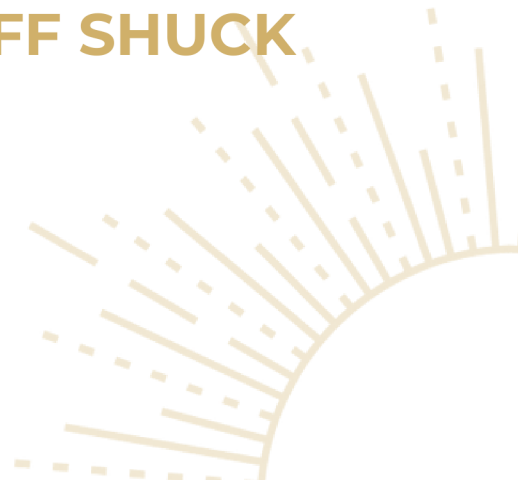


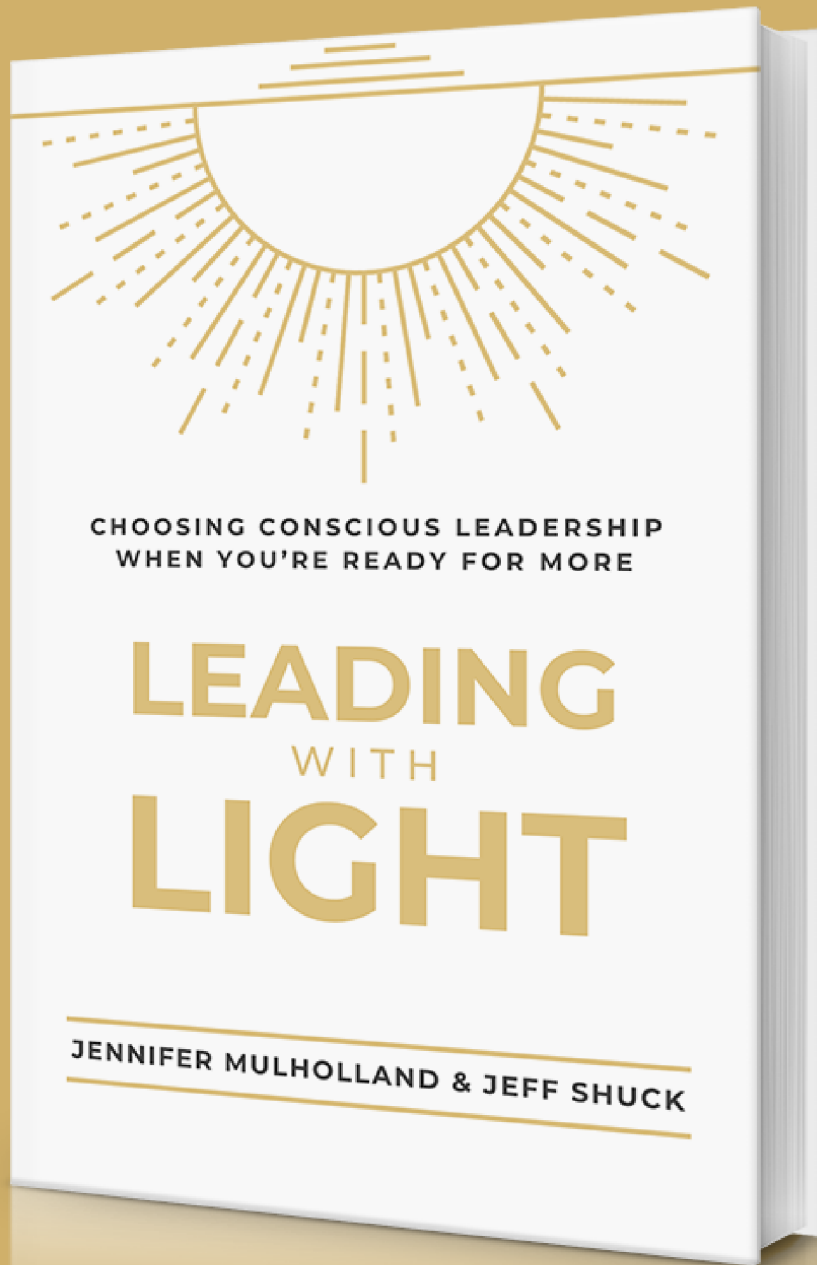


LEADING WITH LIGHT

INTERVIEW PLENTY CONSULTING PARTNERS
JENNIFER MULHOLLAND AND JEFF SHUCK

FOR IMMEDIATE RELEASE
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Leading with Light: Choosing Conscious Leadership When You're Ready for More was released March 21, 2024 by Modern Wisdom.



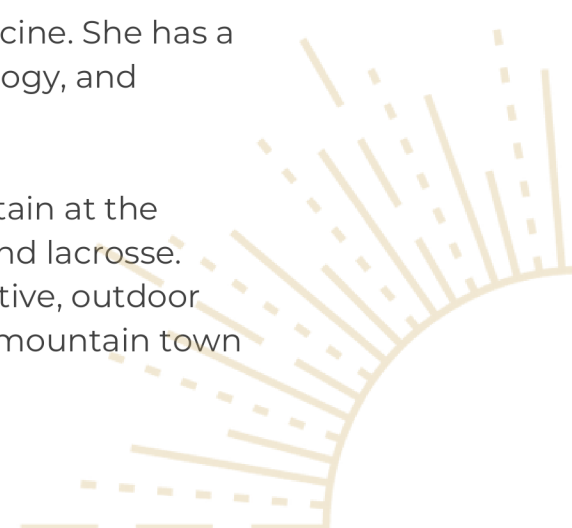
MEET THE AUTHORS

JENNIFER MULHOLLAND

Jennifer Mulholland is an author, strategist, alchemist, executive coach, and co-owner of Plenty Consulting. From a very young age, she's been dedicated to raising the consciousness of people on the planet. For the last decade, she and her business partner, Jeff Shuck, have helped thousands of conscious leaders and businesses grow in revenue, impact, and fulfillment.

Before becoming co-owner of Plenty, Jennifer was Chief Innovation Officer at SunGard, a Fortune 500 technology company. She founded several businesses focused on bridging the gap between information and impact in healthcare, technology, and holistic wellbeing. She is a certified Reiki and Theta healer trained in shamanic and energy medicine. She has a B.S. degree in Exercise and Sports Science, Psychology, and Coaching from the University of Utah.

Jennifer was a two-sport Division I athlete and captain at the University of Delaware, playing both field hockey and lacrosse. She lives in Park City, Utah, where she enjoys an active, outdoor lifestyle with her husband and two children in the mountain town she's called home for almost thirty years.





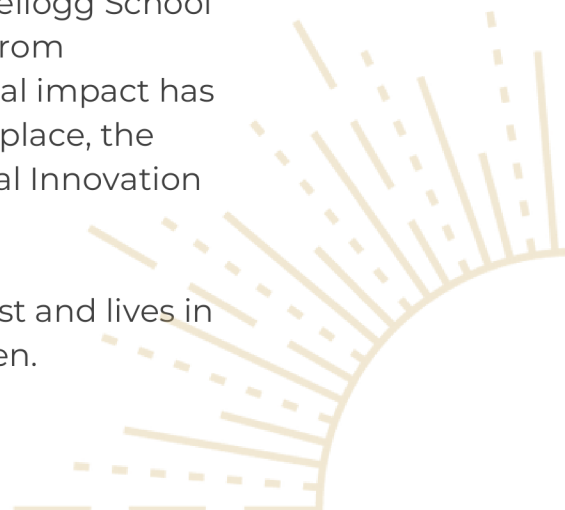
MEET THE AUTHORS

JEFF SHUCK

Jeff Shuck is an accomplished leader and entrepreneur with deep experience in leadership development, consulting, and social impact. Jeff is co-owner of Plenty Consulting with his business partner Jennifer Mulholland. Together, they have helped thousands of for-profit and non-profit leaders and organizations create their strategies, grow their fundraising, innovate new programs, and develop conscious cultures.

Before founding Plenty, Jeff was co-founder and CEO of fundraising firm Event 360, raising nearly a billion dollars for charity over 12 years. Jeff graduated Phi Beta Kappa from the University of Rochester and earned an MBA from Kellogg School of Management and an MS in Predictive Analytics from Northwestern. His work in positive change and social impact has been featured in a variety of outlets such as Marketplace, the Wall Street Journal, Fatherly, and the Stanford Social Innovation Review.

Jeff is an avid musician, writer, and fitness enthusiast and lives in Michigan City, Indiana with his wife and four children.



LEADING WITH LIGHT

CHOOSING CONSCIOUS LEADERSHIP

WHEN YOU'RE READY FOR MORE

Do you feel like you're meant for more? Are the things that used to be important to you not enough anymore?

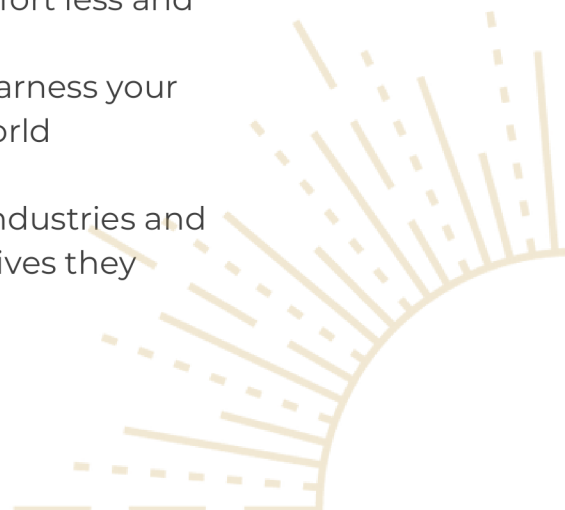
Leaders around the globe are waking up to a more conscious way to work and live. You are too important to settle for less. You're meant for more.

Leading with Light offers a blueprint to help you become more aware of what works for you, more attuned to your soul's deepest calling, and more confident in the choices you make. Through decades of experience leading, consulting, and coaching, authors Jennifer Mulholland and Jeff Shuck share their simple and powerful wisdom to help you know yourself better – and trust what you know.

Whether you're an experienced executive, a passionate entrepreneur, or embarking on a journey towards becoming a more mindful leader, this book will help you to:

- BECOME more aware of what matters to you now so that you feel more contented and less overwhelmed
- LISTEN to your intuition about what works for you so that you can navigate uncertainty and embrace the opportunities that come your way
- ALIGN your passions, talents, and dreams so that you can enjoy what you do
- MAKE more intentional choices so that you can effort less and achieve more
- MANIFEST your deepest desires so that you can harness your energy to bring abundance to yourself and the world

Leading with Light helps conscious leaders from all industries and walks of life create the calm, confident, and fulfilling lives they were born to live.



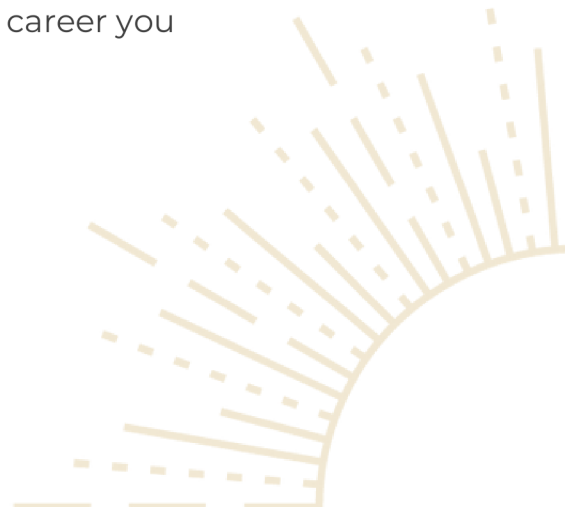
SAMPLE INTERVIEW QUESTIONS

- What is conscious leadership, and how can leaders benefit from it?
- You say that conscious leadership isn't about doing more – it is about being more. What do you mean?
- What are the problems with most leadership approaches? How is conscious leadership different?
- You talk a lot about awareness in your book. What do you mean?
- What is alignment in leadership? How can leaders become more aligned? What do you mean by everyone has a light? How do I find mine if I don't feel it?
- Is there a difference between goal and intention? Why should leaders spend time on intention?
- Navigating uncertainty is a huge theme in your book. How can conscious leadership help someone deal with the unknown with ease and trust?
- It's become very common to hear people talking pessimistically about the world, the environment, and the government. Why should people feel hopeful?
- There is a spiritual undertone in your book. Can you explain the relevancy of it to business leaders?



SAMPLE DISCUSSION TOPICS

- Four principles of conscious leadership to navigate life with more awareness, alignment, and intentionality
- How to loosen your grip on life personally and professionally
- The ‘Trinity of Alignment:’ how to connect your passions, strengths, and business needs
- Why worrying doesn’t work (and what to focus on instead)
- Four steps to surface the wisdom in any group– virtually or in-person
- Stop living for the weekend: how “pushing through the week” quickly becomes “pushing through life”
- Goals are only half the battle—why intentions will carry you to the top
- Four questions to assess the many “hats” you wear in life—and what roles fulfill or drain you
- The case against separating your work and home life
- “The Mack Truck Moment”: how to ignite personal growth before your next wake-up call
- The difference between traditional and conscious leadership
- How to build bodily awareness of what expands or contracts you in work and life
- Toward co-leadership: inside the conception of Jennifer & Jeff’s company—and the lessons of partnership they learned along the way
- Conquering FEAR (“False Evidence Appearing Real”): how to stop negative self-talk
- Five assessment tools to foster more awareness of yourself
- Shifting the scarcity mindset: how to reevaluate the belief “I’m not good enough”
- Six mantras they swear by to manifest the life and career you desire



TESTIMONIALS



Dan Horton, President and CEO, The Horton Group

“I’ve had the pleasure of bringing my entire leadership team to work with Jennifer and Jeff. It was magic. After four days of deep conversation, strategic thinking, and dreaming about what is possible, we returned to the airport awestruck. The work to become more aware of our passions, aligned as a team, and intentional in who and how we serve has catapulted our business. Leading with Light is an instant reminder of that magic—it makes these principles accessible to every-one, and we’ll all be better for it.”



Suzanne Granney, Executive Director, Four Diamonds

“Jennifer and Jeff helped me to embrace my authentic self—and find the courage to express who I am. Leading with Light has been a gift to be real with myself, to know myself more fully, and to empower me to shine my light brighter and fully live my purpose. This book is a must-read!”



Derek Allen, Executive Vice President & Chief Operating Officer, Starr Commonwealth

“It’s about damn time Jennifer and Jeff write a book! Their teaching has been a game-changer for me. I was passionate. I was pretty sure I had a purpose. I had thought about what’s possible. My light was big and bright. But none of it was aligned. I was tired and unsure. Who knew all I needed was Jennifer — a gifted, glittering guru — and Jeff — the kindest, most empathetic, and thoughtful midwestern dad — to open my heart and mind to the path I’m on today. Now, I’m more passionate than ever. I’m purpose-driven. I know what’s possible, and I’m going to make it happen. My light is bigger and brighter than it’s ever been. They helped me find alignment, and I’m leaning in. It’s Go Time. With this book, anyone can exponentially grow their impact on the world, and the world desperately needs it.”

TESTIMONIALS



**Evelyn Furse, Summit County Clerk,
former U.S. Magistrate Judge**

“For years, I have told friends near and far who were at a crossroads and looking for direction that they should attend a Lantern Retreat with Jennifer and Jeff. The problem was, when you’re at a crossroads, the timing, money, or motivation can prove elusive. Now, Jennifer and Jeff have given us *Leading with Light* to help reorient ourselves right when we need it, to help us get through, and to refer to throughout our journey.”



Liam Killeen, CEO, Wells Enterprises, Inc.

“I’ve participated in Plenty’s signature Lantern program individually and also brought my company leadership team to Jeff and Jennifer, who led us through Meridian, their outstanding strategy retreat. In both cases, we were required to bring our full selves to the process, including our emotions, which is unique in business. In their new book, *Leading with Light*, Jeff and Jennifer share their personal journeys and guide readers into deep personal reflection. Through exercises and practices, the authors encourage you to courageously express your best self and let your presence shine—not just at work—but in all areas of your life. I highly recommend this book.”



Ellie Starr, CEO/Founder, Starrs Aligned

“In a time of great uncertainty, *Leading with Light* comes along as a wonderful reminder that we each have what we need to navigate what’s before us. Jennifer and Jeff inspire us to bring our whole selves to work and life, trusting we have everything we need to lead the way. I highly recommend this rich and inspiring book.”

TESTIMONIALS



**Freddie Noe IV, Master Distiller,
James B. Beam Distilling Company**

“Leading with Light is an example of why Jennifer and Jeff are the people to help us not only become conscious leaders but also deliver a better version of ourselves. The personal connection and insights helped me to become more in touch with myself and ultimately become a better leader. This is a must-read for anyone looking to grow or become a better human.”



Elaine Martyn, Senior Vice President, Fidelity Charitable

“Leading with Light is the go-to guide for conscious leaders looking to make a positive difference in their lives and in the lives of those they lead. Jennifer and Jeff’s natural light and positivity jump out of every page. Reading this book is like sipping a warm cup of soup on a cold winter day.”



Tom Bufalino, General Manager, James B. Beam Distilling Company

“Leading with Light is the perfect book for a world of people yearning for more. Through profound and personal insights, exercises, and practices, Jennifer and Jeff take a fresh approach to leadership by bringing us back to the person who matters most: ourselves. In a time when we’re all told to do more and be more, the invitation to become more aware, aligned, and intentional to the light within is a breath of fresh air. I highly recommend this book.”



CONTACT INFO

Jennifer Mulholland and Jeff Shuck are available for interviews/Q&As, expert commentary, contributed articles/essays, and other features, as well as speaking engagements and media appearances.

For more information, visit:

Plenty Consulting

Website: www.plentyconsulting.com

Instagram: [@plentyco](https://www.instagram.com/plentyco)

Facebook: [@plentyconsulting](https://www.facebook.com/plentyconsulting)

LinkedIn: [Plenty](https://www.linkedin.com/company/plenty)

Twitter: [@PlentyCo](https://twitter.com/PlentyCo)

Jennifer Mulholland

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Facebook: [@jenniferhadleymulholland](https://www.facebook.com/jenniferhadleymulholland)

LinkedIn: [Jennifer Mulholland - Plenty](https://www.linkedin.com/in/jennifer-mulholland-plenty)

Twitter: [@JenMulholland](https://twitter.com/JenMulholland)

Jeff Shuck

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Facebook: [@jeffshuck](https://www.facebook.com/jeffshuck)

LinkedIn: [Jeff Shuck - Plenty](https://www.linkedin.com/in/jeff-shuck-plenty)

Twitter: [@JeffShuck](https://twitter.com/JeffShuck)



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CHOOSING CONSCIOUS LEADERSHIP
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