

Meet Schuyler Morgan



***“Leading Ladies
don’t walk the Red
Carpet. They make
strides in their in-
dustry!”***

~Anonymous

Schuyler Morgan, CVO, serves as the Chief Visionary Officer, Strategic Team Lead and Director of Partner Relations for the Clarksville, CA “Tomorrow City: Smart Eco-City Development Project”. She is an active member of the Core Team of the US China Green Energy Council and is coordinator of the Green Building, Smart Eco-City Task Force. She has been working in Green Building, Clean Technology and Self-Sustaining Smart Eco-City Collaborative Ventures for over 25 years. She holds an undergraduate degree, from San Francisco State University, in Public and Corporate Relations Marketing. She also graduated from the Coaches Training Institute and Coach U, and earned the designation of International Coach Federation Professional Certified Coach.(with additional certification in Corporate, Executive, Team, Crisis and Brand Coaching).

Prior to her work in the commercial sector, Schuyler worked as a Dental Hygienist for 22 years, and served the dental profession on multiple levels within the professional associations, including Co-Chairing a Government Relations Committee to modify the existing state law. She owned and operated an Adventure Travel Business at her resort ranch destination that featured luxury gourmet trail rides in the Santa Cruz Mountains in Northern California. She was a founding member of the San Francisco Bay Trail Council, a group that has completed 450 miles of continuous trails surrounding the San Francisco Bay Area. This trail system is considered the largest Open Space Park in Northern California. She volunteered as a search and rescue mounted patrol and organized vacations for equestrians in the Sierra Mountains.

Schuyler is an Alumna of Leadership America and Founder of Finishing-Up: A Finishing School with Personal Coaching for Professionals, Young Adults and Teens. In 2015, the National Association of Professional Women honored Schuyler by inducting her into the 2014-2015 VIP Woman of the Year Circle for excellence, leadership and commitment to her profession, while encouraging the achievement of Professional Women.

Smart Eco-City Development

“Rethinking what a city can be is the idea of storytelling through architecture with a truly distinctive vision that shows a future new world in an easy entertaining way. It requires discipline to ensure that each operation embodies a narrative, embodies an ambition, embodies intentions, and has an aim. It uses the conventions or laws or discipline of narrative to make sure that those are tight and work well together.”

~Schuyler Morgan

Schuyler is a Founding Member of the Executive Development Team for the Clarksville “Tomorrow City” Smart Eco-City Development Project and serves as the Chief Visionary Officer, Strategic Team Lead, and Director of Partner Relations.

Clarksville, CA is a new mixed use city development project that will showcase an ever changing technology fabric which will glimpse a new model of commerce, government, and living itself. It is a rare opportunity to build a town from the ground up with a truly distinctive vision that shows a future new world in an easy entertaining way.

A community is forming for a bold new experiment. “An Eco-Mercial Village – A Perpetual Expo of the Future”. A town sized incubator. This network will gather to conceptualize, collaborate, design and build a very special place. Teams among architects, universities, designers, students, corporations, environmentalists, and technology providers will come together to build a place from the ground up where people will come to glimpse Tomorrow.

Imagine a town built from best of breed environmental technologies to sustain a thriving live-work environment. The Town, with a historic past, will harness the technology from the future in a bold new endeavor for the present. This consciously designed town will foster community, commerce, learning and connections. This global community will encompass the best ideas, best practices and best technologies that the world can provide.

Schuyler also serves on the Core Team of the US China Green Energy Council, (UCGEC) Board of Directors, and is Coordinator of the Green Building, Smart Eco-Cities Working Group. UCGEC is a non-profit organization headquartered in Silicon Valley, California. Its mission is to promote and strengthen U. S. and China collaboration in Green Energy by facilitating high impact clean-tech collaborative initiatives and projects in the U.S. and China, serving as a platform for the integration of policy, business, investment, and R&D projects for the two countries.



Executive Coaching

*“Great necessities call
forth great leaders.”*

~ Abigail Adams

Schuyler is often referred to one of the most credible thought leaders in the new era of business and is considered an influential practitioner of strategic brand leadership, board and executive teaming, partner relations and systems integration. She is a top notch executive coach and an expert on identifying and developing the critical behaviors for leading self and others, and for implementing the behavioral changes that drive personal and organizational performance. Her knowledge of human dynamics enhances her ability to understand people and the human factor in situations, especially in today’s demanding fast-paced environments.

Schuyler delivers her progressive coaching to individuals, entrepreneurs, teams and organizations’ top talent. She coaches them to radically shift their thinking and break out of their comfort zones; an absolute requirement for a competitive edge and distinctive brands in this turbulent age of paradox and smart devices. Her alertness to cutting edge issues and trends keeps her coaching sharp and focused.

Time and again, clients find Schuyler to be a leader in self-concept, in attitudes, and in her actions. She has the personal insight and initiative to express her own perspectives on situations that help her clients find their own wisdom regarding the issues they face.

She has the energy, confidence and spirit to initiate in all environments, articulate in describing her understanding of it, and her vision of how it may be improved to influence outcomes. She blends the strength of maturity with the enthusiasm, vigor, and spontaneity of youth.

• Finishing-up – The Finishing Touches to Polish, Package and Present the Brand Called You!™

Finishing-up is a Contemporary Finishing School with Personal Coaching for Professionals, Young Adults, and Teens. For anyone who wants to realize their potential and avoid the pitfalls of our eCulture Age of Paradox, this trailblazing venture identifies the changing world’s missing link and ultimate need for social skills to round out their business and technical skills. Finishing-up provides the finishing touches for Individual eCulture Personal and Performance Leadership, Manners and Etiquette, while providing a live, roll-up your-sleeves guide to confidence, enjoyment, civility and dignity for profiting in the age we live.



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*“We judge ourselves
by our best intentions,
our most noble acts
and our most virtuous
habits. We are judged
by our last worst act”*

~ Michael Josephson

In 1922 Emily Post was concerned about business etiquette and said, “To make a pleasant and friendly impression is not only good manners, but equally good business.” Every day society pays a heavy price for the unethical choices, uncivilized behavior and the lack of dignity of its members. With the stakes higher now than ever, we need to come to our senses and make decisions from a strong solid foundation of basic principles for the purpose of restoring human nature and the human etiquette, dignity and civility we all long for in relationship

People are especially vulnerable to rationalizations when they make choices from a seductive set of beliefs that lead them into loose interpretations of deception, concealment, conflicts of interest, favoritism, and violations of established rules and procedures. Insofar as people are willing to hold others to high ethical standards and apply strict tests about whether the behavior of others is proper, perhaps the biggest challenge is for people to hold themselves to those same standards.

The goals of these programs are many; to bring a level of comfort to the business person who never had a chance to learn the basics of human nature and the social and interpersonal skills of the basics of etiquette. They are designed to provide a refresher course for those who did, to equate good manners with good business sense, and to instill the self-confidence that sets you on the road to success and to earn the kind of recognition you so richly desire.

There is a magic about developing character leadership. Whether through the spoken word, respectful behavior, a commanding presence, written word or the use of gesture, it speaks to us in elegant spare language that connects, inspires and moves us into the future.

The vision it holds for us embraces us. By renewing the foundations of character leadership, people, at the point of choice, can become more politically savvy about human nature in any environment, enabling them to be consistently civil and dignified decision makers, better prepared to face the challenges of daily life. Your life is your message. Learn to choose well.



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Signature Programs, Workshops and Speaking Topics:

- ***Personal Branding – The Ultimate Currency in Career Success™***

The choices you make as you create your own image and brand can, if well chosen, transmit a very positive statement about you and what you think about yourself. The goal of this program is to equate good manners with good business sense, and to instill the self-confidence that sets you on the road to success, and to earn the kind of recognition you so richly desire. The program will make a difference for employees and executives everywhere; a helpmate that grounds people in the timeless fundamentals as they work their way through a fast-changing world while still maintaining their own personal styles that sets them apart from the crowd.

- ***Welcome to the Experience Economy When Work is Theater and Every Business a Stage™***

What do your customers really value? Better yet, for what would they pay a premium? If you're competing solely on the basis of price, then you've been commoditized, offering little or no true differentiation. What your premium customers want, and expect every time, are Premium Experiences. When work is theater and every business a stage, and your workers are the actors and the production crew, the curtain is rising higher than ever before. This economic era in which every business is a stage, companies must design memorable events, promotions, marketing and products or services for which they charge admission

This program explores how successful companies - using goods as props and services as the stage - create experiences that engage customers in an inherently personal way. Why does a cup of coffee cost more at a trendy cafe than it does at the corner diner or when brewed at home? It's the value that the experience holds for the individual that determines the worth of the offering and the work of the business. From online communities to airport parking, we'll draw from a rich and varied mix of examples that showcase businesses in the midst of creating engaging experiences for both consumers and corporate customers.



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To become a brand with a competitive edge, we'll showcase an insightful, highly original, and yet eminently practical approach for companies to script and stage compelling experiences that will turn your customers into fans. In doing so, all workers become actors, intentionally creating specific effects for their customers. And it's the experiences they stage that create memorable and lasting impressions that ultimately create transformation within individuals.

Make no mistake, goods and services are no longer enough. Apple is a great example of a memorable and distinctive brand that rocks. Experiences are the foundation for future economic growth, and the guidelines for the Experience Economy form the playbook from which managers can begin to direct new performances.

• ***It's Not What You Eat That Makes You Sick, It's What's Eating You™***

Do you want a more alert, more focused, more productive mind? Do you want to be able to calm down, unwind, and relax at will...even get to sleep on demand? Do you want to ease feelings of stress or anxiety and enhance your overall sense of well-being? Whether you are striving for personal or professional excellence or both, I'm going to assume that your answer to all of the questions above is an enthusiastic, unqualified yes! Then this program is for you.

You will learn how food can help you bounce back when mental lethargy or a loss of enthusiasm dampens your ability to get things done, and how to compose yourself when edginess or distractibility threatens to interfere at work, at play, or in your relationships with others. You will learn how food can help you focus your mind when the situation calls for clear thinking and creative problem-solving and how to quicken your responses when speed is of the essence. You will learn how food can help you ward off "brain fatigue" so you can stay up late to finish a report or study for an exam, and still perform at your peak the following morning. And you will also learn how the right food can help you deal with the feelings of frustration and anxiety that lead to overeating and weight gain!

You already know from personal experience that whether you are up or down, calm or agitated, focused or distracted, the way you feel can make



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all the difference in how successfully you work, study, create, play and interact with others. But you may not have been aware of how many of the foods you eat affect those moods and behaviors. You can learn to make these mood changes occur almost instantly, without investing in long hours of therapy and without drugs - in fact, with practically no effort on your part other than learning some easy to remember guidelines and the will to believe and succeed, you can manage your mind and mood with food.

• ***Everything You Say and Do is a Message About Who You Are and What You Think About Yourself, Others and Your Perspective on Life™***

It is vital to our happiness that we realize our choices and actions, even our thinking, results in influencing, if not determining, what happens to us now as well as in the future. It is a fundamental law of nature: every choice and every action results in consequences that are either good or not.

Our intentions, conscious or unconscious, impel our choices. Our choices result in what we do and actions we take. Our actions determine our happiness or unhappiness, not our desire or wishes for happiness. Our actions create our lifestyles. If you choose the action of abusing your life in some way, you will sooner or later suffer the consequences of that abusive action. If you choose the action of loving yourself and others, you will experience loving consequences in return.

• ***Failing to Disconnect - Technorealism: an Overview Nest™***

In this heady age of rapid technological change, we all struggle to maintain our bearings. The developments that unfold each day in communications and computing can be thrilling and disorienting. One understandable reaction is to wonder: Are these changes good or bad? Should we welcome or fear them?

The answer is both. Technology is making life more convenient and enjoyable, and many of us healthier, wealthier, and wiser. But it is also affecting work, family, and the economy in unpredictable ways,



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introducing new forms of tension and distraction, and posing new threats to the cohesion of our physical communities.

Despite the complicated and often contradictory implications of technology, the conventional wisdom is woefully simplistic. Pundits, politicians, and self-appointed visionaries do us a disservice when they try to reduce these complexities to breathless tales of either high-tech doom or cyber-elation. Such polarized thinking leads to dashed hopes and unnecessary anxiety, and prevents us from understanding our own culture.

To articulate some of the shared beliefs behind this debate, we have come to a new term - technorealism. Technorealism demands that we think critically about the role that tools and interfaces play in human evolution and everyday life. Integral to this perspective is our understanding that the current tide of technological transformation, while important and powerful, is actually a continuation of waves of change that have taken place throughout history. Looking, for example, at the history of the automobile, television, or the telephone - not just the devices but the institutions they became - we see profound benefits as well as substantial costs. Similarly, we anticipate mixed blessings from today's emerging technologies, and expect to forever be on guard for unexpected consequences which must be addressed by thoughtful design and appropriate use.

As technorealists, we seek to expand the fertile middle ground between techno-utopianism and neo-Luddism. We are technology "critics" in the same way, and for the same reasons, that others are food critics, art critics, or literary critics. We can be passionately optimistic about some technologies, skeptical and disdainful of others. Still, our goal is neither to champion nor to dismiss technology, but rather to understand it and apply it in a manner more consistent with basic human values. This program will discuss 8 basic principles of technorealism, how these tools affect our lives and articulate the trade-offs that people make in choosing one technology over another.

• *Leading Ladies Don't Walk the Red Carpet, They Make Strides in*

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Their Industry™

If you want to be outstanding, you have to stand out. Women who define the art of living well and the fine art of leadership and personal branding are the most stylish women of their time, setting the standards for the world of fashion, marketing, business and grace. They understand the Power of Style.

The Femme Fatales of personal branding and marketing themselves and their contributions to the world, knock out the competition by making their brand irresistible and their customers starry-eyed with devotion. They inspire and empower their teams to create their own starring roles. And they do it all with verve and flair. In short, they are the originals, the women who use style to propel themselves out of anonymity and into the limelight.

How do we reconcile their grandeur and their folly? We don't. Instead, we must celebrate the rich diversity of their days and marvel at all they pack into their lives. And we can't help but envy the way they take their talents and refine them to a point that they don't just shine, they glow.

Text Neck - Cautionary Tales of Digital Maladies from Our Addictive Use of Smart Devices™

Face it, we're all addicted to our electronic devices. You might know a few lonely holdouts, determined to stay detached and live off the grid, but their numbers are diminishing. Most of us are living in an ever more wired world, dependent on instantaneous communication and information, and at a panicly loss when we can't find our smart phones.

No one wants to hear it, but we're paying a steep price for this behavior. Our tech habits are laying ruin to our physical and mental health and abilities. Being aware of the possible pitfalls is your first line of defense against premature aging, aches and diminished brain capacity. That and unplugging more often. Here are five digital maladies you should be aware of that we'll debut in this program.

Text Neck - You see them everywhere. Teenagers, middle-aged commuters, grocery shoppers of all ages, hunched over small objects



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they gaze at like little miracles, their necks jutting forward and down at an oddly excruciating angle. And they just stay there, seemingly frozen, unaware.

Hearing Loss - Hearing loss is not just for the elderly anymore. Most of us are very likely to have diminished hearing at younger and younger ages. If you're not already having trouble hearing normal everyday speech, that day is probably coming, and sooner than you think.

Brain Scramble - What constant digital media use does to our brains is a big, seemingly speculative topic. But science is beginning to catch up, and it's not pretty. Simply put, overuse of smartphones makes us less productive, less rested, more likely to forget things, and in a word, dumber.

Computer Face - Okay, enough about the brain. Spending inordinate amounts of time in front of a computer is ruining people's looks! Cosmetic surgeons are reporting that more people are developing the dreaded "computer face," a combination of permanent frown lines, wrinkles around the eyes from squinting, jowls and double necks from looking down for long periods of time.

Computer vision Syndrome - The bad news, perhaps unsurprising, is that sitting in front of a computer screen hour after hour, week after week, year after year as many jobs require you to do can cause pain and discomfort to the eyes, blurred vision and headaches.

Too Busy to Love, Too Tired to Care - The Heart Breaking Reality of Lost Souls Coping With Life in an Artificially Intelligent World™

Many, many people are hurting in our society today. Despite their families, good jobs, health, and numerous possessions, they feel isolated, alienated, and ignored. Some have been chronically angry for so long they don't know how to let go of it, and they're afraid of what might happen if they do. Too many people are living on the edge today, stretched beyond their means, mentally, physically, spiritually and financially.

What is true is that we are awash in things: in information, in news, in the old rubble and shiny new toys of our complex civilization, and



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strange, perhaps, stuff means speed. The wave patterns of all these facts and choices flow and crash about us at a heightened frequency. We live in a buzz. We wish to live intensely. Technology has been a rapid heartbeat, compressing house work, travel, entertainment, and squeezing more and more into an allotted span.

Yet we have made our choices and are still making them. We humans have chosen speed and we thrive on it - more than we generally admit. Our ability to work fast and play fast gives us power. It thrills us. If we have learned the name of just one hormone, it is adrenaline. No wonder we call sudden exhilaration a rush. We love the pace, the giddy, continual acceleration.

Still, we have not truly explored the consequences of haste in our culture. We've allowed our unrelenting schedules to leave us too busy to love and just plain too tired to care. Instantaneous rules in the network and in our emotional lives: instant coffee, instant food, instant replay, and instant gratification, etc. Pollsters use electronic devices during political speeches to measure opinions on the wing before they have been fully formed. Like missiles, fast food restaurants add express lanes. If we do not understand time, we become its victims.

"Time is a gentle deity," said Sophocles. Perhaps it was for him. These days it cracks the whip. Now it is time to discover why we are so rude, too busy to love and too tired to care. My goal is that you'll take some small but significant steps to help turn the tide from chronic social ineptness toward a more civil and loving society. It's time to explore some of the individual and organizational social diseases, the culprits of our times...so let's take a look at why and how we have gotten ourselves so out of balance in such a short amount of time.

"Half of our life is spent trying to find something to do with the time we have rushed through life trying to save."

~Will Rogers

Writer, Speaker and Life Coach

Book

“Too busy to Love, Too Tired to Care”™ – Getting to the heart of the matter about the consequences of our love affairs with our smart-devices, unrelenting schedules and longing for real human relations.

Do you find yourself living in spreadsheets, dreaming in Power Points, shackled to your smart phone, while rushing to pick up your kids at child care in time to make it to soccer practice and recitals before grabbing fast food for dinner then collapsing in bed with your laptop, tablet and TV?

People are living on the edge, stretched beyond their means: mentally, physically, spiritually and financially. In this age of creating new wealth, instantaneous rules everywhere and all the time in our personal, professional and digital networks and in our emotional lives; instant messaging, instant food, instant replay, and instant gratification, etc. Still, we have not truly explored the consequences of haste in our culture and in our daily lives that has left us with spiritual hunger and too busy to love and just plain too tired to care.

Many people are hurting in our society today. Despite their families, good jobs, health and numerous possessions, they feel isolated, alienated, and ignored. Some have been chronically angry for so long they don't know how to let go of it, and they're afraid of what might happen if they do.

My story is a book that will reward readers in today's smart device, fast paced and attention-deficit world with a new model for a healthy life. It's a very new take on a cautionary tale about life in the fast lane. This quote from Dean Ornish's book, "Love and Survival" sums it up: "The real epidemic in our culture is not only physical heart disease, but also what I call 'emotional and spiritual heart disease' that is the profound feelings of loneliness, isolation, alienation, and depression that are so prevalent in our culture with the breakdown of the social structures that used to provide us with a sense of connection and community. It is, to me, a root of the illness, cynicism, and violence in our society.

“It is a law of human life, as certain as gravity: To live fully, we must learn to use things and love people....not love things and use people.”

~ John Powell, S.J.



Writer, Speaker and Life Coach

Contributing Book Chapters, Booklets and Articles

Booklet -

“The Art of Recognition – Powerful Ways to Deliver it Effectively”

Contributing Chapters-

1. “A Guide to Getting It: Remarkable Management Skills” – Excuses are the Opiate of the Unsuccessful. Responsibility Revisited and Redefined[©]
2. “A Guide to Getting It: Achieving Abundance” – The Nature of Abundance and the Art of Living[©]
3. “A Guide to Getting It: Self-Esteem” – Expressing Your Distinctive Self[©]

Articles -

Schuyler wrote many articles when serving the International Coach Federation as the first Editor-in-Chief of their first Corporate Coaching eJournal available to members and corporate clients worldwide. Many of her articles appeared in publications in the U.S. and Canada, and shared around the world for corporate coaching and speaking engagements.