



**Serenidad**<sup>®</sup>  
C o n s u l t i n g

**International Consultants in  
Excellence, Great Leadership and  
Positive Personal Power**

- KEYNOTES & PRESENTATIONS
- STRATEGIC VISIONING & PLANNING
- EDUCATION & TRAINING - incl. Community Resilience, Personal Empowerment, & PTS Healing
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- INTERNATIONAL & HOMELAND SECURITY
  - COUNTERING VIOLENT EXTREMISM
    - CHANGE MANAGEMENT
  - FACILITATION & MODERATION
    - PEACE NEGOTIATIONS
  - MANAGEMENT CONSULTING
  - SPECIALIST CONSULTING

Tailored services to suit governments, corporations, communities, groups, institutions & individuals

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**Achieving a 180° Shift to Global  
Peace at the same time as  
Supporting the Military**

As the CEO of a global organization that is focused on helping achieve a sustainable global peace, I am often asked “Why do you support Defense organizations when you’re all about peace?” My answer is: “For Serenidad Consulting® to be truly holistic in its approach to global peace, it must factor in supporting non-antagonistic ‘friendly’ Defense organizations, for they too work each day to prevent antagonistic and aggressive states from committing “bad” actions”. The Australian Defence Organization supports the USA and other allied nations in a united effort to counter terrorism, prevent ongoing inhumanities and also prevent hostile actions that seek to disempower those good nations (like Australia, the USA, the UK and so on) that are focused on positive and supportive relationships. As their police counterparts work to keep the peace, military members work to restore peace where conflict has been. Both missions working for the same outcome.

In our supporting these kinds of organizations to be better at how they manage risk, treat their people, and develop capabilities that support a peaceful end, we believe this works as an adjunct to our prevention-based activities which, quite understandably, have a much longer lead time and require both changes in legislative and policy frameworks, and behavioral shifts through all layers of ‘communities’ i.e. communities that exist within societal, business and government structures.

Peace cannot be seen as a Bandaid for “bad” choices. Peace must be a personal choice, every day and by every person on earth. That is why I advocate through my books and Serenidad Consulting®, that peace achieved in ‘layers’ is the most likely way for sustainable global-level peace to be achieved. When each person achieves inner peace, then they have no desire or inclination to advocate for or instigate an antagonistic or destructive act. When each person lets go of the need for power and control over others, then the positive energy that flows from letting go is felt universally and strategically through all dimensions. Peace - it’s a simple, and powerful choice, yet what it boils down to is each human having the courage to really want to live it.

If we redirected the funds we currently spend on conflict, to the following, we would see large and sustained benefits realized by societies around the world:

- More focused, empowering and lateral thinking-oriented education, for all ages groups, that enables the student to be inspired to contribute positively to society, and educated holistically rather than according to a predetermined set of ‘rules’ or ‘categories’;
- Dedicated, non-revocable funding for environment sustainability and regeneration programs;
- A rework/refresh of constitutional and legislative frameworks that currently deliver ambiguity, legal conflicts of interest, and result in ineffective risk management;
- The planting of at least one new sapling for every new child born; and
- Family and Community-based resilience and self-sufficiency training and education.

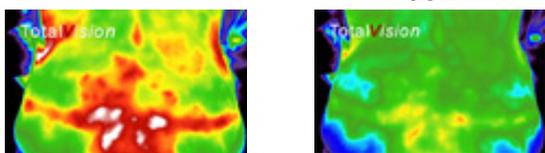
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**IN PAIN?**

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