

Boots, Cupcakes and Hugs?

Business Leaders Slip into a Comfortable New Leadership Style from Dare to Engage®

Two day Bootist Leadership Retreat debuts in late July

Bootism™, designed by Anese Cavanaugh of Dare to Engage, Inc., is a holistic approach to leadership, joy, and leading from the inside out in the interest of getting better results in all aspects of one's life. Dare To Engage now offers Bootist Events in service of helping participants identify their own Bootist Path, create vision, improve leadership, and design the life, relationships, businesses and cultures they want.

FOR IMMEDIATE RELEASE

ST. CHARLES, IL. June 17, 2009 – While so much of the business world has fallen into a mindset of “fitting in” and following the path of others, often sticking sullenly with the status quo in order to “fit in,” Anese Cavanaugh, founder of Dare to Engage, Inc. has taken another approach. Although she can put on a suit when she really has to work with more “traditional” clients, at heart, and in her day to day work, she says she’s “really just a jeans and boots gal.” So much so, that she was inspired to design a series of new events and offerings around a new leadership style she calls “Bootism” – a holistic approach to leadership, joy, and leading from the inside out.

Because her work is based on a unique blending of Eastern approaches focusing on spirituality, inner peace, wellness, etc. and Western business (ie. getting great results and delivering on one's bottom lines), and because of her own love for boots, she created the term Bootism to describe her teaching. When asked what boots have to do with leadership, Cavanaugh explains, “There’s an intentionality that goes with them. It’s all about the mindset – it’s about the mindset of the boots, and it’s about being the best ‘me’ I can be in those boots. True. Congruent. Awake. Alive.”

She continues, “You can put your boots on literally or figuratively at any time. The more you work your inner game and your personal sustainability, the easier it is to pull those boots on, and lead with an extra kick in your step.”

Dare To Engage offers Bootist Events in service of helping participants identify their own Bootist Path, create vision, improve leadership, design the life, relationships, businesses and cultures they want, and get better results.

The next Bootist Retreat is scheduled for July 24th and 25th, 2009 in St. Charles, IL. It’s a two day retreat/workshop designed to give participants a group experience with boots on. Participants will learn the 7 Tenets of Bootism and their 7 Heels, as well as 21 Darecteristics to support Bootist leaders on their long, often lonely, but very rewarding paths. Participants will also learn the wheres and whyfores of “Cupcakes” and “12 Hugs a Day” and see, with great clarity, how it can all impact their leadership as they integrate the learning of the retreat into their own life, in a way that sticks.

Business Leaders can email info@daretoengage.com to learn more about the retreat or download the invitation and registration letter at www.daretoengage.com/bootistretreat.pdf. They can also visit www.daretoengage.com to download Cavanaugh’s latest leadership paper, “The Art of Bootism™, 12 Hugs & Cupcakes” – including a quiz to discover how Bootist they are.

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