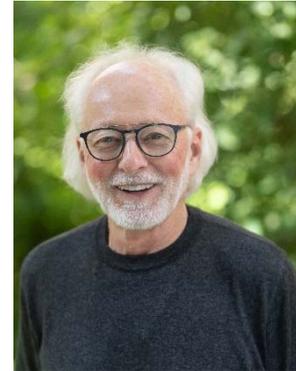


# Introduction

## Richard Leider



“Why do you get up in the morning?”

Internationally bestselling author, coach, and keynote speaker, Richard has pioneered the way we answer that question. Widely viewed as a pioneer of the global purpose movement, his work is featured regularly in many media sources including PBS public television and NPR public radio. His PBS Special – **The Power of Purpose** – was viewed by cities across the U.S. He has taken his purpose message to all 50 states, Canada, and to four continents.

Along the way, Richard has written eleven books, including three best sellers, which have sold over one million copies and have been translated into 20 languages. ***Repacking Your Bags*** and ***The Power of Purpose*** are considered classics in the personal growth field. His latest book, ***Who Do You Want to Be When You Grow Old?*** defines the value of purposeful aging.

Richard is the founder of Inventure – The Purpose Company, a firm created to guide individuals to live, work, and lead on purpose. He is ranked by Forbes as one of the “Top 5” most respected coaches and is a contributing author to many coaching books. He is one of a select few coaches who have been invited to work with over 100,000 leaders from over 100 organizations such as AARP, Ameriprise, Ericsson, Habitat for Humanity, Lifespark, Mayo Clinic, National Football League, Outward Bound, United Health Group, Sharecare, and the U.S. Dept of State.

Richard holds a master’s degree in Counseling and is a National Certified Counselor, and a National Certified Master Career Counselor. His work has been recognized with many awards including a Bush Fellowship from the Bush Foundation, the Outstanding Scholar for Creative Longevity and Wisdom award from the Fielding Institute, and Honored Sage of Sage-ing International.

Richard is a Senior Fellow at the University of Minnesota’s acclaimed Earl E. Bakken Center for Spirituality and Healing, an Education Fellow with the Retirement Income Institute, and a former Public Fellow at the Notre Dame Institute of Advanced Study. Richard serves as thought leader and purpose ambassador for the Blue Zones Project, The Whole Health Institute, the Modern Elder Academy, and the Vail Alliance for Purposeful Living.

For over 30 years, he has led Inventure Expedition walking safaris in Tanzania, where he is on the board of the Dorobo Fund for Tanzania. He and his wife, Sally, live in the Minneapolis, Minnesota area.