



RICHARD LEIDER

COACH, CONSULTANT AND SPEAKER

► **SCANDIA RESIDENT RICHARD LEIDER** is an internationally known speaker, coach and consultant who has left Paul Bunyan-size “footprints” in inspiring people to find purpose in their lives.

The founder of Inventure—The Purpose Co. is one of America’s pre-eminent executive-life coaches. *Forbes* magazine ranked Leider as one of its Top Five most respected executive coaches, its conference boarding calling him a “legend in coaching.” He has authored 10 books, including three bestsellers, and his books have sold more than 1 million copies in 20 languages. His PBS Special, *The Power of Purpose*, was viewed by millions of people across the U.S. since airing in late 2015.

Leider found his own life’s purpose back in the late ’60s as a graduate student in counseling psychology. He was inspired by meeting Viktor Frankl, whose 1946 book, *Man’s Search for Meaning*, chronicled his experiences and survival as an Auschwitz concentration camp inmate during World War

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II. Another inspiring acquaintance was Richard Bolles, who wrote the multimillion selling book, *What Color Is Your Parachute?*

After spending a dozen years working in human resources for two major corporations, the St. Paul native received a Bush fellowship grant to study “this whole business of the second half of life,” he says. He became an intern with the Harvard study of adult development, the longest-standing study of its kind. He started his own practice in 1975.

Today Leider has a global practice, including speaking appearances around the world (Singapore and England last year) and consulting to major corporations such as United Health Group and Ameriprise Financial. He is a keynote speaker and co-chairman of Gild, the Global Institute for Leadership Development, led AARP’s Life Reimagined project and is a University of Minnesota senior fellow.

“Purpose is fundamental to health, healing, happiness, longevity and to your productivity in the workforce,” he says. “It’s not about discovering it out there somewhere, but finding it within yourself. That’s what ‘Inventure’ means.” At 73, the pioneer in the “purpose movement” has no plans to retire. “Why would I retire after working so hard to be part of this movement? This is a golden time; I can really have an impact,” he says.

Leider and his wife Sally (who grew up on the St. Croix River) have lived in Scandia, Minn., for 22 years. He has been a counselor, board member and canoe guide at Camp St. Croix. Both are members of St. Croix River Association and St. Croix Watershed Research Station.

“There is something magical about living on the river, seeing it every day,” Leider says. “It’s key to my inspiration to get up and write every day.”