



The Authenticity Dilemma Resolved

Synopsis

Talita Ferreira

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Talita Ferreira's first book help readers unlock their true purpose and manifest their true destiny in the world. It demonstrates how to define who we are and find congruence, balance, wellbeing and integration between our working life and our personal lives. Talita's first book is about defining who we are in a different way.

She reveals how the rapid changes in the world require a new perspective and supported by relevant global references to the latest research, she demonstrates the sweet spot - where consciousness and connectedness collide - and how everything people do in the future will be purpose-driven and intuition-based.

The author shares her experiences of working with thousands of corporate leaders and teams, in multiple industries during her business life and provides her insights and learning from these encounters. The book demonstrates how she discovered her passion to live in true authenticity, with purpose-driven collaboration and harnessing the diversity of thought. It culminates by launching a unique, new model for people to live and work by, *"The Authenticity POWER Model™"*. The model is used to demonstrate that with a deeper understanding of true authenticity, in all its elements, an individual can achieve POWER - an acronym standing for authenticity, including: presence; overcoming fear; whole integrated being; effortless flow; and resonance.

The book is packed with relevant research and references ranging from, the World Economic Forum to the predicted Fourth Industrial Revolution, and from the perspective of the Technology Age, to the Decade of People where Millennials will be the leaders of the future. It contains many practical examples and self-reflective questions which clearly illustrate points made. Also, it provides meaningful quotations from a wide variety of wise, international and intellectual sources, from Winston Churchill to Albert Einstein and from Brian Tracey to Dale Carnegie. Each chapter concludes with key insights and reflections gleamed from the author's journey and personal learnings.

A thought-provoking Foreword provided by Jean Gomes, chairman of the Energy Project Europe – “building powerful organisations” and a renowned international business thinker, author, coach and speaker.



Every change we make can be an incremental gain to create a ripple effect in the universe. It can be a ripple, which gains momentum and creates an authenticity movement and gradually demands a revolution of authentic change.

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The author shows how she has invested her life in seeking out the deeper meaning of true happiness - by discovering and unlocking her passion and purpose - and this book will help her readers to do the same thing. The book describes the author's journey to start the revolution of authentic change and to fulfil her goal to establish the UK's first Academy of Authentic Change.

The book concludes with a link to the author's website at www.authenticityresolved.com to download an unique knowledge gift – an Authenticity Toolkit - which includes tools and techniques to help the reader achieve all that the book has presented.

This intelligent, new age book follows an insightful journey, reflecting the author's life and career path, as outlined below.



Chapter 1

The Future is Different, Robots and Millennials Define Business - explains the context, where unprecedented change in the world requires a new focus on skills, which will enable the next generation of The People Decade to lead the world into the future, living authentically and being real.

Chapter 2

My Journey to Authenticity - describes the author's journey through an entrepreneurial childhood, generational differences, to her corporate adult life and how she discovered her true purpose and her vision for the future, which she describes as the battle of the sexes replaced by the battle of the inner self.

Chapter 3

The State of Doing, Inauthenticity Revealed - demonstrates how people all around the world currently live in the state of doing, battling their inner beasts of fear, ego and competitiveness, under the adversity of limiting self-beliefs and control.

Chapter 4

"The Authenticity POWER Model™" - launches the author's unique model and explains where authenticity comes from and what it means for people worldwide, both at work and at home. The author delivers a solid business case of why authenticity needs to be reborn in the world today, within a new paradigm of living with self-awareness, at our core and with alignment to our true purpose, which means *"Being you, true to yourself and truly connected with those people around you"*. ***"The Authenticity POWER Model™"*** is used to demonstrate that with a deeper understanding of true authenticity, in all its elements, an individual can achieve POWER - an acronym standing for authenticity, including: presence; overcoming fear; whole integrated being; effortless flow; and resonance.

Chapter 5

The Me Dimension: Self-awareness - this chapter delves deeper into the Me dimension of ***"The Authenticity POWER Model™"*** and what it means to be truly self-aware, living with an attitude of life-long learning and self-reflection.

Chapter 6

The Me Dimension: The core of Me - this chapter wraps up the Me dimension of "*The Authenticity POWER Model™*", and demonstrates how to unlock and discover our purpose, passion, values and ethics so we can make a greater difference to other people around us and in the world

Chapter 7

The Us Dimension: Connected Relationships - this chapter explains the interconnectedness of all beings – the Us dimension of "*The Authenticity POWER Model™*" - and reveals how to let go of the need to control by unlocking our hearts, while being brave and vulnerable at the same time.

Chapter 8

The Us Dimension: Collaboration - this chapter wraps up the Us dimension and reveals how to respect difference, suspend judgement, let go of grudges and be ourselves - everywhere - all the time - in our personal lives - as well as the business and corporate life, through connectedness and collaboration

Chapter 9

Where Consciousness and Connectedness Collide - the central heart of the book is presented in this chapter – showing us how to be an integrated human being – who is driven by intuition and purpose, harnessing authentic POWER and overcoming fear with effortless flow, resonance, realising our pure potential, living through our intuition in a shared economy with respect and honour for other people.

Chapter 10

Be the Change - summarises how we can all make a difference in the world and create a ripple of authentic change.

Acknowledgements, Footnotes and References are included.
