

THE COHERENCE ARC™

BUSINESS LEADERSHIP

User Book by :

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PART 2 INDENTITY & VOICE

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HELLO I AM AUDREE GRUBESIC

I'm a leader in modular and offsite construction, known for connecting innovation, execution, and human-centered leadership across the built environment. I bring over two decades of experience in real estate development, strategic growth, and industry collaboration to advance scalable construction solutions and meaningful community impact.

OUR VISION

To transform how leaders think, decide, and lead—by aligning internal clarity with external performance.

Aligning Body, Strategy, and Leadership

OUR MISSION

The Coherence Arc™ exists to redefine leadership in high-performance industries by integrating presence, strategy, and human connection. It creates leaders who are not driven by pressure or reactivity, but by clarity, alignment, and intentional action—resulting in stronger teams, better decisions, and more sustainable outcomes.



5 PILLARS



The Coherence Arc™

A five-part executive development experience designed to align body, strategy, and leadership—equipping leaders to operate with clarity, resilience, and intentional decision-making.

1. AWARENESS

- Develop the ability to pause, observe, and recognize internal and external triggers
- Strengthen self-awareness to reduce reactivity and improve clarity under pressure
- Build awareness of thought patterns, emotional responses, and leadership habits

2. IDENTITY

- Clarify personal leadership values, beliefs, and decision-making patterns
- Align leadership voice with authenticity rather than external expectations
- Strengthen confidence in how you show up, communicate, and lead

3. PURPOSE

- Define clear direction and align goals with meaningful outcomes
- Improve decision-making by filtering distractions and competing priorities
- Connect daily actions to long-term vision and impact

4. CONNECTION

- Build trust through intentional communication and active listening
- Strengthen relationships by understanding team dynamics and perspectives
- Create environments that support collaboration, transparency, and alignment

5. INTEGRATION

- Translate insight into consistent, aligned action in real-world leadership scenarios
- Balance execution with presence to sustain performance over time
- Reinforce new leadership behaviors through intentional, repeatable practices

IDENTITY SHAPES LEADERSHIP

Most leaders operate from identities they inherited rather than identities they consciously chose.



- Awareness
- Reflection
- Commitment



IDENTITY IS FORMED

- Experiences
- Expectations
- Environment
- Repeated thought patterns



UNEXAMINED INTENTITY

When left unexamined, identity can drive:

- Overworking
- Over-controlling
- Burnout
- Disconnection from purpose and people

REFLECTION EXERCISE

*Take a moment to pause,
reflect, and reconnect with
what matters most to you*

COMPLETE THE STATEMENTS BELOW :

The role I most identify with is :

I often feel valuable when :

I feel uncomfortable when :

The pressure I place on myself comes from :

The belief that drives many of my decisions is :

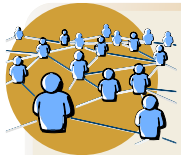


*Awareness creates choice.
Choice creates change.*



IDENTITY SHAPES LEADERSHIP

- I have to prove myself to be valued.
- My worth is tied to how much I produce.
- I need to be the strongest person in the room.
- If I slow down, I lose control.
- I must have all the answers.
- Asking for help is weakness.
- Success determines my value.



These common beliefs often create reactive leadership **rather than intentional leadership.**



THOUGHTS | REFLECTIONS

REFLECTION EXERCISE



Complete the statements below:

The Cost of My Current Identity

COMPLETE THE STATEMENTS BELOW: THE COST OF MY CURRENT IDENTITY

WHAT BELIEFS MAY NO LONGER BE SERVING ME?

HOW DO THESE BELIEFS AFFECT:

MY LEADERSHIP?

MY RELATIONSHIPS?

MY HEALTH?

MY DECISION-MAKING?



*You can't lead well from an identity
that no longer fits who you're becoming.*



REFLECTION EXERCISE

Rewriting Your Leadership Identity

COMPLETE THE STATEMENTS BELOW :

I am no longer the leader who...

I am becoming the leader who...

I choose to lead with:

- ☐ Clarity
- ☐ Courage
- ☐ Trust
- ☐ Accountability
- ☐ Compassion
- ☐ Integrity
- ☐ Curiosity
- ☐ Presence
- Other:

From Conditioned Identity

- Leading from pressure
- Seeking external validation
- Defining yourself by results

To Conscious Identity

- Leading from alignment
- Defining yourself intentionally
- Recognizing your inherent value
- Leading from clarity instead of pressure



**THE
SHIFT**

LEADERSHIP ENERGY ASSESSMENT

WHEN I LEAD FROM PRESSURE...

My energy feels:

- ☐ Urgent
- ☐ Tense
- ☐ Reactive
- ☐ Controlling
- ☐ Defensive

When I Lead From Alignment...

My energy feels:

- ☐ Grounded
- ☐ Focused
- ☐ Calm
- ☐ Confident
- ☐ Trusting

REFLECTION:

- What energy do people most often experience from me?
- What energy do I want them to experience?
- Based on the Identity Drives Energy framework.



THE 4-STEP IDENTITY ALIGNMENT PROCESS

STEP 1: AWARENESS

Recognize the identity you currently operate from.

Questions:

- What patterns show up under pressure?
- What beliefs drive my decisions?
- Where am I reacting instead of choosing?

STEP 3: RE-DEFINITION

Choose who you want to become.

Questions:

- Who do I choose to be as a leader?
- What values guide my decisions?
- What does aligned leadership look like?

STEP 2: DECONSTRUCTION

Challenge identities that no longer serve you.

Questions:

- Where did these beliefs come from?
- Are they truth or conditioning?
- What are they costing me?

STEP 4: EMBODIMENT

Live the identity daily.

Questions:

- How do I show up in conversations?
- How do I make decisions under pressure?
- How do others experience me?

LEADERSHIP FEEDBACK EXERCISE

Ask three people you trust:

PERSON #1

- What do I do that helps you perform at your best?
- Where do I create friction or confusion?

PERSON #2

- What do I do that helps you perform at your best?
- Where do I create friction or confusion?

PERSON #3

- What do I do that helps you perform at your best?
- Where do I create friction or confusion?



READ THIS STATEMENT ALOUD:

I CHOOSE TO LEAD FROM ALIGNMENT RATHER THAN PRESSURE.

MY VALUE IS NOT DETERMINED BY MY OUTPUT.

I TRUST MYSELF TO LEAD WITH CLARITY, COURAGE, AND INTENTION.

**I AM CREATING A LEADERSHIP IDENTITY THAT REFLECTS WHO I TRULY
CHOOSE TO BE.**

IDENTITY DECLARATION



THE COHERENCE ARC COMMITMENT™

Before you leave today, take a moment to
choose how you will lead differently.

Not perfectly. | Not all at once. | But intentionally.



MY LEADERSHIP IDENTITY STATEMENT

I AM A LEADER WHO:

ONE THING I WILL BEGIN DOING IMMEDIATELY:

ONE THING I WILL STOP DOING IMMEDIATELY:

ONE WORD THAT DEFINES HOW I WILL LEAD MOVING FORWARD:



Presented by
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BecomingHumanAgainEvents.com



A person stands on a large rock in a calm lake at sunset. Their arms are outstretched to the sides, and their reflection is visible in the water. The sky is a mix of blue and orange, with mountains in the background.

Thank you

Thank you for your willingness to pause.

Thank you for your courage to reflect.

Thank you for choosing growth.

Thank you for showing up for yourself and for one another.

May you leave with greater awareness, deeper connection,
stronger purpose, and the courage to lead with both heart and
conviction.

THE COHERENCE ARC™

AWARENESS → IDENTITY → PURPOSE → CONNECTION → INTEGRATION

SEE YOURSELF → KNOW YOURSELF → ALIGN YOUR WORK → CONNECT DEEPLY

→ LIVE IT DAILY

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