



### About

Ian C. Williams is an author, speaker, and business advisor. His humanitarian and environmental values were shaped by the landscapes of Minnesota during his youth. Then, a single, mystical, experience transformed his life at the age of 24. A decade of spiritual immersion and self-discovery followed, which revealed a fundamental truth: saving ourselves is the only path to saving the world. Now, he devotes himself to generating positive change for the common good through his personal and professional endeavors.

Ian has a Master's in Public Affairs (MPA) with an emphasis in Leadership Strategy and Organizational Culture from the University of Minnesota Humphrey School. His background in education, mindfulness, and regenerative design informs his business advising. He works primarily with mission driven organizations on the front lines of social and environmental justice to help them grow healthy cultures and people, and environmental impact.



### Book

*Soil & Spirit* is a book written for change makers. Monumental challenges such as: increasing rates of infertility, chronic disease, soil degradation, and climate collapse, threaten the 6<sup>th</sup> mass extinction on planet earth. *Soil & Spirit* presents a single and simple solution: self-actualization.

Solutions at scale begin with individuals organizing themselves. *Soil & Spirit* reminds the reader that creating a sustainable future requires that we commit to personal transformation. The book guides the reader through that process via four primary “landscapes:” internal, social, external, and spiritual. *Soil & Spirit* is not only a message, but a methodology for creating resilient landscapes, both inside and out.

### Book Title & Central Tenants: *Soil & Spirit: Seeds of Purpose, Nature's Insight, & the Deep Work of Transformational Change*

1. *Turning inward is our only course of action:* The only way out [of our individual and collective turmoil] is in and through.
2. *Self-actualization = cultural transformation:* Saving ourselves is the greatest gift we can give, and all that's required to save our species.
3. *Personal & spiritual development can be simple, but not easy:* They're synonymous & make up the deep work of transformational change.
4. *Eco-reverence:* We must turn to nature for guidance as we seek sustainable solutions now and for future generations.

### Additional Resources

- U&i LLC – [www.reviveuandi.com](http://www.reviveuandi.com) - writing, speaking, and teaching
- Still Point Insight – [www.stillpointinsight.com](http://www.stillpointinsight.com) – business advising
- Sample Interviews: [Dropbox Folder](#) – past interviews and headshots



Ian C. Williams  
Email: [ian@reviveuandi.com](mailto:ian@reviveuandi.com)  
Phone: (612) 220-8274

## Sample Discussion Topics

Personal	Professional
<ul style="list-style-type: none"><li>• Book: <i>Soil &amp; Spirit</i></li><li>• Spiritual experiences</li><li>• Addiction and recovery journey</li><li>• Lifestyle and personal development</li><li>• Spiritual growth and maturation</li><li>• Regenerative design and environmentalism</li></ul>	<ul style="list-style-type: none"><li>• Book: <i>Soil &amp; Spirit</i></li><li>• Leadership strategy</li><li>• Organizational culture</li><li>• Professional services and methodology</li><li>• Values of the Millennial workforce</li><li>• Creating resilient businesses in uncertain times</li></ul>

## Sample Questions for Interview

### Book

- The book has an interesting title, *Soil & Spirit: Seeds of Purpose, Nature's Insight, & the Deep Work of Transformational Change*. What does that mean, and can you tell us what the book is about?
- Who is the book written for, and what do you hope they will take away when reading it?
- The book moves through four different “landscapes.” What are they, and why did you choose to structure the book this way?
- There is a particular phrase that you use throughout the book, “awaken your life’s core purpose.” What do you mean by that and how can someone awaken their life’s core purpose?

### Personal

- Would you mind sharing the “single, mystical, experience” that transformed your life at the age of 24?
- You have a history with addiction, yes? Can you talk about that and some of the key pieces of your recovery journey?
- How have spirituality and mindfulness-based practices impacted your personal development?
- You have devoted a lot of time to self-development. For those listening, what do you hope they might take away from your story?

### Professional

- Themes from nature are present in a lot of your writing and teaching, why is that?
- How do you infuse your background in education and regenerative design into your work with businesses?
- Why do you choose to focus on leadership strategy and organizational culture in your work? Why are [these] important?
- What are some of the tangible things a business, or leader, could do today to help them grow their organizational culture and business impact?
- *Still Point Insight* helps organizations scale business impact and employee wellbeing through process optimization, how do you do that and why is that your focus?

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Phone: (612) 220-8274