

MEDIA RELEASE

July 2003

SPIRiT INTELLIGENCE™

175 PRACTICAL KEYS FOR INSPIRING
YOUR LIFE AND BUSINESS

By David R J Powell

....Beyond emotional intelligence

'We cannot realise our full potential unless we inspire and enthuse the whole person.'

David Powell, author of Spirit Intelligence™ challenges individuals and business to use the 175 practical keys in Spirit Intelligence™ to unlock the power of mind, emotions and spirit – the whole person - and master the skills and business tools needed for a successful and fulfilling life.

Powell defines spirit as the essence of who you are – the core of your being. And spirit intelligence, as the ability of your spirit being, the core of you, to make the best choices at work, at home and in your life.

21st century business leadership must have the tools to inspire and enthuse the whole person. David Powell says, 'A powerful bottom line relies on a powerful front line'. And when describing the KISS principle he cuts to the chase, 'It's the peoplestupid!'

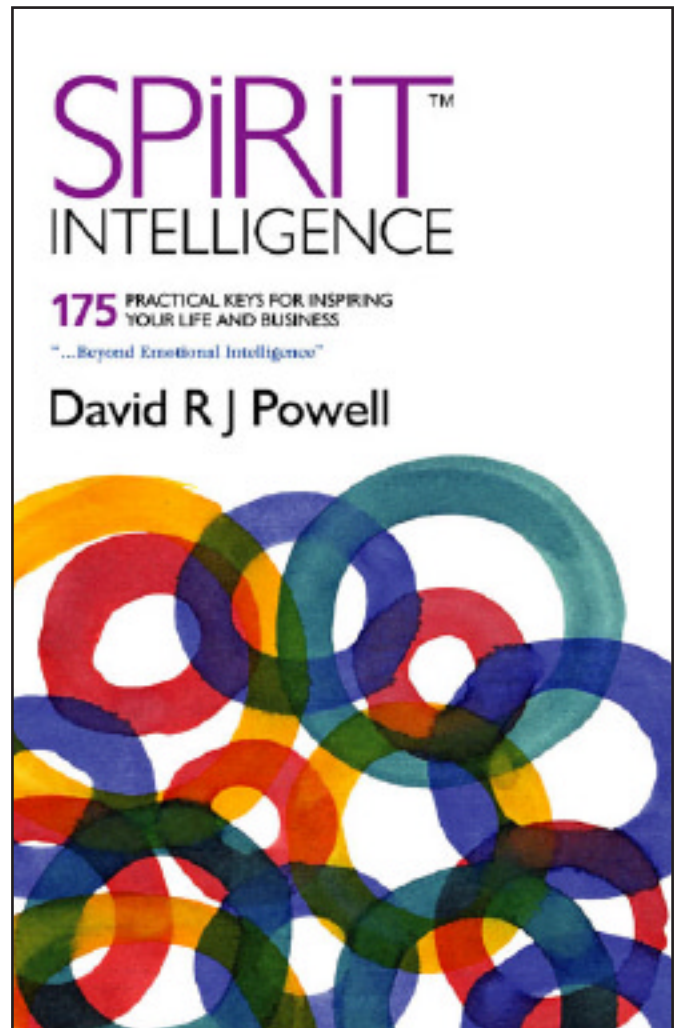
Powell started out apprenticed to BP in the UK, gaining a first class honours degree in Chemical Engineering from Edinburgh University. Subsequently as General Manager in ICL and Tandem Computers in Australia, he discovered the only way to meet sales targets with a downsized workforce, was to inspire people to achieve mastery in both the game of life and business.

The book Spirit Intelligence™ is the culmination of this journey. It presents practical tools and easy to use approaches to unleash the full power of your body, your mind, your emotions and your spirit.

Powell is a compelling and persuasive writer who has an impressive international track record and practical understanding of business and people.

He uses contemporary language and ideas to engage the reader into harnessing their spirit intelligence. From the laws of physics and metaphysics, to meditation, astrological ages and bio-computer programming, Powell's passion is to help wake up the 97% of our mental firepower that Einstein said we let sleep.

Powell is keen to accelerate the performance of Australia and Australians to achieve their full potential. He challenges us to express a vision, because he knows that only people and nations with significant vision succeed.



BOOK INFORMATION Launch 9 July 2003
Published by Richmond RRP A\$34.95
Numerous illustrations ISBN 1 920688 19 6

Spirit Intelligence™ is a great read. Divided into six parts with 19 chapters, each chapter stands alone – and like the web site www.spirit-intelligence.com – offers you a key to link you through to the next level. It is rich with 'how tos', quotable quotes, diagrams and useful knowledge.

Powell claims that you can trust it, because it is based on generalised principles of physics and metaphysics and not a collection of theories and fads. It is in fact a synthesis of some of the best ideas and practices from around the world. And as you read *Spirit Intelligence™* you begin to believe him.

It is a unique and powerful book destined to inspire the millions of people all over the world who want more from their lives or businesses.

ABOUT THE AUTHOR



David Powell was born in England in 1947 and educated at the City of London School. He gained a first class honours degree in Chemical Engineering from Edinburgh University in Scotland and has undertaken postgraduate studies in Psychology at Macquarie University in Sydney, Australia.

He is the Managing Director of Corporate Leadership – providing executive leadership facilitation and management development services to corporate, business and government clients across Australia, Asia, the Middle East, Europe and North America.

He is married to Gabriele. They have three sons and live in Sydney, Australia.

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