

To whom it may concern;

Thank you for taking a moment to allow me to share with you what is an absolutely unique experience in leadership and personal transformation. I offer this letter of endorsement for Dr. Layne Gneiting because I have lived the transformational journey that Layne creates for participants in his Way of the Hero Leadership Trek.

By way of introduction, I am Chief People Officer at Infusionsoft, a venture-backed SaaS company that helps small businesses get organized, grow sales and save time. I love the opportunity to lead the people and strategies that develop and preserve the amazing and award-winning culture of Infusionsoft. In my role, I develop leaders and our people so they can contribute to our high growth and high change environment of Infusionsoft. Layne has provided leadership and coaching products and services to Infusionsoft that have produced results far beyond our expectations and in a method that is unparalleled.

In my role as Chief People Officer, I continually evaluate training and courses that are essential to our success. I have been studying leadership and have evaluated leadership resources throughout my career. The Way of the Hero is singular in how it enables its participants to experience a remarkable personal and leadership transformation. Rather than teach tactics of leadership, the Way of the Hero places participants in conditions that powerfully unlock their awareness of themselves and the world, and thereby their potential. Through preparation of mind and body prior to the trek, each participant embarks on a personal journey of discovery and breakthrough. The learning unfolds for each participant. It isn't learned as much as it discovered individually.

The Way of the Hero isn't for everyone. It is not traditional classroom learning. It is not a pampered tour. There isn't a teacher feeding ideas to students. Rather, it places participants in the conditions that produce personal growth and expansion. Upon a participant's return, the world looks completely different although the world hasn't changed – how the participant sees themselves in relation to the world has transformed. In my own experience with Way of the Hero 18 months ago, we cycled through northern Europe over 12 days and 600+ miles. And yet the distance is irrelevant because the success was not measured in miles but in moments - moments of self-discovery, vulnerability and personal growth. The Way of the Hero Trek provided me the opportunity to know myself and in many ways overcome myself and has done more for my ability to lead and empower others than any other work I have done.

I shared my experience with leaders at my company and couldn't hold back emotions of joy, gratitude and personal triumph. It ignited an unstoppable compulsion of some fellow leaders to join the trek of the Way of the Hero in New Zealand last fall. Each participant came back changed. More forgiving of themselves and others. More aware. More mindful. More alive. More powerful as leaders because ego, self-doubt, fear, rigidity and attachment to expectations fell by the wayside as the journey progressed.

The Way of the Hero builds leadership capacity at 13 or so miles an hour. It reminds to discover and treasure each moment, harmonize with the challenges, release fixed mindsets. It cracked open the space to allow me remember and return to my best self. I watched each participant come home and

- Be more open to feedback
- Get comfortable with ambiguity and innovate to solve problems
- Learn to focus on what is most essential
- Trust in oneself and others
- Open oneself to grow and learn

And participants return empowered and driven to guide others on their own journey to growth and development.

Despite my best efforts in this letter to share the value of the Way of the Hero, it must simply be experienced – primarily because it is such a personal journey and unique to each individual. Please contact me if you have specific questions about the Way of the Hero Leadership Trek. But don't be surprised if you hear me gushing with positive energy and emotion. My experience continues to influence me and its benefit's are present to me daily. Please contact me if you have questions or want to discuss. I love sharing what Way of the Hero has done for me.

Sincerely,

Hal G. Halladay

<https://www.youtube.com/watch?v=8dMzlhOlY4>

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