

THE HOME PAGE

Statements appearing together with the appropriate faces (photos, close-ups):

1. I am tired of living with stress, confusion and conflict (the “sophisticated” woman?)
2. I need someone who can help me to release the past (the older woman?)
3. I want to create loving relationships (the young person?)
4. I want to create a viable organisation in an era of extreme complexity (the executive?)
5. I want to connect / reconnect with myself and with others (the older man?)

Below, all grey words should be “clickable”.

LA RUEDA – revolutionary thinking and teaching for
the New Millenium

what are we facing in the New Millenium?

(first sub section, clickable from home page)

- *Speed* is increasing in all areas of personal life, business and society
- *Obstacles* are more frequent, less familiar and more unpredictable
- *Conditions* are more varied and fast-changing
- *Problems* are more complex, unmanageable and incomprehensible

The old models and methods for dealing with change no longer function as intended. To respond effectively and creatively to the speed, obstacles and conditions of the 21st century, and to grasp opportunities as they present themselves, we must learn to see and think about our lives, our businesses and the world in entirely new ways.

“No problem can be solved from the same consciousness that created it.
We must learn to see the world anew.”

Albert Einstein

Never before has so much change taken place in such a short time. Some of these changes are known to us through events that touch everyone. Others are more hidden from every-day view, but we feel them nevertheless.

We are no longer entering a New Millenium, we are already well into it, and this journey is exciting and often a little scary. Who has not asked questions regarding new and often staggering events and has been left without a single satisfactory answer?

Complex problems cannot be solved mechanistically any more than love can be mandated.

Most people understand intuitively and intellectually that change and adaptation are necessary for survival and success. However, most people focus their lives on achieving safety, predictability, security and stability, none of which exists in a dynamically changing system.

The primary need of every 21st century organisation and individual is to become change-ready, change-capable, change-dependent and change-loving. Success today depends on the Flexibility, Adaptability and Responsiveness (FAR) of every individual in the organisation.

When we understand the patterns and shapes in relationships, we adjust our behaviors and responses to make the difference we desire.

what is LA RUEDA and what does it do?*

(second sub section, on home page)

LA RUEDA is a pioneering organisation that acts as a catalyst for transformation. LA RUEDA searches globally and “collects” the best of today’s answers, acting as an intermediary between you and some of the latest teachings and revolutionary world views out there – be it a different approach to business and its growth in complex times, fulfilment of individual potential, making money, expanding the mind ... whatever you are searching for, LA RUEDA will have an answer.

LA RUEDA offers much to those who want to learn from the best and are prepared to open themselves to a new way of seeing, as well as dealing with the most important subjects that confront us daily and concern us deeply.

LA RUEDA has absolutely nothing to offer those who don’t want to see, don’t want to hear, do not want to grow – be it on a personal or professional level.

• THE MISSION

We have one goal: to help mankind understand this New Millenium. LA RUEDA intends to find the most serious, renowned, creative thinkers... men and women: doctors, scientists, writers, business strategists, entrepreneurs, psychologists, physicists etc who not only intend to explain what humanity as a whole is about to experience, but, more than that, prepare us mentally and physically for the adventure of what is to come.

2. THE VISION

LA RUEDA has been envisioned as a groundbreaking organisation that acts as a catalyst for transformation. An organisation that allows people and groups to meet the most revolutionary thinkers of this age and learn about new ideas and worldviews, interchange discoveries and acquire tools with which to face the ever more complex 21st century, improve the quality of their lives and discover their full potential in all areas of existence:

- professional
- mental
- family
- health
- social
- spiritual
- financial

LA RUEDA invites businessmen and women as well as individuals - young and old – in fact, anyone and everyone who would like to grow their capabilities and enlarge their vision through communication, exchange of ideas, intellectual challenge, and mental healing, with groundbreaking, scientifically devised methods that have been proven to work.

LA RUEDA has been created for all those who want to develop their emotional balance in all situations and envisions to offer talks, seminars, courses, discussions, conferences, books, therapies ... for businesses and individuals alike.

LA RUEDA intends to initiate international events and plans rapid expansion, for example through the opening of similar organisations in other countries – especially Latin America – create its own publishing house (searching, finding and translating the

seminal books on the subject of new worldviews and growth, making the material – and hopefully the authors – accessible for the first time to the Spanish-speaking world) and much, much more.

3. THE FOUNDER

photo of Carmen

Carmen Yates has always lived with the divine knowledge that things are not as they seem, and certainly not as they are normally presented through conventional wisdom. She intuitively understood from a very early age that the truth is not in her school books, in the limitations of most of her teachers, nor in the traditional churches ...

Carmen was born and grew up in Peru, lived and worked many years in the United States (Los Angeles), France (Paris), and from Paris she moved to Spain (Madrid). Carmen is married and has brought up four children who all share her quest for knowledge.

In her search for answers, over years, Carmen studied philosophy, literature, psychology, history, archaeology and even shamanism, but remained unsettled, unsatisfied and disquiet.

Full of energy, intelligence and exceedingly capable, Carmen meanwhile also had to be the creative business woman to help send her children to good schools and create a minimum of financial independence that would allow her to continue her search.

A few years ago (five years ago to be precise), Carmen began to find answers to her many questions in the seminars of Dr John Demartini and is by now a trained teacher of Dr John Demartini's "Breakthrough Experience". The results for herself, her family, her business and her life were spectacular. And, being Carmen, she wanted to share with others her discovery – scientific methods that work!

By now, many people – in Spain and the rest of Europe – have shared Carmen's discoveries and are beginning to tell others. This success has created LA RUEDA. Through LA RUEDA, Carmen wants to make internationally renowned speakers (teachers), as well as the books they have written and/or are about to write, available to the Spanish-speaking world that has thus far been denied easy access to these teachings because of the language barrier.

With LA RUEDA, Carmen is fulfilling her dream. With LA RUEDA she has created a groundbreaking organisation (the first of its kind in Spain), that acts as a catalyst for

transformation. Through LA RUEDA Carmen can share those teachings that offer practical and do-able answers, those that have been proven to work.

4. THE SEMINARS

Dr Demartini (first clickable sub section to seminars)

Demartini Seminars are powerful and inspiring ideas for personal and professional development.

“The Breakthrough Experience” is an intensive seminar devoted to helping people to remove stress, resolve any kind of conflict (internal and external) and transform daily problems into an opportunity to explore the higher objectives of life.

“The Breakthrough Experience” offers you the opportunity to live the life you always wanted and to achieve success. It is not a course in positive (wishful) thinking, but a course that dispels the myths of the past in which we base the myth of the future. It teaches “what is”, allowing us to walk away from the suffering of “what should be”, in other words, “The Breakthrough Experience” sets us free to see things as they truly are.

“The Quantum Collapse Process” (created by Dr. Demartini) is at the centre of the “The Breakthrough Experience”. What do you learn? In two intensive days you learn how to use a revolutionary, innovative, scientifically proven methodology (it works every time!) that balances your perception and offers you insights that are normally acquired over years – if you are lucky.

The main benefits:

- You obtain a clear, realistic view of yourself and how you fit into the world around you
- You transcend blame, fear and guilt – the illusions of the past that cloud our view of the future
- You discover the underlying order concealed behind the apparent chaos of our day-to-day existence
- You leave the seminar with a new swing in your step, a tear of gratitude in your eye, a smile on your lips, and a vision of yourself and the future that encourages you to re-shape your life while it allows you to believe in the benevolence of the universe and your own important role within it

How does the seminar work?

After introducing the concept, each person works individually, assisted throughout by Dr. Demartini. Each person has his/her own rhythm, requires his/her own time, and each person is allowed the time he/she requires – even should it take all night. This is a seminar of self discovery and introspection that produces important results in those who complete the process. And Dr. Demartini is determined that each participant breaks through his/her defenses.

Being Spherical (second clickable sub section to SEMINARS)

Being Spherical is an emerging worldview that is reshaping our personal and professional lives in the 21st century

The Top 10 Reasons for *Being Spherical*:

1. *Being Spherical* explains what has changed, why it has changed and why the changes are not to be feared
2. *Being Spherical* provides you and your organisation with the processes and tools for seeing, understanding and dealing with the turbulent complexities of the global economy
3. *Being Spherical* provides the processes and tools to evaluate and influence the shape of your life and your organisation
4. *Being Spherical* helps you to understand and respond to the realities of the 21st century with creativity and enthusiasm
5. *Being Spherical* guides you in *seeing* what decisions are required and how those decisions fit into the larger sphere of activity of your organisation and your industry
6. *Being Spherical* offers a practical process and tools for developing business and personal awareness
7. *Being Spherical* provides a universal and unifying process for making sense of the world and the world of business
8. *Being Spherical* delivers a common language and visual model for communicating effectively and dynamically across the full spectrum of stakeholders in a business or enterprise
9. *Being Spherical* teaches you how to flex, adapt and respond to changes inside and outside your sphere
10. *Being Spherical* helps you to reduce anxiety, increase comprehension and expand your sphere of influence by adjusting your behaviors, expectations, attitudes and actions to fit the realities of life and the workplace

What is “Sphericity”?

“Being Spherical has nothing to offer executives, managers and businesspeople who are comfortable in their boxes and focused on maintaining the status quo.”

Robert L. Lindstrom

The pace of change, the challenges we face and the opportunities that arise daily bear little resemblance to those of 50 or even five years ago. The rules of business, laws of nature and codes of behavior that once seemed solid as steel have become amorphous - constantly warping, always transforming under the pressure of unseen forces.

Every person alive today suffers from an outmoded mindset, an obsolete *picture* of how the world works. To one degree or another, we all *see* the world from a mechanistic, reductionistic and parmentalised perspective bequeathed to us by 17th century science, 18th century philosophy, 19th century industrialisation and 20th century business organisation.

That defunct mindset is what we know as The Box.

For more than a century, The Box has ruled our lives. It determines how we *see* the world and how we *see* ourselves. It defines the structures of our organisations and the limits of our powers. Though it has long since lost its validity, The Box still haunts the majority of organisations, businesses and institutions in the world today.

- The Box disables your ability to understand the changes in your life and your business.
- The Box limits your options and obstructs your progress.
- The Box cripples your leadership potential and undermines your decision-making.

Where did The Box come from? Who invented it? Why does almost everyone continue to live in The Box, even while screaming and scrambling to get out? What is the alternative? What is the true shape of things?

“When we see the true shape of our lives and businesses, we break through our outdated vision of the world and see ourselves and our organisations as complex patterns of dynamic interrelationships.”

Robert L. Lindstrom

Robert L. Lindstrom's *Being Spherical* presentations, seminars and workshops take you on a perception-altering journey from the end of the Dark Ages, through the gritty reality of the Industrial Revolution and into the complex and promising new world of the 21st century. Using stunning visual imagery and enhanced collaborative technology, he chronicles the birth and death of The Box and unveils a new picture of reality, a new visual model of how the world works.

In this entertaining, intriguing and mind-shifting journey, Mr. Lindstrom explains that to achieve success in business and live a fulfilling life in the 21st century - to be effective and influential - it is imperative that you discard your outdated assumptions, expectations and illusions.

Theory + Tools + Process = Change

Using a unique visualisation process, an original, adaptive vocabulary and the patented Spherical Modeling Tool (SMT), *Being Spherical* shifts your thinking and behavior away from the outmoded concepts of a world that operates as a monolithic machine and toward a picture of a dynamic world of patterns and shapes in constant transition.

Being Spherical takes you on a journey out of The Box and into The Sphere. It presents you with a new way of understanding and thinking about the astonishing and disorienting changes in your work and in your life. It puts you in accord with the world as it is, not as it was or as you were conditioned to see it. It provides you with the big-picture perspective and intuitive skill-sets necessary to live and work successfully in the age of interconnection.

future events

(third clickable sub header to SEMINARS ... for the time being we have nothing more to offer than this; when we have more content = speakers, it should become a section in its own right)

“The Prophecy Experience”...

...in Dr Demartini's own words:

Since I was a teenager, I dreamed of attending an advanced educational programme that would expand my vision, inspire my mind and motivate my body to achieve the greatness and leadership I inwardly felt I deserved. I imagined exploring the Universal Laws as they relate to all areas of life. I searched through magazines, books and libraries for such a course or curriculum. But none of the courses I found quite matched my dream. I later came to realise that my dream was not a course to be found or taken, but a course and curriculum to be created and developed. This was partly the

inspiration that ultimately birthed “The Concourse of Wisom School of Philosophy and Healing”.

In the middle of the 1980s, I organised a series of inspiring courses entitled the “Human Quest Series”. They were originally offered as seven individual one-day programmes:

1. The Human Quest for Spiritual Truth and Immortality
2. The Human Quest for Mental Understanding and Wisdom
3. The Human Quest for Vocational Success and Achievement
4. The Human Quest for Financial Wealth and Prosperity
5. The Human Quest for Familial Love and Intimacy
6. The Human Quest for Social Power and Leadership
7. The Human Quest for Physical Health and Wellness

But now all of these courses have been combined into one incredible week entitled “The Prophecy Experience”. “Prophecy” is the deepest and most profound personal exploration and development programme available today. It is an experience that will change or clarify your destiny. It takes you beyond just your personal success: it unfolds the vision and destiny of your innermost global being.

“Prophecy” destroys many of the myths commonly held about our existence in the universe, and offers such simple truth that your heart and soul sing with gratitude. The reason for the title “Prophecy” becomes evident as you pass through each day of its journey. Be prepared for the new and more inspired you, the you that is vastly expanded beyond any present boundaries.

The next “Prophecy Experience” will be held in LA RUEDA xxxx Limited places available in all programmes. xxxxx

5. THE SPEAKERS

Dr John F Demartini (first sub header in THE SPEAKERS)

photo of John

Once in a blue moon, an inspired individual comes along who breaks through the conventional boundaries of thinking, and births a new paradigm in philosophy and personal transformation.

Dr. John F. Demartini is a rare and gifted man whose span of experience and study encompasses broad scopes of knowledge, philosophy and healing, and whose vision is clearly ahead of its time.

As an international speaker, he breathes new life into his audiences with his enlightening perspectives, humorous observations of human nature, and practical action steps. When he speaks, hearts open, minds become inspired, and people are motivated into action. His personal and professional success programmes are packed with profound wisdom. His revolutionary understanding of the power of unconditional love is reshaping psychology as we know it and transforming the lives of millions.

Dr. John F. Demartini speaks worldwide with a mission to inspire wisdom, healing, personal success and leadership. His programmes explore diverse topics ranging from the sacred healing of ancient cultures to cutting-edge personal transformative technologies. His clients have ranged from leaders in Fortune 500 companies such as IBM, to health professionals in every field, entrepreneurs and general audiences who desire to be more successful, heal, or to gain more wisdom and leadership.

At the age of seven, John Demartini was told he had a learning disability and would never read, write or communicate normally. At fourteen, he dropped out of school, left his Texas home and headed for the California coast.

By seventeen, he had ended up in Hawaii, surfing the waves of Oahu's famous North Shore where he almost died from strychnine poisoning. His road to recovery led him to Dr. Paul Bragg, the ninety-three year old man who would change his life forever by instructing him to repeat one simple affirmation every day: "I am a genius and I apply my wisdom."

Today, he lectures, teaches and consults internationally with a mission to inspire wisdom, fulfilment, leadership and healing in individuals who desire to achieve their full potential. His personal and professional development seminars and programmes explore diverse topics ranging from the arts and sciences, human potential technologies to the world religions and philosophies. His life's work is the study and exploration of over 200 different disciplines in pursuit of what he calls Universal Principles of Life.

Founder of The Concourse of Wisdom and creator of The Quantum Collapse Process®, Dr. Demartini's understanding of the power of love is reshaping psychology as we know it. His revolutionary personal transformation methodologies help tens of thousands of individuals find greater order within their lives by enabling them to live

with greater clarity, certainty and presence. Dr. Demartini's books and programs, including "The Breakthrough Experience", "Count Your Blessings", "You're Never Given a Problem You Can't Solve", "Building Wealth F.A.S.T.", "Purpose - Life's Driving Force" and "The Principles and Methods of Self-Actualisation" continue to inspire thousands more.

Robert L. Lindstrom (second sub header within THE SPEAKERS)

photo of Rob

Robert L. Lindstrom, president of C₆₀ Communications and co-founder of Sphericity Inc., is a leading thinker, change agent, communicator, integrator and futurist. Through speaking, writing, seminars, workshops and open dialogue, Mr. Lindstrom guides individuals and organisations in the process of bringing their worldview into accord with the emerging realities of the 21st century.

Mr. Lindstrom is co-author of *Being Spherical*, a new book that presents a universal and unifying concept and model for seeing, understanding and taking action. He is also co-creator of the patented Spherical Modeling Too (SMT). Together, *Being Spherical* and the SMT represent a guided process for re-envisioning the workings of all dynamic systems, including families, teams, projects, companies, communities and countries.

As an award-winning journalist, author and editor, his work has appeared in the pages of the *Los Angeles Times*, *Forbes*, *Business Week*, *Fortune*, *California Business*, *Adweek*, *Westways*, and numerous other publications. The themes of interconnection, interdependence and communication thread their way throughout his professional writing personal life.

The secret to surviving and thriving in the New Millennium, he says, can be summed up in just three words: communication, communication and communication.

In the mid 1990s, Mr. Lindstrom was among the first to introduce the business world to the emerging importance of rich-media-enabled communication in his best-selling book, *The Business Week Guide to Multimedia Presentations*. His follow-up web book, *Being Visual*, explores the technology-driven rebirth of visual language that is changing how we connect and communicate in both business and society.

Mr. Lindstrom, whose wide-ranging educational background includes a Masters degree from the University of California, is former editor-in-chief of two magazines in the field of multimedia communications. His writing and editing awards include the prestigious Los Angeles Press Club Award for Business Reporting, the New York Art Director's

Club award for feature design and the Corwin Award for Drama. In two consecutive years, the *Los Angeles Business Journal* named him one of "The Rising Stars in High Technology".

Connecting his fascination for the transformational influence of technology, his passion for the outdoors and his devotion to fatherhood, in 1998, Mr. Lindstrom co-founded the Digital Exploration Society (DEX), a non-profit organisation that pioneers the use of mobile multimedia technology for education, personal development and environmental awareness. He serves as volunteer executive director of DEX, which equips young digital explorers with the latest wireless and mobile technologies as they pioneer their own future by exploring "the interconnections and interdependencies between people, the tools we create and planet we inhabit." www.digitalexplorers.org.

In his work and all other aspects of the sphere of his life, Mr. Lindstrom expresses and pursues his deeply held belief that, as individuals and societies, being understood is our greatest challenge and understanding others is our one true solution.

6. THE AGENDA / CALENDAR

7. THE SPACE

8. CONTACT

APPENDIX

Here are some of the sections for later development:

- **newsletters** (for later)
- **testimonials** (for later)
- **press** (for later – I see this in two bits: one section for the press to go in and use, with press releases and new articles, for example, and "what the press says" – about LA RUEDA)
- **presentations** (for later, when we have some)
- **recommended reading** (get to work)
- **links** (to be decided)
- **quotes** (get to work)

- **LA RUEDA publishing** (for quite a bit later)
- **LA RUEDA abroad** (for later)
- **LA RUEDA shop** (for later)
- **LA RUEDA meeting place** (where people who have been to the courses can exchange views with each other and perhaps with the “teachers”)

- **We also need a place where people in the near future can book their own courses**