

THE 5 KEYS TO MASTERY

OPENING DOORS TO LIFELONG SUCCESS

With best-selling author **George Leonard** (Mastery, The Ultimate Athlete)

FEATURING INTERVIEWS WITH

***B.B. King** – Grammy Award-Winning Blues Musician*
***Carlos Santana** – Grammy Award-Winning Musician*
***Eric Kandel** – Nobel Laureate*
***Paul Reed Smith** – Entrepreneur*
***Linus Torvalds** – Software Architect*
***Launi Meili** – Olympic Gold Medalist, Shooting*
***Stephen Tobolowsky** – Actor*
***Ivana Chubbuck** – Acting Coach*
***Dana Chladek** – Two Time Olympic Medalist, Kayaking*
***Wendy Rieger** – Television Journalist*
***Etirsa Coons** – Fashion Model*
***Kelly Clark** – Olympic Gold Medalist, Snowboarding*

Produced and Directed by **David Lent**
Associate Producer – **Susan Burgess-Lent**
Executive Producer – **Al Cattabiani**

One Hour, Not Rated

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“Most people live and die and they don’t even know what their calling was. Maybe they didn’t take the time to push the pause button. What happens when you find your calling – everything stops and you just see what you’re supposed to do and why you’re supposed to do it. When I heard the first guitar in Tijuana, it made me realize that I have possibilities and opportunities to discover and nothing was gonna stop me.”

– **Carlos Santana**

What makes a Grammy-winning musician, an Olympic athlete or a Nobel Prize-winner different from the rest of us? What do they know that we don’t?

This groundbreaking program turns long-accepted ideas of success, talent, hard work, and achievement upside down by revealing the astoundingly simple formula that transforms an ordinary life into one of success and deep personal fulfillment.

Hailed as "The Granddaddy of the consciousness movement" by *Newsweek* magazine, best-selling author **George Leonard** (*Mastery*, *The Ultimate Athlete*) has spent a lifetime uncovering the principles and practices that allow the superstars of our culture to soar. In this extraordinary program, Leonard cracks the code by revealing five simple steps that will immediately transform your life into the one you were meant to be living.

Leonard is joined by some of the most successful people of our time who share their intensely personal stories, practices and more.

THE 5 KEYS TO MASTERY reveals why concepts like working harder are counterproductive, and how working smarter can do more for you. Leonard also uncovers the power of ignorance, illuminating why The Fool can do better than the smartest person in the room.

This enlightening, inspiring, and practical program, demonstrates that super achievement is not a privilege granted only to a special few. Success and a purpose-filled life are within every individual, just waiting to be unlocked.

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INTERVIEW WITH DAVID LENT

When did you first read George Leonard's book MASTERY, and how did the book affect you?

It was actually the article in *Esquire* that I read first in 1987. The book was written as a spinoff from the article which was so successful that *Esquire* encouraged George Leonard to write the book. I had surrendered to my passion for video at a young age, but it took me 20 years to become a really good cameraman. I knew that I could have become just as good in 10 years if I had had a teacher, so as I read the article the absence of a teacher in my life really stood out. Sometimes something hits a chord with you and you can't ignore it. I could really see my career and my life translated into the keys – where I was strong and where I was weak. When the book came out, I called George and he said “go for it.” The thing about Mastery that struck me was the pattern – the science and engineering of taking all the formulas for success that have ever existed and systematically boiling them down into one formula.

What was it about the content of the book that compelled you to adapt it to DVD?

I was drawn to the project, subconsciously I suppose, because it challenged me to continue in the mastery of my own craft of making non-fiction movies by producing ***THE 5 KEYS TO MASTERY***. I knew that if I truly believed in the five keys, I had to face myself and apply them to this production. I love the idea of mastery in the sense that you are not competing against people but with them. It's very Asian in this sense, which was part of my personal breakthrough with my own craft. Making the DVD was also a way to share George's discoveries with a wider audience.

How did you choose your interview subjects? Did you contact them because you knew that they were fans of the book Mastery? How did you convince them to participate?

None of the subjects had ever heard of the book Mastery before the interview. The first interview happened because I was on a shoot and was watching the model Etirsa Coons. I saw quite plainly that she was practicing the five keys as she worked so I asked her if she would be a part of the project and she said yes immediately, just as everyone else did. I met Ivana and Stephen when I was shooting a documentary about Brad Pitt for the BBC. I realized they were also practicing the five keys but using their own terms. Paul Reed Smith and Linus Torval needed some convincing, but everyone else was immediately willing to participate.

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When and how did you approach Carlos Santana?

I got the idea to approach Santana because he played a Paul Reed Smith (PRS) guitar. Once I got the interview with Paul, and Wellspring as a distributor, I knew I could go to him. He was eager to be involved right away because he had such a respect for Paul. Carlos says that when he plays a PRS guitar, it's like he has no guitar, the music just flows right out of him.

When and how did you approach B.B. King?

I heard Koko Taylor on a local jazz radio station in D.C. She was going to play the next night at Wolf Trap so I called the radio station right away, and spoke with Koko to ask her to participate. She said yes, but when I called Wolf Trap's media relations department the next day to get permission to shoot, they said that she had just cancelled. I asked who else was playing that night and they said that B.B. King would be performing. So, I asked for B.B.'s agent's number and they said 'Oh, come on you'll never get B.B. King.' They gave me the number anyway, and I called the agent who loved the idea. 24 hours later, Susan and I were sitting on B.B. King's bus interviewing him. It's amazing how the five keys work when you apply them.

There are many 'self help' and quick-fix formulas for success out there. How is this different?

On the surface this might appear to be a preposterous claim, but each of the five keys are very ancient. George Leonard has sifted through all the unnecessary stuff and mined and extracted five simple, basic elements out of all the confusing information that is out there. That doesn't mean that it's easy. The five keys to mastery do not make success easier, but they do make it simpler. Would you rather focus on five things or five hundred things?

In your own words, what does THE 5 KEYS TO MASTERY bring to viewers? How can this perspective, or philosophy, enrich their lives?

The message is that if you took all the success formulas that ever were and boiled them down, you get the five keys to mastery. The program helps people to ask the right questions, and to ask more questions of themselves. There are hundreds of catch phrases and cliches about success that may all be true, but that can be very confusing – and most of all distracting. 'Follow your Dream, Give 110%, Keep Your Nose to the Grindstone.' It's simplified and expanded upon here in a very accessible way. George Leonard has cut through all the prescriptions for success and identified their essential elements.

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ABOUT THE PRODUCTION

THE 5 KEYS TO MASTERY is the culmination of an intensely personal, seventeen-year journey for Producer/Director **David Lent**. In 1987, Lent read an *Esquire* magazine article by best-selling author **George Leonard**. A teacher of the Japanese martial art of Aikido, Leonard observed that students who rose to the top did so by using five common tools. He called these tools The Keys to Mastery. In the wake of overwhelming response to the article, *Esquire* urged Leonard to write a book on the subject.

“I read Mastery in 1994 and immediately called George who graciously gave his permission for me to adapt the concept for television.” says Lent. “The article in *Esquire* had tested George’s thesis against 10 top pro-athletes and showed how they were practicing the five keys. I said, OK, we know athletes are doing this, but is it also true for any field? This is the big question I set out to answer in the making of this program, which became a sort of personal odyssey for me. After the first few interviews at the very initial stages of production for our promo tape, I admit I still had my doubts. Sticking with it though, things became clear. We’ve documented a diverse group of people at the top of their fields, in 12 different disciplines, and they are all consistently doing these five things. By the time I was done shooting I was a true believer. I see everyone as a potential superstar.

George Leonard adds, “Dave is totally charming, and I thought, if people love it so much why not get it out there. These principals hold true in everything in life, even in love making. It also makes people question the idea that everything is talent. Talent is important, but it is only about ten percent of success, ninety percent is practice. There are all different kinds of statistics that show how essential practice is to success. Dave has shown how real people use this principle without even knowing it, there were just doing it.”

With permission from Leonard in place, the production of ***THE 5 KEYS TO MASTERY*** began when Lent, a news and documentary cameraman for 30 years, and his wife and business partner, **Susan Burgess-Lent**, wrote a business plan and began identifying potential interview subjects. Owning high-end production equipment, they began shooting the program with their own money as they looked for a financial partner.

In 1999, with a half-dozen subjects on tape, the husband-and-wife team edited a sales reel entitled ***The Secrets of Mastery*** and shopped it to the cable networks, to no avail. Discouraged and disheartened, Lent took a three-year hiatus to produce a documentary in the Balkans called ***Hotel Macedonia***.

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In 2002, while working a day job as a news cameraman, Lent resurrected his beloved project, and changed the title to *THE 5 KEYS TO MASTERY*. At this juncture, Lent decided to consciously apply George Leonard's five keys to mastery to the production of *THE 5 KEYS TO MASTERY*.

"Once I had surrendered to the five keys, doors started to open. Big doors," says Lent. "I visualized everything I wanted, from the interview subjects to the distributor, you name it. It was a real breakthrough for me to put the philosophy into practice and to rake in the results. How else could I have convinced Carlos Santana, B.B. King, and a Nobel Laureate to do this program?"

Associate Producer **Susan Burgess-Lent** comments on the transformation of her husband over the course of the seventeen-year-long production, "I saw Dave work with a lot more confidence and direction as he began to really understand what the five keys were. His relationship with George Leonard, who became his mentor, fortified him as well. He really applied the keys to every aspect of the production from interviewing to shooting to editing."

The husband-and-wife team continued to shoot *THE 5 KEYS TO MASTERY* using earnings from their freelance work to fund their expenses. As the production gained momentum with each cash infusion, their skill as interviewers evolved.

"None of the profile subjects had heard about the book Mastery before their interviews. Except for Paul Reed Smith, we didn't tell anyone what the five keys are until after the interview was over. We wanted them to define their success in their own terms and see if these terms lined up with the five keys. In our view, they did." states Lent.

Burgess-Lent, who conducted the majority of on-camera interviews, adds, "It was exciting to give these people the opportunity to say 'This is what I learned, and this is how you get there.' We gave them a vehicle to talk about what made their lives work and gave them a way to offer it to people on or seeking a path of mastery. It was not a stretch by any means for them to talk about these things because they practice them every day."

She continues, "At a certain point I realized that the key to a good interview was to put the other person at ease. I was doing more and more research with every person we talked to, so I was showing up very prepared to talk about things that made *them* feel comfortable. For example, Carlos was very interested in talking about his children. Eric Kandel was interested in talking about how he escaped from Germany just before the Third Reich took over. I think learning that is what really made these interviews work."

With most of the interviews completed, the team now needed to find a distributor in the highly competitive home video market to provide finishing funds. Lent recalls, "I went to Borders, Barnes and Noble, and Tower Records looking for DVDs that fell into the

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enlightened self-help genre. Most of what I liked was distributed by Wellspring Media. I put their logo on my desk, and literally visualized them as my distributor. I called and emailed for two weeks, with no results. Then I drove to a local video store and asked the manager to give me the name and number of the person from Wellspring who sold them DVDs.” Within weeks, Lent had landed a financial partner to complete production and provide distribution.

Executive Producer **Al Cattabiani** recounts, “Dave Lent tracked down one of Wellspring's sales reps, Marty Johnson, to pitch *THE 5 KEYS TO MASTERY*. Marty in turn called me to say it sounded like a fun new project that I'd like. He was right.” Cattabiani continues, “There is always a market for ‘self help’ information, but much of the content is designed to promote one particular personality, system or product. *THE 5 KEYS TO MASTERY*, on the other hand, doesn't hype any guru or single point of view. It surveys a wide range of really interesting people, and offers a clear, simple way to learn from them. It's pure. In a marketplace crowded with hyperbole, the five keys is authentic. The people Susan and Dave profile are the real deal. I hope, and believe, that the program's honesty will cut through the clutter.”

Lent summarizes his experience in making *THE 5 KEYS TO MASTERY* as he recalls a unique moment during the shooting, “I asked my 19-year-old daughter to interview Kelly Clark because they both snowboarded and I thought it would be comfortable for both of them. We sat on the grass in Central Park in New York and there was a moment when Kelly said, ‘Sometimes I feel I could do anything you wanted me to do. And I think when you're meeting your goals and doing what you love, there's really no stopping anybody.’ She really goes to the heart of it here. The girl is 19 years old and she just gets it. That age group really responds well to the program because they are so open to their passion. It's very profound. The way she practices her craft is so on the edge. That was very inspiring to me. It was my favorite moment.”

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ABOUT THE CREW

DAVID LENT – *Producer/Director*

David Lent's career in television and video spans thirty years. His skill as a producer draws much from his diverse experience in the theoretical and technical aspects of the medium.

In the 1970's, David co-produced and shot three prison documentaries, including the critically-acclaimed *Life Without...Inside San Quentin* for PBS.

During the 1980's, David produced, shot and edited a large body of corporate and documentary programming. With Susan Burgess-Lent, he co-produced *Staying Alive*, a one-hour version of Studs Terkel's best-seller Working, broadcast on KQED San Francisco.

Since moving from San Francisco to Washington, DC in 1990, David has worked primarily as a news and documentary cameraman for broadcast clients. From 1994 to 2003, he shot twelve feature-length documentaries for domestic and international clients.

David is the author of The Laws of Camerawork, a collection of observations and know-how from twenty-five years behind a camera. He is also the creator of the SteadyBag camera support, LensEnd, GelFile and PicupStix, products used by shooters worldwide.

SUSAN BURGESS-LENT – *Associate Producer and Business Manager*

Susan Burgess-Lent is the business manager of Dave and Company and conducted many of the interviews for *THE 5 KEYS TO MASTERY*. She is also an Emmy award-winning video editor for domestic and foreign television networks and a writer. For three years, she authored a popular column for *Videography* magazine. Her novels include In the Borderlands, (Xlibris, 2000) and Chasing Midnight, set in Sudan (publication pending). She is deeply involved in human rights work and efforts to prevent genocide. In 2006, she will be based in Nairobi, Kenya to facilitate human rights projects in Sudan.

AL CATTABIANI – *Executive Producer*

Al Cattabiani has long focused on the distribution of high-end niche programming for electronic media, mostly in his former role as CEO of Wellspring Media, an independent film/TV/DVD label.

Wellspring is a leading distributor of arthouse cinema – from classic auteurs like Truffaut and Kurosawa to current masters like Alexandr Sokurov, Vincent Gallo, and François Ozon – and programming promoting holistic living featuring leading figures like Joseph Campbell, Alan Watts, Andrew Weil, Caroline Myss and Wayne Dyer.

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Al co-founded Wellspring in 1993 and led it as CEO through several acquisitions. When he and his partners sold it in early 2004, the company posted over \$21 Million in sales with 50 employees.

Al then formed 1409 Entertainment in May 2004, to develop, finance, and produce film, television, and video programming with uplifting underlying themes. The new company has several titles in distribution via Public Television and on DVD (often through Wellspring). Several other projects are in active pre-production, for release on satellite and terrestrial television, VOD, and DVD.

Before starting Wellspring, Al served as President and Chief Operating Officer of Los Angeles-based Pacific Arts Corporation, best known for creating the PBS Home Video label around such acclaimed titles as *The Civil War, I, Claudius, The Creation of the Universe, Amazing Grace* and *Eyes on the Prize*. Prior to heading Pacific Arts, Cattabiani served for six years as Director of Video Development for Fairchild Publications, a division of Capital Cities/ABC.

An active musician, Al recently founded Garagista Music (www.garagistamusic.com), a micro-label devoted to music from the Hudson Rivertowns just north of Manhattan. The label's first two releases debuted in November 2005.

Al also serves on the board of the Global Film Initiative, a non-profit foundation.

ABOUT THE PRODUCTION COMPANIES

Dave and Company has supplied news and documentary camerawork to clients worldwide for more than 30 years. During that time David Lent has also produced six documentaries, including the critically-acclaimed *Life Without...Inside San Quentin, Staying Alive*, and *Hotel Macedonia*. In the 1980s Dave and Company launched Creative Controls, which published *Shooter's World* and designed and marketed products for video professionals, including the SteadyBag camera support, PicupStix, LensEnd, and GelFile.

Dave & Co Productions is owned by David Lent and Susan Burgess-Lent.

1409 Entertainment was founded by Al Cattabiani in May 2004, to develop, finance, and produce film, television, and video programming with uplifting underlying themes. 1409 Entertainment has several titles in distribution via Public Television and on DVD, the latter primarily through Wellspring. In addition, several other projects are in active stages of pre-production, slated for release on satellite and terrestrial television, VOD, and DVD.

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ABOUT GEORGE LEONARD

George Leonard is author of numerous books on human possibilities and social change, including Education and Ecstasy, The Transformation, The Ultimate Athlete, The Silent Pulse, The End of Sex, Mastery, and The Way of Aikido. The 1995 book, The Life We Are Given, co-authored with Esalen founder Michael Murphy, reports on a two-year experimental class in Integral Transformative Practice (ITP) created by the authors for realizing the potential of body, mind, heart, and soul. ITP groups are now practicing not only throughout the U.S., but also in many other countries. The Stanford University School of Medicine has conducted a \$500,000 study of the effectiveness of ITP in enhancing health and well being.

From 1953 to 1970, Leonard served as a senior editor for *Look* magazine. He produced numerous essays and special issues on education, science, politics, the arts, the civil rights movement, and foreign affairs. A collection of his *Look* essays was published in 1970 as *The Man & Woman Thing and Other Provocations*. His articles on education have won eleven national awards. During the 1980s, he wrote 40 articles for *Esquire* more than any other writer.

Leonard holds a 5th degree black belt in the martial art of aikido, and is co-founder of an aikido school in Mill Valley, California. He is founder of Leonard Energy Training (LET), a practice inspired by aikido which offers alternative ways of dealing with everyday life situations. Leonard has introduced LET to more than 50,000 people in the U.S. and abroad.

George Leonard received a Bachelor of Arts degree from the University of North Carolina (1948) and Doctor of Humanities degrees from Lewis and Clark College (1972), John F. Kennedy University (1985), and Saybrook Institute (2003). He is a past president of the Association for Humanistic Psychology; during his tenure, the Association's membership reached its all-time high. Currently, he is president emeritus of Esalen Institute and president of Integral Transformative Practice International. Leonard's adventures along the human frontiers of the 1960s are described in his 1988 memoir, *Walking on the Edge of the World*. He is married and has four daughters and six grandchildren.

George Leonard--Informal Notes/Background

George Leonard has been called "the granddaddy of the consciousness movement," by *Newsweek*, "the poet-philosopher of American health in its broadest sense" by *American Health*, and "the legendary editor and writer" by *Psychology Today*. While serving as senior editor for *Look* magazine (1953-1970), he won an unprecedented eleven national awards for education writing. His coverage of the Civil Rights Movement (praised in the February 10, 2003 *New Yorker*) contributed to *Look's* being awarded the first National Magazine Award in 1968. His harrowing 20,000-mile journey around the Soviet border

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with photographer Paul Fusco just after the Berlin Wall went up provided the first reportage showing that the Iron Curtain was an actual barrier of barbed wire, mine fields, and watch towers rather than a mere figure of speech.

In a sense, Leonard discovered the Sixties. While other media were still decrying the silent or cautious generation, he produced a special *Look* issue called “*Youth of the Sixties: The Explosive Generation*” (Jan. 3, 1961) which foretold the idealism and turmoil to come. His special issue on California (Sept. 25, 1962) was the first to put forth the thesis (later adopted by all media, to become conventional wisdom) that what happened in that state would happen later throughout the nation. In the 1960s, *Look* had a readership of 34 million and won more national awards for excellence than any other magazine.

Leonard coined the term “human potential movement” and first used the term “The Transformation” in a book of that title to describe a shift in the way industrial culture deals with matter and energy, organizes social forms, and shapes consciousness. His best selling 1975 book, *The Ultimate Athlete*, helped shape the fitness boom. His 1983 book, *The End of Sex* (the cover article for the December 1982 *Esquire*) was the first published requiem for the sexual revolution.

His scenarios for interactive multimedia education in *Education and Ecstasy* and *Esquire* are still for learning.” Leonard’s more recent books, *Mastery* (1991), *The Life We Are Given* (1995, with Michael Murphy), and *The Way of Aikido* (1999) have helped create a nationwide movement towards long-term practice, as opposed to the quick-fix mentality. According to the *San Francisco Chronicle*, “Leonard has been right so many times about prevailing zeitgeists that you have to wonder if he has a third eye.” During World War II, Leonard served as a fighter pilot in the southwest Pacific theater, and as an analytical intelligence officer in the Korean conflict.

He also enjoys a lifelong devotion to music and occasionally plays piano with jazz groups. He wrote the music for a full-scale musical comedy, *Clothes*, based on *The Emperor’s New Clothes*, which was produced as Marin County’s celebrated Mountain Play.

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1. SURRENDER TO YOUR PASSION

How can I describe the kind of person who is on a path to mastery? First, I don't think it should be so dead serious. I think you should understand the joy of it, the fun of it. Being willing to see just how far you can go is the self-surpassing quality that we human beings are stuck with. Evolution is a whole long story of mastery. It's being real. It's being human. It's being who we are. – George Leonard

2. PRACTICE, PRACTICE, PRACTICE

I started Aikido at age 47, got my first black belt at 52. In the process, I learned what this business of mastery is all about. For example, it once was thought that talent was absolutely important. The Greeks talk about this “divine spark.” That's why you can become great. But I've learned that practice is the magic formula. Practice will make you good at anything you do. And here's one of the insights I got after I wrote the book: we are practicing all the time. – George Leonard

3. GET A GUIDE

What if you are practicing wrong? Then you get very good at doing something wrong. If we don't get good instruction, then we don't notice when it's a little out of round. Surrender yourself to your teacher. That doesn't mean you turn over your life to the teacher – you don't want a guru. You have to keep the autonomy within yourself. You are finally the ultimate authority of your own practice. The best teachers are those who model the whole thing. They give immediate feedback, it's generally positive, and they avoid lectures. – George Leonard

4. VISUALIZE THE OUTCOME

You want to make it real and present in the realm of your consciousness. You don't say “I'm going to do such and such.” – it already has happened. Now, is consciousness real? It exists and it is very powerful. The idea is to have this mesh between your consciousness – your visualization – and the so called material world. – George Leonard

5. PLAY THE EDGE

There is a human striving for self-transcendence. It's part of what makes us human. Wit all of our flaws we want to go a little bit further than we've gone before and maybe even further than anyone else has gone before. So we want to play the edge. – George Leonard