audience during the pandemic. Strategic marketing efforts emphasized the institution's innovative approach, positioning SSBR as a resilient and forward-thinking leader in business education. For Dr. Harrison, the pandemic was not just a challenge but an impetus for meaningful innovation.

Strengths and Sharable Weaknesses

Dr. Harrison attributes his success to strategic foresight, resilience, and a relentless focus on innovation. His ability to anticipate market trends and align SSBR's offerings with future business needs has been instrumental in the school's growth. Resilience, cultivated through military and academic experiences, enables him to navigate challenges calmly and decisively.

However, his drive for rapid innovation can sometimes lead to overstretching resources. These experiences have taught him the importance of pacing and sustainable growth, offering valuable lessons for aspiring leaders to balance ambition with practicality.

Achievements and Recognitions

Dr. Harrison's achievements span military service, academia, and business. He was awarded the Distinguished Service Cross during the Falklands War at just 21, a testament to his bravery and leadership. His academic journey culminated in a Ph.D. in Education Management at 59, showcasing his belief in lifelong learning.



“ Success demands learning, resilience, and integrity.”

Professionally, the establishment of SSBR is a crowning achievement. Under his leadership, SSBR secured Swiss accreditation in 2020, attracted over 600 students from 85 countries, and formed partnerships with 35 institutions globally. Recognitions include being named among "The 10 Most Recommended B-Schools of 2024" and "Top 5 Visionary Leaders Shaping Tomorrow's Business World."

Advice for Aspiring Leaders

Dr. Harrison advises aspiring leaders to embrace lifelong learning, build resilience, and prioritize ethical leadership. Understanding and motivating teams through emotional intelligence fosters trust and collaboration, while setting a clear vision inspires collective effort. Balancing ambition with sustainability and learning from failures are key to effective leadership.

Mantra for Growth and Success

Dr. Harrison's mantra emphasizes continuous learning, resilience, and ethical decision-making. He encourages viewing challenges as opportunities for growth and setting an example of integrity and curiosity, fostering meaningful leadership and personal success.

Additional Thoughts

Dr. Harrison highlights the importance of community and collaboration in addressing global challenges. Promoting diversity, inclusivity, and kindness in leadership creates stronger teams and lasting impacts. His vision encourages leaders to pursue success while positively influencing their environments.

Awards/Recognition of Achievements



1. Distinguished Service Cross for Gallantry – 1982, Falklands War.
2. PhD in Education Management– 2020.
3. Named “10 Most Promising Switzerland Colleges for Students 2022” by Higher Education Review– September 2022.
4. Named “The 10 Most Recommended B-Schools of 2024” by The Education Magazine – September 2024.
5. Named “Top 5 Visionary Leaders Shaping Tomorrow's Business World, 2024” by Magnate View Magazine* – October 2024.



“
Teamwork and
communication drive
lasting results.
”



Originally bought as a Christmas present, played for a few days and years later sold to a struggling musician for an exaggerated price which was at least a month's meals to the musician, but for the fame that he was to see in the coming years it was probably going to be okay, however, a few more years down the line, this guitar was given away by the musician to a fan onstage and soon enough the guitar

was sold once again, and it reached



This isn't just another race-red colour electric guitar.

**It's a race-red colour
electric guitar with a story.**





David Bovis

David Bovis Founding Partner, The Dux Academy at Duxinaroe Ltd.

David Bovis, the Founding Partner of The Dux Academy at Duxinaroe Ltd., embodies the essence of transformative leadership. His journey is a testament to how understanding human behavior, fostering innovation, and maintaining an unwavering commitment to excellence can redefine what it means to lead in today's dynamic organizational landscape. Through his experiences and insights, Bovis has crafted a narrative that not only inspires but also serves as a guide for emerging leaders seeking to navigate the complexities of modern management.

The Early Journey: From Engineering to Leadership

David's story begins with an engineering apprenticeship, a choice that seemed practical yet did not align with his artistic aspirations. His heart longed for the creative freedom of art college, but life had other plans. After completing his apprenticeship, he encountered the Toyota Production System (TPS) and Lean Manufacturing principles. These methodologies resonated deeply with his upbringing and ethical values, igniting a passion for operational excellence.

Recognized for his adept application of these principles, David's career took a significant leap when, at just 24 years old, he was invited to Germany to assist in implementing Hoshin Kanri at a major acquisition for a venture capital firm. This early experience was pivotal; it underscored the importance of listening to frontline employees—those whose insights are often overlooked yet are crucial for effective change management.

Lessons Learned from Leadership Failures

However, David's path was not without its challenges. A defining moment came when he witnessed the fallout from leadership decisions that disregarded expert knowledge. A £1 million outsourcing project aimed at reducing costs ended disastrously, leading to severe delivery delays, quality issues, and customer attrition. This experience starkly illustrated how profit-driven motives and rigid timelines can overshadow the value of knowledge and expertise.

From this failure emerged a critique of fear-based leadership models that often shield leaders from accountability. David began exploring various disciplines—ranging from theology to



neuroscience—seeking insights into human behavior and high-performance cultures. It was through this exploration that he recognized the transformative potential of neuroscience in understanding organizational dynamics.

A New Era in Change Management

David's extensive observations of conventional change management practices revealed recurring patterns that hindered progress. This realization led him to develop BTFA™ (Believe-Think-Feel-Act) and The Dux Model—frameworks designed to address the fundamental causes of failed change initiatives by integrating applied neuroscience into organizational strategies. Initially skeptical of the 'Keep it Simple, Stupid' (KISS) principle, David came to appreciate the necessity of meeting individuals at their current level of understanding. This insight guided him in crafting models that simplify complex brain

functions into accessible concepts, making them easier for leaders to grasp and apply effectively.

Bridging Neuroscience and Leadership

David's transition towards integrating neuroscience into leadership practices marked a significant evolution in his approach. He discovered that neuroscience offers empirical explanations for human behavior and resistance to change based on verifiable brain functions—a stark contrast to his earlier studies in philosophy and psychology, which often relied on subjective inference.

As he delved deeper into neuroscience literature, David established connections between core principles and the organizational challenges he observed. This methodology allowed him to uncover genuine root causes where others relied on conjecture. Consequently, the integration of

neuroscience became foundational in addressing complex organizational issues with clarity and precision.

Empowering Leaders through BTFA™

The BTFA™ framework encapsulates essential mechanics of brain function, equipping leaders with practical insights into how their actions can elicit fear or stress responses in others. Mastery of this framework empowers leaders to drive cultural transformations by addressing underlying behavioral root causes.

David emphasizes that understanding brain functionality is crucial; once leaders adopt this perspective, they are motivated to implement necessary changes within themselves. This paradigm shift enables them to navigate challenges more effectively while fostering positive organizational outcomes.

Fostering Continuous Improvement

A key aspect of David's philosophy is the significance of unique challenges across various industries. He emphasizes understanding cultural intricacies—especially in language usage—to deliver tailored training that resonates with participants. By integrating foundational principles from neuroscience, psychology, and philosophy into training sessions, David ensures relevance and effectiveness while fostering a culture centered on continuous improvement.

He believes that a high-performance culture hinges on trust, respect, and engagement—neurological states associated with increased oxytocin levels. Leaders play a crucial role in nurturing environments where employees feel valued and heard. According to David's research, strong self-concept among





leaders fosters genuine confidence and openness—traits essential for creating atmospheres conducive to optimal brain function.

The Role of Emotional Intelligence

Emotional Intelligence (EI) is another cornerstone of David's leadership approach. It denotes the neurological ability to respond effectively to others' emotional states—a skill vital for navigating organizational complexities. Traditionally enhanced through self-reflection and targeted training in empathy, understanding the neuroscience behind EI drives significant progress in leadership effectiveness.

David's BTFA online experience enables rapid transformation in leadership strategies over five weeks through immersive learning applications. This program enhances leadership capabilities while promoting organizational effectiveness.

Mentoring Tomorrow's Leaders

Looking ahead, David aims to expand the influence of BTFA™ and The Dux Model beyond traditional industries—to benefit educators, sports coaches, parents, and healthcare leaders within the NHS. His commitment to advancing applied neuroscience reflects his desire not only to mentor future leaders but also to foster development across various sectors. On a personal level, David strives for balance between professional endeavors and family commitments—ensuring meaningful contributions both in his industry and community while nurturing family relationships.

The Path Forward: Redefining Leadership

In today's rapidly changing world, the role of a leader is evolving dramatically. Successful leaders

are those who can inspire and motivate others toward shared goals by building trust, empowering individuals, and fostering collaboration within their teams.

At the heart of this new leadership paradigm is an understanding that people are not merely resources but individuals with unique strengths and aspirations. To harness their full potential, leaders must cultivate cultures rooted in trust and respect—environments where individuals feel valued and engaged can unlock extraordinary performance levels.

Motivation remains a driving force behind human action—a critical component of effective leadership. While extrinsic rewards can provide short-term incentives like bonuses or promotions, intrinsic motivation derived from purpose, autonomy, and mastery fosters sustainable engagement among team members.

To inspire intrinsic motivation effectively requires creating compelling visions that provide direction while inspiring individuals' contributions toward shared objectives. By involving team members in vision-building processes, leaders can foster ownership and commitment within their ranks.

Empowering Teams Through Relationships

Effective leaders empower their team members by encouraging decision-making autonomy while providing necessary support—creating environments where individuals thrive creatively without micromanagement stifling innovation or responsibility.

Building strong relationships is essential for motivating others; trust, respect, empathy form the cornerstones upon which effective leadership rests. By actively listening to team members' needs while offering guidance when necessary creates positive

work environments conducive to collaboration. Clear communication aligns team members toward shared goals; therefore, it is imperative for leaders maintain clarity throughout all interactions ensuring everyone understands expectations while regularly providing feedback fosters alignment addressing challenges as they arise.

In addition to motivation alone however developing capabilities within teams remains paramount—providing opportunities for learning growth helps individuals reach their full potential ultimately leading towards collective success as well as organizational advancement overall!

Conclusion: A New Leadership Paradigm

Ultimately leadership today requires serving others first focusing on needs aspirations rather than simply issuing orders from above instead empowering individuals contribute unique perspectives talents unlocks full potential within teams driving success forward together!

As David Bovis demonstrates through his journey—from engineering apprentice navigating failures discovering transformative insights into human behavior—the path towards effective leadership lies not just in authority but rather embracing complexities inherent within organizations cultivating environments where collaboration thrives ultimately paving way toward sustained success!

In this evolving landscape characterized by rapid change those willing adapt redefine traditional notions will emerge victorious shaping future generations along way!

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Mark L. Miller

Mark L. Miller, Ph.D., stands at the forefront of educational technology as the President and Executive Director of The Miller Institute for Learning with Technology, also known as Learningtech.org. His journey is a compelling narrative of passion, innovation, and a steadfast commitment to enhancing education through technology. With a career spanning decade, Mark's contributions have significantly shaped how educational institutions adopt and integrate technological advancements to foster learning.

A Fascination with Computers

Mark's fascination with technology began in 1967 during his junior year at Coronado High School. That summer, he was invited to participate in a National Science Foundation Summer Mathematics Program at San Diego State University. It was here that he first encountered the IBM 1620 computer, which had a mere 20 kilobytes of memory. This early exposure ignited a lifelong passion for computers and their potential to transform education.

While pursuing his studies at UC San Diego, where he double majored in Psychology and Electrical Engineering and minored in Electronic Music, Mark's interest in technology deepened. He began working at the UCSD Computer Center and later in the Bioengineering Research Lab. During this time, he met Alice, his future wife, and together they navigated their academic journeys, eventually marrying after their first year of college.

The Influence of Mentorship

Mark's academic path was profoundly influenced by Professor Don Norman in the Psychology Department. Norman recognized

Mark's potential and encouraged him to explore the intersection of cognitive science and computer science. This mentorship led Mark to read "Perceptrons" by Marvin Minsky and Seymour Papert—a book that would change his life.

Upon graduation, Norman's recommendation opened doors for Mark to study at MIT, where he delved into cognitive science and computer science. At MIT, he worked part-time at Bolt, Beranek and Newman (BBN), where he explored advanced computing technologies for education. His involvement in Papert's Logo programming language group within the AI Lab further solidified his belief that computers could revolutionize learning.

Pioneering Educational Technologies

In 1979, Mark completed his doctoral dissertation focusing on how young children could develop computational thinking through writing Logo code. His research emphasized creating a pedagogically oriented programming environment that encouraged planning and debugging authentic student projects. Observing children engage with Logo reinforced his conviction that technology could transform educational experiences.

After MIT, Mark joined Texas Instruments (TI), where he contributed to educational technologies like the Speak & Spell product. However, TI's limitations regarding educational computers led him to co-found Computer Thought, a startup focused on adult programmer training using advanced technologies.

Mark's journey continued at Apple, where he became part of the Advanced Technology Group. Here, he focused on artificial



Learningtech.org®

The Miller Institute for Learning with Technology



intelligence (AI) and other emerging technologies for education and training. The arrival of the Macintosh represented a dream come true for Mark; however, as competition intensified from Windows software running on Intel-based hardware, Apple faced significant challenges.

Founding Learningtech.org

Mark's vision for equitable education culminated in the founding of Learningtech.org as a non-profit organization dedicated to helping schools make informed decisions about technology investments. His mission is clear: ensure that all students—especially those from underserved communities—have access to effective learning technologies.

Throughout his career, Mark has observed that schools serving less fortunate students often have inadequate technologies and uninspiring applications for learning. He is committed to changing this narrative by advocating for fast and reliable internet access in schools through initiatives like E-Rate—a federal program designed to assist high-needs schools in obtaining better connectivity.

Commitment to Integrity and Social Justice

At the core of Mark's work are values of integrity, perseverance, and social justice. He understands that many high-needs schools struggle with complex application processes for E-Rate funding. To address this challenge, Learningtech.org provides expert consulting services at a fraction of the cost charged by for-profit competitors—ensuring that schools receive unbiased recommendations tailored to their needs.

Mark's commitment extends beyond mere access; he strives to inspire schools to utilize technology effectively rather than merely automating outdated instructional methods. He believes that every child deserves an enriching educational experience powered by innovative technologies.

Fueling Passion Through Curiosity

Mark draws inspiration from two primary sources: the wonder he felt when first interacting with computers and his vision for a world where every child's curiosity is celebrated through knowledge technologies. This passion drives him to continually seek ways to enhance learning experiences for students across various contexts.

Having been involved with AI since the 1970s, Mark has witnessed its cycles of enthusiasm and disillusionment. He emphasizes the importance of long-term thinking in educational technology—recognizing that progress is often gradual rather than immediate. By integrating insights from learning sciences with practical



wisdom from experienced educators, Mark believes we can unlock the transformative potential of advanced technologies.

Addressing New Educational Needs

The COVID-19 pandemic presented unique challenges for educators and students alike. In response, Learningtech.org adapted its offerings by emphasizing E-Rate as a crucial initiative for addressing remote or hybrid learning needs.

Additionally, Mark sought opportunities to expand research activities—such as collaborating on an NSF project with Stanford involving student-programmable liquid-handling robots.

While Learningtech.org primarily serves its community in San Carlos, California, its impact

extends across nearly a dozen states, helping hundreds of schools and districts navigate the complexities of technology integration.

Balancing Personal and Professional Life

Despite his demanding career, Mark strives for balance between his personal and professional lives. His wife Alice shares his commitment to education; together they prioritize family connections while navigating their respective passions. Although he had to pause his martial arts training during much of his tenure at Apple, he has recently resumed working towards his second Dan in Tae Kwon Do since transitioning to remote work.

Mark also finds joy in playing chess online and has recently rekindled his love for music after

years away from it. Additionally, he teaches Computer Science at Northeastern University's Silicon Valley campus—an opportunity that allows him to engage in research while pursuing academic interests like authoring a book based on one of his graduate courses.

Enhancing Efficiency Through Innovation

Internally at Learningtech.org, Mark has spearheaded the development of a database tool designed to enhance E-Rate consultant productivity significantly. Currently in beta testing phase alongside older tools as safety nets during transition periods—the new system aims to help more schools effectively navigate funding processes while minimizing costs.

Leveraging his position at Northeastern University further expands Mark's involvement in research focused on best practices for utilizing technologies like AI in education—ensuring that innovations align with pedagogical goals rather than merely serving technical interests.





The Journey Matters

As Mark reflects on his career journey—from early fascination with computers through groundbreaking contributions in educational technology—he emphasizes never forgetting the path that led him here. He encourages others not only to pursue passion projects but also prioritize making meaningful differences over short-term profitability.

Mark believes treating employees like family fosters loyalty while striving to make every client experience positive builds lasting relationships within communities served by Learningtech.org.

In conclusion, Mark L. Miller exemplifies how one individual's passion can drive significant change within educational landscapes through thoughtful integration of technology into learning environments—ensuring equitable access for all students regardless of background or circumstance! His story serves as an inspiration for future leaders seeking transformative solutions across industries while remaining grounded in core values guiding their work!



ONBOARD NAVIGATIO

A dark, close-up view of a vehicle's side mirror. The mirror reflects a starry night sky, with numerous small white stars visible against a dark blue background. The edge of the mirror and the car's body are visible in the foreground.

N SYSTEM SINCE 1941

Jeep | Chasing freedom
for 80 years



MELINDA

WARNECKE

Melinda Warnecke, the Founder and Master NLP Coach at Liminal Coaching & Consulting Pty Ltd, is a transformative force in the coaching and consulting arena. With a career dedicated to personal and professional growth, Melinda understands the dual challenge faced by entrepreneurs: navigating the complexities of business while fostering inner transformation. This dual focus is essential not only for the success of their companies but also for the personal fulfillment of the entrepreneurs themselves.

A Journey of Transformation

Melinda's journey toward becoming a leading voice in coaching began with a deep-seated belief in the power of personal development. Drawing from her extensive experience in executive leadership—spanning over two decades in the Australian university sector and as a key member of the senior leadership team at Bush Heritage Australia—she recognized that true success in business is rooted in mindset transformation.

Her transition from a lucrative corporate career to a sought-after Mindset Coach for female entrepreneurs highlights her understanding of the unique challenges women face in the coaching industry. Melinda's innovative programs, such as The Casual Coach Creation and The Infinite

Coach, are designed specifically for female coaches. These initiatives empower women to overcome self-doubt and cultivate the confidence necessary to build thriving coaching businesses, whether they are just starting out while balancing a 9-5 job or aiming to scale their operations to six figures and beyond.

Mastering Mindset and Business

At Liminal Coaching, Melinda and her team focus on helping female coaches master their mindset while turning their business dreams into reality. They provide strategic guidance on refining unique messaging, launching lead magnets, creating irresistible offers, and leveraging organic marketing strategies to attract and retain clients. Melinda firmly believes that success in coaching requires a solid business strategy alongside personal transformation and unwavering confidence.

Her coaching philosophy emphasizes that financial success is not merely about hitting revenue targets; it's about creating emotional stability within one's business. "Most people are so focused on reaching money goals that they miss the most important part about business," she explains. "I help my clients feel relaxed, secure, certain, spacious, grounded, and fully trusting in themselves."



Coaching for Change

Melinda's commitment to empowering individuals extends beyond financial metrics; she is passionate about fostering growth in her clients' lives. She dedicates her efforts to enhancing people's skills for their careers while encouraging contributions to meaningful causes. For Melinda, coaching female entrepreneurs is particularly fulfilling. She finds immense joy in supporting women to believe in themselves and open up to true abundance.

Her mission at Liminal Coaching embodies a commitment to "help heal the planet one life at a time," particularly through the empowerment of female entrepreneurs. This vision drives Melinda's work as she recognizes that uplifting women not only promotes individual success but also contributes to global well-being.

The Liminal Signature System

Central to Melinda's coaching methodology is her unique Liminal Signature System, which revolves around three core pillars: MONEY, MINDSET, and MARKETING. This system aims to transform clients' approaches to both business and personal growth.

Under the MONEY pillar, Melinda focuses on healing old money wounds, fostering openness to growth, and teaching clients how to sell their programs with love and ease. She emphasizes that financial health begins with addressing emotional blocks related to money.

The MINDSET pillar is equally crucial; it involves creating healthy habits for both body and mind. Melinda highlights that a balanced nervous system is essential for optimal business performance. When individuals are out of sync emotionally or physically, it can severely impact their ability to attract wealth and success.

Finally, the MARKETING pillar leverages Melinda's extensive background in strategic marketing. She guides clients in attracting aligned clientele by teaching them value-based approaches that create demand-driven products and heart-centered selling techniques. Her methods emphasize the energetics of selling—ensuring that clients achieve lasting success without sacrificing their well-being.

Creating Stability and Confidence

Melinda's approach transcends mere financial achievement; it focuses on fostering emotional stability within her clients' businesses. She explains that true success comes from making money while feeling secure and confident. This holistic perspective is exemplified by her client Charra's transformation over 18 months of coaching, where she moved from uncertainty to launching two successful signature programs under herself Care Movement—generating her first \$15K USD.

Charra's journey illustrates how aligning one's values with their work can lead to significant financial outcomes. By addressing Charra's money story and personal wounds, Melinda helped her reconnect her business mission with her role as a Self-Care Coach, demonstrating how solid business foundations can yield consistent premium results.

The Role of Nervous System Regulation

A critical aspect of Melinda's coaching involves nervous system regulation—a fundamental challenge for many entrepreneurs who often push themselves relentlessly without recognizing signs of burnout. "If our nervous system is out of balance," she states, "then our business will be out of balance."



"By addressing unresolved emotions that manifest as energetic blocks within a business context, Melinda helps entrepreneurs release patterns that no longer serve them. This approach opens them up to an abundance of possibilities while ensuring they achieve both financial success and emotional balance—key components for sustained growth.

Harnessing Failure for Success

Melinda embraces failure as an integral part of growth—a philosophy shaped by her experiences with some of the best mentors in the world. "All marketing is just testing," she asserts. "The more we fail, the faster we grow." By viewing failure as a valuable teacher rather than an endpoint, she encourages her clients to adopt a mindset that fosters resilience and adaptability.

This perspective allows Melinda's clients to stay innovative as they navigate their entrepreneurial journeys. Her commitment to pushing boundaries ensures they receive cutting-edge insights that keep them ahead in an ever-evolving market landscape.

Your Network Shapes Your Success

In addition to mindset shifts, Melinda emphasizes the importance of surrounding oneself with inspiring individuals. "You are the average of the five people you hang out with," she explains. By cultivating relationships with those who embody their aspirations, entrepreneurs can elevate their standards and accelerate their growth. Melinda facilitates connections among her clients through community-building initiatives like accountability groups—where members support each other's journeys toward success. These networks foster collaboration while ensuring individuals remain motivated and engaged.

Keys to Entrepreneurial Achievement

Melinda understands that achieving entrepreneurial success requires more than just individual effort; it necessitates community support as well. Her clients often form smaller connections within their networks—engaging in activities designed to energize their emotional, physical, and mental well-being.

Furthermore, recognizing that technology plays an essential role in modern entrepreneurship, Melinda includes tech training modules within her programs. Her clients learn how to navigate various digital tools—ensuring they can effectively communicate with their own clientele through platforms like Zoom, Slack, Asana, and WhatsApp.

Fear as a Teacher

Melinda teaches her clients not only how to embrace fear but also how it can serve as an invaluable teacher on their paths toward success. "Fear and success are





literally just inches apart,” she notes. By reframing fear as a natural part of growth rather than something to avoid or escape from, she empowers clients to confront challenges head-on. This approach fosters resilience and courage—qualities essential for navigating entrepreneurship’s inevitable ups and downs while allowing individuals to learn valuable lessons along the way.

Building a Solid Foundation for Success

As Melinda reflects on key trends shaping entrepreneurship's future landscape, she emphasizes two critical elements for sustained success: strategy and personal growth. While having tried-and-tested strategies for marketing leads or scaling operations is vital, true transformation stems from within. “The real direction for entrepreneurs lies in how they see themselves,” she states emphatically. If individuals fail to evolve alongside their businesses—clinging instead to outdated identities—they risk stagnation or regression. Melinda encourages her clients not only to adopt effective strategies but also engage deeply with their inner work—the process necessary for upgrading oneself into

someone capable of running impactful businesses that serve others meaningfully.

Prioritizing People

Leadership emerges as another focal point within Melinda's philosophy—rooted firmly in empathy rather than authority alone. She believes true leadership manifests when annual goals reflect client successes rather than personal achievements—a shift towards prioritizing collective outcomes over individual accolades.

By fostering positive workplace culture through accountability practices while remaining attuned emotionally—to both team members' needs—Melinda cultivates environments where everyone thrives together rather than competing against one another.

Learning from Others

For those hungry for rapid growth—especially among entrepreneurs—having mentors who have already achieved desired results serves as an invaluable asset along one's journey toward success! “We're not meant simply learn from our mistakes; we're meant learn from others' experiences,” asserts Melinda passionately!

This philosophy underscores why mentorship remains integral throughout any entrepreneurial endeavor—it compresses timeframes while enabling individuals navigate challenges more confidently!

In conclusion, Melinda Warnecke stands at the intersection between personal development and professional achievement—a guiding force committed not just helping female coaches thrive but transforming lives globally! Through innovative strategies rooted deeply within holistic principles centered around mindset shifting alongside community support; she empowers women everywhere unlock potential within themselves—and ultimately create lasting impact throughout world!



Shawna Martin

Shawna Martin, CEO & Founder of Seedling Coach

Shawna Martin, the visionary CEO and Founder of Seedling Coach, stands at the forefront of leadership development in an age where the ability to inspire teams toward shared goals is more critical than ever. Her journey from a global technology leader to a sought-after coach reflects a profound commitment to empowering professionals at every stage of their careers. Through her meticulously designed coaching services, Shawna not only addresses the diverse needs of her clients but also fosters a culture of growth and innovation.

A Journey Rooted in Experience

Shawna's career spans over two decades in the technology sector, where she honed her leadership skills and developed a keen understanding of what drives successful teams. Her background as a global technology leader has equipped her with invaluable insights into the complexities of high-level leadership. Shawna's passion for coaching emerged during her tenure in the corporate world, where she discovered her talent for guiding mid-level leaders and teams toward excellence.

At Seedling Coach, Shawna has created a sanctuary for professionals seeking deeper fulfillment in their careers. Whether it's mid-career individuals yearning for more meaningful work, career changers embarking on new paths, or emerging leaders refining their unique styles, Shawna's personalized approach ensures that every client receives the support they need to thrive.

Empowering Professional Growth

Under Shawna's leadership, Seedling Coach has cultivated a sustainable and empowering approach to career and financial coaching. Her commitment to elevating professional journeys is evident in her focus on personalized one-on-one support, team facilitation, and consulting within corporate settings. Shawna's expertise particularly resonates with professionals in technology, data management, project management, and commercial real estate—fields where innovation and adaptability are paramount.

Shawna understands that effective coaching goes beyond mere advice; it requires deep listening and empathy. By engaging with clients on a personal level, she helps them expand their visions and explore innovative possibilities. This client-centric philosophy fosters sustainable growth and creates actionable plans tailored to each individual's unique goals.

Navigating Challenges: A Leader's Perspective

Shawna's coaching philosophy is deeply influenced by her own experiences navigating the challenges of the tech industry. She has faced obstacles such as imposter syndrome, toxic work environments, burnout, and underpayment—all of which have shaped her understanding of the struggles many



Seedling Coach



professionals encounter. By integrating these personal experiences into her coaching practice, Shawna provides relatable guidance that resonates with her clients.

Her ability to empathize with clients allows her to create tailored strategies that address their specific challenges. Shawna shares her own journey of overcoming adversity to empower clients as they navigate their career paths with confidence. This authentic connection fosters trust and encourages clients to embrace their potential fully.

The Art of Personalized Coaching

Shawna's approach to coaching is characterized by a deep understanding of each client's unique challenges and aspirations. While she possesses extensive experience in technology and commercial real estate, she excels at working with professionals

across various industries. By identifying commonalities in corporate environments—such as leadership development and team dynamics—Shawna provides relevant insights that enhance her coaching effectiveness.

Through deep listening and the creation of personalized action plans, Shawna ensures that her coaching remains impactful and relevant. This flexibility allows her to adapt strategies based on each client's evolving needs, fostering growth across diverse professional landscapes.

The Role of Empathy in Coaching Success

At the heart of Shawna's coaching practice lies empathy—a crucial component for building authentic connections with clients. Successful career coaches must possess authenticity and deep listening skills to understand their clients' experiences fully. Shawna's personalized approach enables her to tailor strategies that resonate with each individual's requirements.

Maintaining a non-judgmental attitude is essential for creating a safe space where clients feel comfortable sharing openly. By combining empathy with encouraging language, Shawna empowers clients to build confidence and motivation as they work toward their goals.

Balancing Immediate Needs with Long-term Goals

In her coaching sessions, Shawna emphasizes the importance of balancing immediate needs with long-term aspirations. She begins by conducting pre-assessments to establish a baseline for each client's goals and follows up with post-assessments to measure progress. This structured approach allows her to adjust focus based on clients' immediate concerns while ensuring alignment with overarching growth objectives.

Regular check-ins help maintain momentum throughout the coaching journey, allowing clients to achieve sustained growth while building confidence over time. This balance between actionable focus

areas and long-term development is key to fostering meaningful progress.

Sustained Growth Through Effective Strategies

Building trust and rapport with clients is paramount for Shawna. She starts by gaining a comprehensive understanding of their career aspirations—both personal and financial—ensuring a holistic view of their goals. Authenticity and deep listening create an environment conducive to open dialogue, while encouraging language supports clients' visions. This thorough approach not only aligns coaching efforts with broader life goals but also strengthens the relationship between coach and client. In this supportive environment, meaningful growth can flourish.

Unlocking Career Success Through Mentorship

Mentorship plays a vital role in Shawna's coaching practice. She encourages all clients to seek out mentors and advocates who can provide additional guidance and support throughout their careers. By working collaboratively with clients on strategies for approaching potential mentors, Shawna helps them build essential relationships that enhance their professional journeys.

Mentorship offers valuable insights while advocacy assists clients in navigating organizational

dynamics effectively. By integrating mentorship into her coaching framework, Shawna ensures that clients gain diverse perspectives and resources crucial for achieving their goals.

Financial Aspects of Career Coaching

Concerns about cost often deter individuals from pursuing career coaching; however, Shawna addresses these misconceptions head-on. She collaborates with clients to tailor affordable options based on their experience levels while highlighting that many organizations allocate budgets for training and professional development—especially for senior managers. Investing in coaching not only supports individual goals but also represents a commitment to personal growth that can yield significant long-term benefits. Many of Shawna's clients report promotions, increased pay negotiations, heightened job satisfaction, and greater clarity regarding their career trajectories—all outcomes that validate the investment in professional development.

Transforming Individual Growth into Team Success

As she looks toward the future, Shawna envisions expanding Seedling Coach's offerings beyond individual growth initiatives to emphasize team dynamics as well. She aims to enhance communication, collaboration, and

overall workplace culture through targeted programs designed for cohesive high-performing teams. By leveraging her expertise in leadership development while incorporating client feedback into program design, Shawna is committed to adapting strategies that meet evolving organizational needs effectively. This forward-thinking approach ensures that Seedling Coach remains responsive not only to individual client demands but also addresses broader team dynamics essential for success.

Conclusion: A New Era of Leadership Development

In an increasingly complex world where effective leadership is paramount for organizational success, Shawna Martin exemplifies what it means to be an impactful coach. Her dedication to empowering professionals through personalized guidance fosters environments where individuals can thrive both personally and professionally.

As leaders like Shawna continue redefining traditional notions of success by prioritizing empathy-driven approaches rooted in authenticity—the future looks bright for those willing to embrace change! With a Seedling Coach at the helm guiding individuals toward fulfilling careers while nurturing high-performing teams—the possibilities are limitless!

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