



Trailblazer Follows Her Passion

By Nancy Capistran, PCC, CPC

Leaders in the 21st century are expected to navigate innovative realms in business. Human potential, performance, and drive vary for everyone. We are each unique in our personalities, abilities, experiences, strengths, weaknesses, and morals. Our distinctive constellation of attributes expands possibilities when utilized to bring about positive transformation. Groundbreaking leaders courageously leave behind the known for the potential of what could be. This expedition into the unknown necessitates a vision, wisdom, conviction, tenacity, and a sense of adventure. Just like we use a GPS to get us from point A to point B, we need trailblazers in business who can be our navigation system – whether it is calculating our current position, providing the best direction forward, keeping track of the speed of progress, or charting the time to the new destination. These pioneers will best support us as we transition into our new world of commerce.

I worked with a client who was a registered nurse who also had a master's degree in Public Health. For many years, she had witnessed patients unnecessarily suffer because traditional medical professionals either were not aware, did not understand, or were unwilling to support alternative ways of healing beyond western medicine. She knew that modern medicine needed to be linked with proven practices from other healing traditions to relieve the medical, physical, emotional, social, spiritual, and environmental influences that can affect a person's health and well-being. She was confident that it was time for a transformational shift in how medical care was being delivered, and she was determined to be that catalyst.

Integrative medicine is a blend of modern "scientific" medicine with authenticated alternative methods from around the world. It focuses on the importance of the medical practitioner viewing the patient as a whole person, with a commitment to using all suitable therapeutic methods to attain optimal health and healing.

As a trusted advisor, I helped her to process through "what was keeping her up at night" so that she could gain clarity about what she was most passionate about. She found great value in collaborating and strategizing a variety of different perspectives to determine what were the most efficient and effective paths forward for her business. Together, we uncovered her "blind spots," allowing her to expand her reach to gain awareness in areas that she had not had experience in prior to our work together. She became a force to be reckoned with a catalyst for a worldwide movement to communicate fact-based research that would bring greater awareness and validity to additional techniques for healing.

She knew that her vision would need additional high-level medical experts, so she started her company by leveraging her Rolodex of collaborative relationships with Ph.D.s, M.D.s, and other medical

professionals. Her dream was to publish new evidence-based research that would expand awareness of alternative, but viable, approaches to providing quality care that would promote healing on all levels. My client and her team spent countless hours creating the publication's platform. She maintained rigorous standards for herself, her team, and the publication.

Because of the great divide between eastern and western medicine, she underestimated the timeline for how complicated it would be to promote a broader collaboration between all of the stakeholders. It took her more than six years to make her vision a reality. Her multimedia publishing platform now provides a voice for cutting edge clinical, educational, and policy advances for the benefit of academic establishments and healthcare organizations worldwide. Her consistent audacious endeavors allowed for sophisticated medical intellectuals to have a platform to share their findings in a communication vehicle that is now available in multiple languages in more than 40 countries.

Leaders who style themselves as frontrunners who others want to follow are bona fide trailblazers whose impact is inarguable. They enhance their lives and those around them by being specific and intentional about their choices. They build a foundation for success by expanding benchmarks of achievement via clear communications. They then walk-the-talk with exemplary character, honesty, positive energy, and a vision that includes the necessary steps to inspire impressive change.



About the Author: Nancy Capistran is a best-selling author, an award-winning, internationally certified executive coach, motivational speaker, and trusted advisor. She is Principal of [Capistran Leadership, LLC](#), and [Crisis Interception, LLC](#). Nancy's best-selling international leadership book: [Open Your Eyes and LEAD](#) shows readers how to become a positive force in the world and how to balance and manage omnipresent tensions while striving for leadership excellence. Capistran shares inspirational stories and advice from her 30+ year career to help both seasoned and emerging leaders develop intentionality while maintaining their core values and beliefs even when life's pressures dictate otherwise.