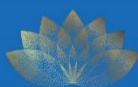


Unlock 3 hidden forces to massively grow your leadership
impact in Business and Life, while consciously designing a
lifestyle that provides freedom, flexibility and peace.

Unlock Your Success Shadow

I R E N E R I A D



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IRENE RIAD

**SightCET SHPK**

First edition published in Albania in 2024.

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Printed by SightCET , Tirana, Albania

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INTRODUCTION

“To live a life of awareness asks a lot of us—it asks that we know ourselves, know our feelings, and know our hearts.”

If you're a high-performing leader, entrepreneur, or business owner, you may have been led to believe that success is something external—a prize you must win, a goal you must chase. But the truth is, real success is an inside job. Your inner success is the force that drives your outer success.

For those who have reached the pinnacle of their careers yet still feel a sense of emptiness or unfulfilled potential, it's likely that you've overlooked your inner landscape for too long. The signs are there: despite financial achievements and professional accolades, you're haunted by burnout, stress, or a nagging sense of dissatisfaction. Even as others admire your accomplishments, there's a quiet, persistent voice inside asking, “Is this all there is?”

The weight of maintaining your success and pushing it to new heights can feel overwhelming. Your success has brought you great moments, yet something vital may have been lost along the way. You yearn for sustainable joy, peace, and a sense of success that doesn't come at the expense of your well-being or creativity. You crave a deeper connection to your purpose and a leadership approach that is soulful and meaningful.

This yearning, signals the need for a profound paradigm shift in consciousness.

Maybe the drive that once powered your ambitions is waning after years of relentless hustle. The pursuit of more—more money, more success—no longer satisfies. The cost of success has been high, affecting your relationships, health, and passions. The time you once devoted to these essential aspects of your life has been sacrificed, leading you to question whether the price of success is truly worth it.

An Invitation from Your Soul

This discomfort is not a sign of failure; it's an invitation from your soul. It's a call to reclaim the parts of yourself that have been overshadowed. Imagine achieving even greater levels of success with less stress, more clarity, and deeper connections in your relationships. Envision leading from a place of inner alignment—where your mind, body, and soul work in harmony, and your sense of freedom, inspiration, and wealth expands.

Every challenge you face is not just a hurdle to overcome; it's a signal that there is something deeper you might be missing—a hidden force within your unconscious mind. This hidden force can make you believe that success lies outside of yourself, that you must acquire something external before you can truly thrive. But this belief is a deception. The truth is, your ability to create the fulfilling success you desire lies within your conscious awareness—your true nature. To access this true nature, you must first uncover the hidden forces—the shadows—contributing to your exhaustion and overwhelm.

Creating a Legacy of Empowerment

In the pages ahead, you will be guided to uncover these shadows, tap into the vast reserves of intact energy and creativity within you, and step into your true identity. By mastering this new paradigm of leadership, you'll no longer react to life's challenges; you'll consciously create your path to success—one rooted in peace, power, purpose, and prosperity.

CHAPTER ONE:

THE MIRAGE OF SUCCESS:

Unmasking Hidden Forces

In our pursuit of success, we often chase after external markers—titles, accolades, wealth, and recognition—believing that these achievements will bring us fulfillment and validation. This pursuit can create a powerful illusion: the mirage of success. While these external achievements may provide temporary satisfaction, they often leave us feeling empty and disconnected from our true selves.

The relentless drive to maintain this image of success can lead to burnout, anxiety, and a sense of unfulfillment. The more we chase this mirage, the further we drift from our authentic identity, losing touch with the deeper, more meaningful aspects of our lives.

This chapter delves into the hidden forces that keep us stuck in this cycle, driven by a false sense of success, and how we can unmask these forces to reclaim our authentic identity. By understanding the role of the persona—a psychological construct that shapes our behavior and self-perception—we can begin the journey of detaching from the persona and stepping into a more authentic, impactful form of leadership.

Understanding the Persona

The persona, is the part of ourselves that we present to others, shaped by societal norms, cultural values, and personal experiences. The persona begins to form in early childhood, as we learn to adapt to our environment by conforming to what is acceptable and rewarded by those around us—parents, teachers, peers, and society at large.

As we grow, the persona becomes more ingrained, molding our behavior, beliefs, and identity. It helps us fit in, gain approval, and achieve success according to external standards. However, the persona is not our true self; it is a carefully constructed image that often hides our deeper feelings, desires, and fears. Over time, the persona can become a prison, trapping us in a cycle of constantly trying to meet external expectations while neglecting our inner truth.

The development of the persona is a natural part of human development, a necessary tool for navigating social relationships and achieving success in the external world. Yet, when we over-identify with the persona, we risk losing sight of our authentic identity—the core of who we truly are, beyond the roles we play and the masks we wear.

Unmasking the Hidden Forces

The hidden forces within us—such as the shadows of pain, joy, and power—are parts of our psyche that we have disowned or repressed, either because they were deemed unacceptable or too painful to face. The shadow of pain might lead us to overcompensate with excessive ambition, while the shadow of joy could cause us to suppress our true passions in favor of what is considered more "serious" or "worthy" by societal standards. The shadow of power, left unintegrated, manifests as either a fear of asserting oneself or an overbearing need to control.

Unmasking these hidden forces requires courage and self-reflection. It involves acknowledging the aspects of ourselves that we have hidden away, understanding how they influence our behavior, and integrating them into our conscious awareness. By doing so, we can begin to dissolve the persona's grip on our identity and uncover the authentic self that lies beneath.

Detaching from the Persona: The Journey to Authenticity

Detaching from the persona is not about rejecting or destroying it

Reflective Exercise: Unmasking Your Persona

1. List Your Roles - Write down the key roles you play (e.g., leader, parent). Note the behaviors expected in each.
2. Identify Hidden Aspects - Reflect on any desires or traits you suppress to maintain these roles.
3. Face the Fear - Consider the fears tied to showing your true self. What's the worst that could happen?
4. Visualize Authenticity - Imagine yourself acting fully authentic in one situation. How does it feel?
5. Take Action - Choose one small action this week to express your true self. Reflect on the experience.

but rather about recognizing it for what it is—a tool, not our true identity. The journey to authenticity involves peeling back the layers of the persona, letting go of the need for external validation, and embracing our true nature. This process can be challenging, as it often involves confronting deep-seated fears, insecurities, and limiting beliefs. It is through this process that we reclaim our true power.

When we detach from the persona, we no longer feel the need to conform to societal expectations or seek approval from others. Instead, we lead from a place of inner alignment, where our actions are guided by our values, passions, and inner wisdom. This authenticity naturally inspires others, as it radiates clarity, conviction, and purpose.

Our Identity in Leadership Success

Reclaiming your authentic identity is the road to profound leadership impact and success. When you lead from this place of inner truth, you naturally inspire others with your clarity, conviction, and purpose. Your leadership becomes more than just a position or title; it becomes a

powerful expression of your unique gifts and vision. It's the alignment of your values, passions, and inner wisdom—a state where your actions are in harmony with your core self.

This authenticity is not something you acquire; it's something you uncover as you strip away the layers of societal expectations, fears, and conditioned behaviors. By embracing your whole self, you not only elevate your personal success but also create a ripple effect that empowers those around you, driving meaningful change and legacy.

Creating Lasting Impact

When you lead authentically, you are not driven by ego or external validation but by a deep sense of purpose and integrity. This approach fosters trust, loyalty, and respect among those you lead, as they recognize and resonate with your authenticity.

Leading from your authentic self enables you to navigate challenges with greater resilience and creativity, as you are no longer bound by the limitations of the persona. You can adapt to changing circumstances, make decisions that align with your values, and inspire others to do the same. This is the key to sustainable success.

In conclusion, the mirage of success can only be dispelled by unmasking the hidden forces that drive our persona and reclaiming our authentic identity rooted in inner alignment, guided by purpose, and capable of creating a profound and lasting impact.

Coaching Questions to Uncover the Persona

1. What roles define you? How do they shape your actions?
2. Where do you feel pressured to meet others' expectations?
3. What parts of yourself do you hide to fit in?
4. How do you react when your identity is challenged?
5. What fears arise when you think about being fully authentic?

CHAPTER TWO:

UNVEIL YOUR HIDDEN LIGHT

Leverage Your Inner Abundance

In the previous chapter, I discussed how, during the development of your Persona, certain aspects of yourself had to be rejected if they didn't align with or adapt to your environment. This rejection caused a division in your energy. In your effort to uphold your Persona, you end up expending most of your energy rejecting anything that doesn't conform to it.

This is why success can feel so exhausting—it's not just about pursuing goals; it's about constantly running from what you fear. You might chase success, but it's often driven by a deeper urge to avoid failure. You seek love but work to avoid loneliness. You desire recognition but are haunted by the fear of shame and criticism. These opposing forces create a relentless anxiety within you.

In Spiritual wisdom, there is a constant reminder of the battle between light and darkness within us. God said, "I am the light of the world. Whoever follows me will never walk in darkness, but will have the light of life" (John 8:12). Yet, just like when you stand facing the light, a shadow is cast behind you, symbolizing the parts of yourself that remain hidden and unaddressed.

Carl Jung coined the term "Shadow" to describe the parts of our personality that we deny. These are the elements that stay in the dark, away from the light of our awareness. While many think of the Shadow as housing our "darker" qualities, it also contains the unexpressed light within us—those talents, strengths, and truths we have yet to embrace.

These hidden aspects are not just about the negative traits we consciously suppress, such as inner judgments or unspoken feelings in relationships. The true Shadow consists of unconscious energies that remain untapped, often surprising us when they surface. However, once acknowledged, this energy becomes available to us, allowing for a fuller, more integrated self—one that goes beyond the thin layer of the Persona you've been relying on.

"You cannot change anything until you accept it," said Carl Jung. In the same way, God taught the power of embracing truth, "Then you will know the truth, and the truth will set you free" (John 8:32).

In the following chapters, I will delve into the three hidden forces that have shaped your Persona and are currently draining your energy. By bringing these into the light, you can begin to integrate them into your inner landscape, creating a more harmonious and wealthy life.

CHAPTER THREE:

THE POWER SHADOW

Authority and Wealth

The shadow of power often reveals itself in how we handle authority and wealth, areas that can unknowingly pull us back from achieving true success. From a young age, many of us received messages from father figures or other authority figures that shaped our relationship with power—whether it was to dominate, control, or avoid it altogether. These early lessons can lead us to either misuse power or shy away from it, both of which can limit our leadership potential.

Story of Nancy – The Impact of Early Messages on Leadership

For example, consider Nancy in corporate leadership who was raised with the belief that power meant being in control at all times, a message passed down from a domineering father. In her career, this led to an overbearing management style that alienated her team and stifled creativity. However, by confronting her power shadow—understanding how her need for control was rooted in fear—she began to lead with empathy and collaboration. This shift not only enhanced her team's performance but also brought her a sense of peace and fulfillment, aligning her leadership with a deeper purpose.

Story of Mark – Rebalancing Power and Wealth for Authentic Leadership

Similarly, a Mark in business who grew up with a father who equated wealth with worth struggled with an insatiable drive for financial success. His unchecked pursuit of wealth led to burnout and strained relationships. By integrating his power shadow, he recognized that his self-worth was tied to his financial status. Rebalancing his relationship

with power allowed him to shift focus from accumulating wealth to creating value and purpose in his business. This integration brought him not only prosperity but also a newfound peace, as he began to lead with integrity and a clear sense of purpose.

Reflective Exercise: Integrating Your Power Shadow

1. **Journal** about early life messages you received about power from authority figures and how they influence you today.
2. **Reflect** on a recent situation involving power. How did you respond, and what emotions surfaced?
3. **Identify** any patterns in your use or avoidance of power. What fears or beliefs are driving these patterns?
4. **Visualize** leading with balanced power, combining strength with compassion. How does this feel?
5. **This week**, take one small action that reflects balanced power. Reflect on how it felt and the outcome

Connecting with Authentic Identity and Spirituality

At the core of integrating the shadow of power is the journey towards reclaiming our authentic identity. When we confront these shadows, we peel away the layers of societal conditioning and inherited beliefs that obscure our true self. This process of integration aligns us with our spiritual core, where power is no longer about control or accumulation, but about service, purpose, and connection to a higher purpose. Authentic leadership emerges when we lead from this place of inner truth, where our actions are in harmony with our deepest values and spiritual connection.

The Path to Profound Leadership Impact

By integrating the shadow of power, we move beyond the traps of authority and wealth, leading with purpose, integrity, and spiritual connection. This process not only enhances our leadership effectiveness but also brings us closer to our authentic self. As we embrace our true identity, our leadership becomes a powerful expression of our unique gifts and vision. We inspire others with our clarity, conviction, and purpose, creating a ripple effect that drives meaningful change and leaves a lasting legacy.

True leadership impact comes from leading with a deep connection to our authentic identity, where power is balanced with empathy, purpose, and spiritual alignment. By confronting and integrating the shadow of power, we unlock our full potential and create a leadership style that is both transformative and empowering for ourselves and those we lead.

Coaching Questions to Identify Your Power Shadow

1. How do you feel about control and authority?
2. What role does wealth play in your sense of self-worth?
3. What lessons you got about power from your father figures?
4. Where do you feel uneasy about using your power?
5. How do you react when others wield power?

Integrating physiological and neurobiological

Insights into the exploration of the Power, Pain, and Joy Shadows helps create a holistic approach to leadership development, emphasizing both the mind and body in the journey toward wholeness and authenticity.

Somatic Reflexes of Power Shadow Trap

- **Nervous System Response** - When confronted with situations that challenge your sense of authority or control, your body may activate the fight-or-flight response. This response is deeply embedded in your sympathetic nervous system, causing either aggressive behaviors (fight) or avoidance (flight) in leadership situations. Both reactions can prevent you from using your power constructively.
- **Brain Reward System** - The power shadow can be influenced by your brain's reward system, particularly the dopamine pathways. When authority or wealth triggers a dopamine rush, it can create an addictive cycle of seeking more power, often at the expense of ethical behavior or well-being. This can lead to the misuse of power with external success.

Somatic Tools to Work with the Power Shadow

- **Mindful self-regulation** - Practices like meditation and breathwork help you maintain balance. These practices activate your parasympathetic nervous system, reducing the dopamine-driven need for external validation. By fostering a connection with the prefrontal cortex—the part of your brain responsible for higher-order thinking—you can make choices that align with your authentic selves, less driven by the allure of power.
- **Depth Coaching** - Somatic awareness and regulation encourages you to become aware of your physical responses in power-related situations. Through mindfulness and somatic practices, you can regulate your nervous system, shifting from reactive states to a more grounded and balanced use of power.

CHAPTER FOUR:

THE PAIN SHADOW

Nurture and Creativity

Our identity is often unconsciously shaped by the pain we carry, whether from past trauma or ongoing challenges. This pain can manifest in various aspects of our lives, influencing how we nurture others, express creativity, or even perceive our self-worth. When we allow our identity to be rooted in unresolved pain, we may find ourselves trapped in cycles of self-sabotage, fear, or emotional numbness, all of which prevent us from reaching our full potential as leaders.

Integrating the shadow of pain is a transformative process that requires us to confront the very aspects of ourselves we might prefer to ignore or suppress. By facing our pain with compassion and understanding, we begin to unravel the layers of false identities that have been constructed around our conditioning and maladaptation. This process is not about erasing the pain but about acknowledging its impact and allowing it to inform our growth rather than define our limitations.

The Cost of Over-Nurturing: Leader's Balance and Empowerment

Julia, an executive in the healthcare industry had always been admired for her nurturing leadership style. She was the go-to person for her team's emotional and professional support, often sacrificing her own needs to ensure everyone else thrived. This tendency stemmed from childhood, where she learned to associate nurturing with self-sacrifice from her mother.

Over time, the weight of carrying everyone's burdens led to burnout and diminished her effectiveness as a leader. It wasn't until she confronted this shadow of pain—recognizing that true leadership doesn't mean neglecting oneself—that she began to set healthier boundaries. By balancing her nurturing nature with self-care, she regained her energy, empowered her team more effectively, and found renewed passion in her work.

The Silent Struggle: Entrepreneur's Path to Emotional Freedom

Tariq, a successful entrepreneur in the tech industry built his company with a relentless drive, but his leadership style was often perceived as cold and detached. This approach was rooted in his early lessons from a father who equated strength with emotional suppression. As a child, he learned that showing vulnerability was a sign of weakness. This belief formed a shadow of pain that caused him to distance himself from his employees, leading to high turnover and a lack of trust within his team.

When he finally faced this shadow, he realized that true strength lies in authentic expression. By allowing himself to be more open and emotionally present, he fostered a culture of trust and collaboration, which not only improved team morale but also significantly enhanced the company's performance.

As we integrate the shadow of pain, we uncover a deeper, more authentic version of ourselves—one that is not bound by past hurts but is enriched by the wisdom and resilience gained from them. This authenticity is where true leadership emerges. When we lead from a place of integrated pain, our actions are aligned with our deepest values, and our leadership style becomes one of empathy, strength, and integrity.

Spiritual Wisdom: Pain as a Path to Wholeness

In many spiritual traditions, pain is seen not as something to be avoided but as a necessary part of the journey toward wholeness.

Reflective Exercise: Working with Your Pain Shadow

1. **Identify:** Take a few moments to reflect on a recent situation where you felt emotionally triggered or drained. Write down the emotions and thoughts that surfaced.
2. **Acknowledge:** Consider how these emotions might connect to past experiences, particularly those linked to nurturing or creativity. Recognize the pain that underlies these responses.
3. **Integrate:** Visualize yourself embracing this pain with compassion, acknowledging its impact on your identity without judgment. Ask yourself what wisdom or strength this pain has given you.
4. **Apply:** Think of one practical way you can lead differently by integrating this newfound understanding—perhaps by setting healthier boundaries, expressing creativity, or showing empathy in a challenging situation.

It is through our struggles that we gain the wisdom needed to transcend our limitations and connect with a higher purpose – when we choose to do so. By embracing our pain, we tap into a deeper spiritual truth: that our conditioning can become the very source of our power.

The process of integrating the shadow of pain is akin to a spiritual alchemy, where suffering is transformed into strength, and fear is transmuted into love. As we move through this process, we come to

realize that our true identity is not the conditioned self we once believed it to be, but a self that is whole, complete, and capable of great compassion and insight.

By grounding our leadership in this authentic identity, we not only elevate our own lives but also inspire those around us to embrace their own journeys of renewal and growth. This spiritual alignment allows us to lead with clarity, purpose, and a profound sense of peace, knowing that our greatest challenges have also been our greatest teachers.

Coaching Questions to Uncover Your Pain Shadow

1. What recurring challenges or emotions seem to hold you back in your leadership journey?
2. How do you typically respond to pain or discomfort in your professional life?
3. Are there areas where you overextend yourself in nurturing others at the expense of your well-being?
4. What creative impulses have you suppressed due to fear of failure or rejection?
5. How might past hurts be influencing your current decisions and leadership style?

Somatic Reflexes of Pain Shadow Trap

Amygdala Response - The pain shadow is often rooted in the limbic system, particularly the amygdala, which governs emotional responses like fear and anxiety. Unresolved trauma or chronic stress can keep the amygdala in a state of hyperarousal, leading to reactivity and emotional suppression. This can result in you avoiding vulnerability and empathy, which are essential for authentic connection.

Emotional Suppression - Chronic emotional suppression, often tied to early life conditioning, can lead to heightened stress responses, particularly in the form of cortisol dysregulation. This suppression blocks access to the emotions that could otherwise fuel resilience and empathy in leadership.

Somatic Tools to Work with the Pain Shadow

Somatic focused mindfulness – Taking time to tune into your body for a few seconds can help you process and release stored trauma. Rubbing your feet on the floor, walking barefoot in the grass, or on the sand can calm the amygdala and bring the nervous system into balance, allowing you to integrate your pain into a source of strength and compassion. This opens the door for more authentic and resilient leadership.

Depth Coaching with Emotional Processing and Release – Guides you in safely accessing and processing suppressed emotions through reflective exercises or deep emotional inquiry. This helps release pent-up energy, transforming it into empathy and resilience in your leadership style.

CHAPTER FIVE:

THE JOY SHADOW

Purpose and Belonging

Joy is a powerful force in leadership, yet it is often overlooked or suppressed. In the relentless pursuit of success, joy can seem frivolous, a distraction from the seriousness of the tasks at hand. However, ignoring or pushing away joy can create a shadow that limits your ability to lead with authenticity and purpose. The shadow of joy represents the parts of ourselves that fear or dismiss happiness, often due to deep-seated beliefs formed during our formative years.

Purpose and belonging are two areas where the shadow of joy can significantly impact our leadership. Perhaps you were taught that success requires relentless sacrifice and that joy is childish or a sign of weakness or distraction. These messages, often unspoken, can create an internal conflict that holds you back from fully embracing your purpose and feeling a true sense of belonging in your leadership role.

The Influence of Trauma on the Shadow of Joy

Trauma can amplify the shadow of joy, making it even more challenging to access and express happiness. When you've experienced trauma, especially in childhood, your nervous system may become wired to prioritize survival over joy. Joy can feel unsafe or fleeting, leading you to avoid it altogether. This is particularly true if your trauma involved betrayal, loss, or abandonment, where moments of joy might have been followed by pain. As a result, you might unconsciously suppress joy, believing that it makes you vulnerable to further hurt.

Carl Jung believed that the shadow is composed of the parts of ourselves that we reject or ignore, often because they are deemed unacceptable by our family, society, or even ourselves. The shadow of joy forms when we learn, through trauma or social conditioning, that joy is something to be feared, dismissed, or hidden. However, by acknowledging the impact of trauma and working to integrate this shadow, you can begin to reclaim joy as a vital part of your leadership.

A Businessman's Integration of Joy

Consider the story of Maged, a successful businessman who had always equated joy with frivolity found himself struggling with burnout. He had been raised in an environment where his peers valued hard work and seriousness, dismissing his moments of happiness as childish or unprofessional. As he climbed the ranks in his industry, he buried his joy, believing that it was necessary for achieving his goals. However, this suppression led to a deep sense of emptiness and disconnection from his work.

By recognizing and confronting his joy shadow, he began to reclaim the parts of himself that he had denied for so long. He allowed himself to experience joy in his work, which reignited his passion and creativity. This shift not only improved his well-being but also positively impacted his business. His employees noticed the change and began to mirror his enthusiasm, leading to a more vibrant and successful company culture. Embracing joy aligned him with a higher purpose.

Transforming the Shadow of Joy to Thrive in Leadership

To thrive in leadership and business, it is essential to confront and integrate the shadow of joy, especially if trauma has made joy feel unsafe or unattainable. This process requires a deep inner journey, one that allows you to confront the fears and beliefs that have kept joy in the shadows. By doing so, you can reclaim joy as a source of strength, resilience, and inspiration.

For leaders, this means acknowledging that joy is not a distraction but a vital component of authentic leadership. Joy fuels creativity, fosters connection, and sustains your energy, allowing you to lead with both passion and purpose.

Reflective Exercise: Embracing Joy in Leadership

1. **Identify:** Reflect on moments where you felt pure joy. What were you doing? Who were you with? What emotions did you experience? Write these down.
2. **Recognize:** Consider how often you allow yourself to experience joy in your current leadership role. Where do you notice discomfort in feeling or expressing joy? Write down any situations where you suppress joy.
3. **Integrate:** Choose one area where you can consciously bring more joy. This could be through celebrating small wins or simply allowing yourself to be more present and positive in interactions with your team. Implement this change and observe how it influences your leadership and the response from others.

The Impact on Identity and Spiritual Wisdom

Integrating the shadow of joy has a profound impact on your identity as a leader. When you embrace joy, you align with your authentic self, shedding the layers of societal expectations and self-imposed limitations. Joy is not merely an emotion; it is a spiritual state that connects you to your true essence. It allows you to lead with a sense of ease and flow, drawing others to your vision with a natural magnetism.

From a spiritual perspective, joy is essential for authentic leadership because it represents the fullness of life. It is a reminder that success is not just about achieving goals but also about enjoying the journey. When you lead with joy, you create an environment where others feel safe to express their true selves, fostering creativity, innovation, and collaboration. Joy is the light that dispels the shadows, revealing the true potential within you and those you lead.

Coaching Questions to Uncover the Shadow of Joy

1. Reflect on your childhood—what were the messages you received about joy and happiness? How do these messages influence your leadership today?
2. In what ways do you find yourself suppressing joy in your daily work? How does this affect your ability to lead effectively?
3. Think about a time when you felt genuine joy in your leadership. What was different about that experience compared to your usual approach?
4. How can you bring more joy into your leadership style without compromising your sense of purpose or professionalism?
5. What fears or beliefs are holding you back from fully embracing joy in your leadership?

Somatic Reflexes of Joy Shadow Trap

Brain Negativity Bias - The joy shadow can be stifled by the brain's negativity bias, where the brain is more attuned to negative experiences and overlooks positive ones. This can lead to an unconscious resistance to joy, as the mind associates happiness with vulnerability or a lack of vigilance. Leaders may downplay their successes or fail to fully embrace moments of joy, fearing they'll lose their edge or become complacent.

Dopamine Dependency - The brain's reward system, driven by dopamine, can lead to a dependency on external validation or achievements for happiness. This creates a cycle where joy is constantly pursued but never fully integrated or experienced from within, leading to burnout or disconnection.

Somatic Tools to Work with the Joy Shadow

Gratitude Journaling - Practices that enhance neuroplasticity, such as gratitude journaling and positive visualization, can help leaders rewire their brains to recognize and embrace joy. By regularly focusing on positive experiences, leaders can shift their brain's default mode away from negativity and toward balance of both joy and pain.

Creative Activities for Internal Joy Sources - Identify and nurture internal sources of joy that are independent of external validation. Practices that engage in creativity or reconnecting with childhood passions can help realign the brain's reward system toward sustainable, intrinsic joy.

CHAPTER EIGHT:

RECLAIM YOUR DIVINE IDENTITY

The Path to Wholeness

These shadows are not merely psychological constructs; they are gateways to our divine essence, illuminating our soul's desire for wholeness and authentic leadership in service to humanity.

The Spiritual Balance of Divine Feminine and Masculine Energies

At the core of Jung's philosophy is the concept of the anima and animus—the divine feminine and masculine energies present within every individual. The anima represents the unconscious feminine qualities in a man, while the animus embodies the unconscious masculine qualities in a woman. These energies are more than traits; they are spiritual forces that shape our connection to the divine within, influencing how we relate to power, process pain, and experience joy.

Reclaiming your divine identity involves recognizing and integrating these energies, creating a harmonious balance that aligns you with your soul's purpose. This balance is essential for authentic leadership, as it allows you to lead from a place of wholeness, illuminating your path and the paths of those you lead.

The Shadow of Pain: Renewal Through Divine Balance

Pain, whether rooted in past trauma or ongoing challenges, often shapes our leadership in ways that can obscure our divine essence. The feminine energy within the pain shadow is associated with nurturing, emotional sensitivity, and the capacity to renew. However, when this energy is suppressed—often due to early experiences with mother

figures that equated nurturing with self-sacrifice—our divine connection to compassion and renewal can be blocked. We may have learned to associate nurturing with suffering, believing that our value lies in how much we endure for others.

The masculine energy within the pain shadow often manifests as emotional suppression and a reluctance to acknowledge vulnerability. Influenced by father figures who equated strength with stoicism, we might have internalized the belief that divine power lies in hiding our pain and pushing through without complaint. This can create a hardened exterior, masking the soul's need for compassion.

Illuminating Leadership through Divine Integration

Power, when misunderstood or misused, can lead to either an avoidance of power or its overextension. The divine feminine energy within the power shadow might be suppressed, leading to a fear of authority or passivity. This suppression often stems from early experiences where power was seen as domination by father figures, disconnecting from the divine feminine's natural strength and wisdom.

Conversely, the masculine energy in the power shadow may emerge as an overemphasis on control and authority, disconnected from the divine purpose of service and ethical leadership. Without the balancing influence of the feminine, this energy can lead to a rigid, unempathetic leadership style that ultimately limits your ability to serve humanity with love and integrity.

Embracing Divine Happiness for Authentic Leadership

Joy is an essential aspect of our divine identity, yet it is often suppressed or ignored, limiting our capacity to lead with inspiration and creativity. The feminine energy within the joy shadow is connected to creativity, playfulness, and emotional expression. If this energy is repressed—

possibly due to messages from mother figures that joy is frivolous or unimportant—we may avoid happiness out of fear or a sense of unworthiness, disconnecting from the divine source of joy within.

The masculine energy within the joy shadow might overemphasize duty, achievement, and control, dismissing joy as a distraction from more “serious” goals. Trauma can strengthen this shadow, making joy seem unattainable or undeserved, further distancing us from our divine essence. However, when we embrace the feminine's capacity for joy and the masculine's ability to create structure, we allow divine happiness to flow into our leadership. This integration fosters a leadership style that is both effective, fulfilling and aligned with our soul's purpose.

Reclaiming Your Divine Identity: The Path to Wholeness

The anima and animus are not just psychological concepts; they are spiritual forces that, when balanced, bring us closer to our divine essence. By integrating these energies, we illuminate our soul's desire for wholeness, leading in a way that empowers others and contributes to the greater good.

By consciously engaging with the shadows of pain, power, and joy, and integrating the divine feminine and masculine energies within them, you can reclaim your true identity and lead with greater clarity, purpose, and impact.

This is the path to wholeness, where your leadership becomes a true expression of your soul's desire to illuminate, inspire, and serve.

Reflective Exercise: Integrating the Shadows

1. **Identify Your Shadows:** Reflect on the areas of pain, power, and joy in your life. How have these aspects been influenced by your upbringing and the messages you received from your parents or authority figures?
2. **Balance the Energies:** Consider how both the divine feminine and masculine energies manifest in each shadow. What aspects are you suppressing or overemphasizing?
3. **Create a Plan for Integration:** Write down actionable steps you can take to integrate these shadows into your leadership. How can you embrace the nurturing aspects of the divine feminine while allowing the strength of the divine masculine to guide you?
4. **Visualize Your Divine Self:** Spend time each day visualizing yourself leading from a place of balance and authenticity. Imagine how integrating these shadows will transform your leadership, allowing you to serve humanity with love, compassion, and purpose.



CHAPTER NINE:

THE JOURNEY CONTINUES

Embracing the Abundance Within

This eBook serves as an introduction to the profound journey of freeing yourself from the Success Hidden Forces and embracing the abundance within your personal life and leadership. The process begins with the willingness to turn inward and explore the depths of your being.

Step 1: Understand and uncover the success hidden forces that shape your Persona.

Step 2: Recognize the exiled parts of yourself that you project onto others and take responsibility for these projections.

Step 3: Use emotional triggers as opportunities to process old pain and see the truth, reclaim the projection, and harness the energy it contains.

Step 4: Think, act, and speak from a place of conscious choice—a new awareness that reflects your true self.

This eBook is just the beginning of a lifetime journey to becoming your authentic self. There are many more steps to take, but we hope this has given you a glimpse of what is possible when you reclaim your power and align with your inner abundance.

Once you reclaim your projections, you can dive deeper into your consciousness, connecting with the universal intelligence, often referred to as the "collective unconscious" by Jung. Your business and life will expand in alignment with the depth of connection you have with your true nature—the Abundance.

This eBook only scratches the surface of the ways you can work with your inner abundance landscape in the Leadership MOSAIC™ method. Other techniques, such as active imagination—an advanced form of visualization — and interactive RENEWAL™ process, offer further exploration of the limitless creativity and imagination within you. These tools can be powerful for your personal growth.

Rather than fixing or healing the past, (the past is not something one can change) but you can understand, process the pain, and transcend it, allowing it no longer to define you or dictate your decisions.

Instead of identifying solely with your Persona, a new, authentic self emerges—one that you have yet to fully meet. This incredible being within you has an immense capacity for making a meaningful difference in the world while also living a deeply fulfilling personal life.

I hope you continue this journey of self-discovery and spiritual growth.

Look out for the integral framework for evolving into your wholesome authentic identity in **the book Radical Becoming**, your superpower for success in business and life. **Co-authored with the legend Brian Tracy.**

CONNECT with Irene

Irene Riad, is the founder of SightCET, The Institute of Authentic Leadership Culture, a personal and leadership development coach training company based in Tirana, Albania. Over the past 20 years, she has developed a unique self-development process based on Jungian psychology, Spiritual wisdom, and neuroscience of trauma recovery.

Irene Riad is a Global Executive and Systemic Team Coach as well as ICF Coach Mentor, Coach Educator, and Coach Supervisor. She is specialized in organization/team culture development, personal leadership transformation and coach education. She is Egyptian British and speaks Arabic and English fluently.



Irene holds a Masters in Human Resources from Phoenix University in the USA and a Practitioner Diploma in Executive Coaching from the AoEC UK. She is an accredited ICF PCC Coach, EMCC Senior Professional Coach, CSA Coaching Supervisor, IAOTRC Trauma Recovery Coach (Jungian Life Coach from CreativeMind University). She is also an ORSC Trained Coach, licensed for MBTI, Collective and 360 Leadership Circle, Barrett Culture & Leadership Values, and EQ Vital Signs by SixSeconds.

Irene is passionate about co-creating the next generation of soul-led leaders, business, and communities. She is focused on executive women development and their teams to create higher levels of impact.