



'THE SHAKTI WAY' - by Nilima Bhat & Raj Sisodia GUIDELINES FOR SHAKTI LEADERSHIP Brand & Content usage

As coauthors of the book and model, Shakti Leadership, we outline the following guidelines, principles and spirit with which we want this work to be shared in the world.

1) We believe Shakti Leadership is a universal model of leadership the world needs and WANT it to be spread widely, across regions and domains and applied in products and services. Especially by, but not limited to, people trained by us.

2) This spread will happen via a Shakti Mission/Movement; and it will be fuelled by the foundational value of GENEROSITY. Where we look to give more than what we take; knowing deeply that our Shakti supply is limitless. And there is enough for all to share.

3) To model it upfront, we offer the **content** of the book (and related Shakti Leadership [campaigns](#)) into a '**Shakti Creative Commons**' for free use* by Shakti fellows and leaders trained by us, with the condition that whatever content they create from it, is also added to the Shakti Commons. We can thus build a Shakti Economy / Ecosystem. Based on the spirit of selfless service to Shakti and the Greater Good.

4) Ask before you use*, credit all sources, pay-it-forward

- a. Should you wish to create any product or service using our content, please
 - Share the **idea** and **content** with us (nilima@shaktileadership.com) for prior approval
 - Share the business plan clearly outlining how you have designed a win-win for all parties who have added value to the original work
 - Ask to discuss how you would like to be acknowledged for the value you have added
 - All packaging should be shared with Nilima for future production; until we get clarity on standardizing the branding. (Eg, it should carry the Shakti Leadership logo and mention: "A Shakti Fellow initiative by <name of Shakti Fellow>" on projects.)
- b. Should you wish to use any of our book content in presentations or articles, make sure to credit and reference all sources (Shakti Leadership is a synthesis of many people's work; we honor them by acknowledging their contribution; you may sometimes need to get prior permission from them or their publishers.)
- c. If you wish to **brand** any product or service as '**Shakti Leadership**' in any language or market
 - Same as for point 'a' and 'b' above.



- Additionally, you will make a **Contribution (normally 10% of its revenues) to the Shakti movement**, as a 'pay-it-forward' to the sources of Shakti that have informed this work: Eg.
 - 1% each to The Sri Aurobindo Ashram, Puducherry, Sri Aurobindo Ashram, Delhi Branch, Auroville, TN and Aurovalley, Rishikesh.
 - 6% to the Shakti Fellowship
- d. Use of Shakti Leadership logo and branding
 - To keep consistency of branding and the power of the logo, we ask that you follow the guidelines we set up.

5) Ownership, Service and Stewardship

In the spirit of selfless service to Shakti and the Greater Good, all Shakti leaders and Shakti Fellows are asked to take **no formal commercial or exclusive ownership of the Shakti Leadership brand or content**; serving only as stewards of the mission and movement given to them in trust.

There will be no commercially registered trademarks or copyright filings, beyond what has already been established by our publisher Berrett Koehler, for Shakti Leadership. All products and services may use the Shakti Leadership **brand name** and **logos** with permission from us.

You may commercially transact for these products and services using your own (non-Shakti Leadership based) registered companies. Taking full ownership of liabilities and risk of what you create and sell.

There will be no exclusivity to Shakti Leadership branded products and services in any markets or sectors that you set up. I.e., all Shakti Leaders and Fellows trained by us are invited to play in the same space and collaboratively amplify their impact.

You will ideally not take on any titles associated with Shakti Leadership (Eg, CEO, President, etc.) that reflect the old power paradigm. Shakti Steward or Shakti Ambassador or similar can be discussed with us before using them. Let's get CREATIVE & INCLUSIVE and EFFECTIVE & IMPACTFUL the Shakti Way!

Our intention is to create a collective, coherent, 'high integrity' global awareness of our work, AND to celebrate everyone's unique contribution to it. We hope to build together Peace, Prosperity and Beauty, through the Shakti Exchange of multiple forms of value and wealth. So everybody matters and everyone wins.

This will be an evolving document as the New Shakti Economy is an emergent one.

26 June 2019