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Eve Simon

Introduction

Welcome to REWIRED

Let me begin with a confession. I never meant to write this book, at least not this version of it. Not in this voice. Not in this urgency. Not with this fire.

But something happened. Something is happening. A seismic shift in the way we live, lead, and make meaning in a world that's suddenly not just human-driven anymore. We are now sharing the stage with intelligent machines, and I am not sure if they are waiting for our permission.

AI isn't on the horizon – it's already rewiring the core of our society, our economies, our leadership and yes, our identities. It's changing the way we work, we think and operate. And while we've spent the last few decades optimizing for performance, productivity, and quarterly returns, we may have missed a more important memo:

The future doesn't need faster leaders.

It needs wiser outcomes.

The future needs leaders who build trusted, creative, and even empathetic work-forces to steer our entities toward a future that works for everyone, not just a few. At least, that is my hope. What do you think?

Why this book and why now?

I've spent the last two decades straddling two continents and two worlds: the sharp-suited halls of corporate Fortune 500 companies in Europe, and the electric wildness of entrepreneurship in the cutting-edge innovation hub of Silicon Valley. As a leader, speaker, executive coach and change consultant, but also as a mother, founder, and student of human potential, I've had a front-row seat to transition and transformation – personal, organizational, and societal.

I saw what worked and which initiatives failed, and from a systemic viewpoint it became clear to me after studying AI extensively, that the centerpiece of every successful change, especially the one we are facing now, lies in a focus on human-centered leadership.

Since moving to San Francisco in 2005 and immersing myself in the Conscious Capitalism movement, I have been determined to build solutions with my clients that not only scale, but transform companies, services, and society with regenerative impact. From Silicon Valley to Europe, I launched the living research initiative Future of Leadership Salon in 2018. This Salon became a think tank of diverse, global leadership minds who met on equal footing over the years, in Düsseldorf and virtually.

With a touch of French Revolution-style spirit, the Salon held space for bold conversations and explorations that mattered around the evolution of leadership. We left the expert mindset at the door and embraced an alchemical approach. We moved from linear strategies to more directional solutions. We agreed to disagree. We built relationships that extended beyond the gathering, and we remained open to hacking our patterns as inner engineers.

The Future of Leadership (Salon)

It started as a bold experiment and evolved into a collective movement. Over the years, we tackled subjects such as self-organized agile organizations, equality and sustainability challenges, polarity concepts, creative and regenerative thought leadership, and, of course, the early learning curve of an AI-driven reality.

Since 2024, many thinkers, builders, rebels, CEOs, leaders, and poets of progress have joined me on the quest of Leadership in the Age of AI – seeking to unpack one central question: How do we lead wisely in an age of intelligent machines?

The answers didn't come in soundbites or ten-step frameworks. They emerged through contradictions. Through vulnerability. Through visions of what leadership could become if we allowed ourselves to let go of outdated scripts.

These insights were never meant to remain within the Future of Leadership community alone. They needed to be spread and shared.

This book is the next chapter of the Future of Leadership Salon. It weaves the insights of the Salons together with my change-agent expertise and conclusions of my recent research year in Silicon Valley. And yes, I'm calling it REWIRED for a reason.

Because if we don't intentionally rewire our leadership—our inner wiring, our collective imagination, our societal structures—we risk becoming optimized for irrelevance in a world that rather calls for regenerative and human-centric evolution.

What this Book is and isn't

This book is not a tech manual. It won't teach you how to code your way to confidence. It's also not just another leadership book filled with formulas and acronyms that turn you into a business robot (no offense to acronyms—they have their place).

Instead, my intention is for this book to be the beginning of a deeper Leadership Atlas. A first navigation guide for those brave enough to step into the unknown, map new mental models, and explore this strange new terrain with curiosity and heart.

It's for leaders who know they don't have all the answers. Who are done pretending. Those who are willing to feel, unlearn, and reinvent. Who are ready to lead not with ego, but with evolutionary intelligence.

Along the way, you'll not only hear my perspective, but also those of 21 brilliant global minds I call wisdom catalysts. I was honored to connect with them and many more through the Salon. Their insights, contradictions, and sparks weave through the chapters.

You'll also encounter models and frameworks, not as dogma, but as invitations to think differently. You'll find both soul and strategy as well as science, systems, and stories. Because we need it all and so much more. This book will never truly end, as evolution is never finished. The future is written today, tomorrow, and eternally. It is our relationship with time that makes us different from other species on this planet. It's the conscious lifeline spanning past, present, and future, carrying vision, hope, and emotions that arise along the way that makes us human.

The Journey Ahead

In these 281 pages, we'll explore what it means to lead when AI is more than a tool or a technology. When it begins to shape culture, power, trust, and truth.

I will explore new forms of intelligence, that go beyond the artificial and the out-of-this-world, focusing instead on deep human intelligence such as emotional, somatic, relational, collective, cosmic, and moral intelligence to unleash human potential and move leaders and their teams beyond the obvious.

I'll draw on both well-known and lesser-known models, adding a few new twists to integrate them into your leadership presence and support you through this fast-paced transitional moment. Alongside tools, models, and mindsets, we'll also explore powerful habits to build leadership confidence and help your teams navigate what can feel like an overwhelming and stressful transition.

Overall, my intention is to spark inspiration. To help you glimpse new horizons amid the storm of buzz and (sometimes) BS, and to ignite your positive spirit to create the future today.

Don't read this book from beginning to end. Jump back and forth. Mark passages in every color you have at hand. Speak insights into your phone to listen to later. Share parts or all of it. And when you're done, gift this book to the next person. Leadership is not a position; it's a mindset. And it's time to empower many to own this generation of change.

I am ready to rewrite the success narrative and the hustle gospel. Are you? Above all, I invite you to hold space for harder questions—where we may refuse the obvious answers and instead expand our search for new perspectives.

And very clearly, this book will ask you (yes, the human reading these words and not firefly.ai & co) to consider this: What kind of leader does the future need you to become? The one with the perfect résumé? The one trained to win the achiever game?

Or the one with enough courage to awaken, adapt, and evolve with a systemic radiance, that chooses impact before profit, aliveness over performance, and significance before success to lead into a regenerative future and help others do the same.

The era we are in right now may be messy, and it is also a magnificent beginning to something new. As leaders, alongside AI-steered robots and smart machines, we have the choice to create something extraordinary for our organizations and for society.

My invitation is not to search for the answer to the future of work, but rather to explore the future of becoming.

One of my core mantras has always been ‘sharing is caring’ and it feels more relevant today than ever. I hope the ideas in this book spark something new within you, and that the inevitable contradictions challenge you. Stay open so the stories shared here can activate something deep inside you. Let’s rewire together!

With
a Kind Heart
a Fierce Mind
and a Free Spirit

Eve Simon
Founder, Future of Leadership Salon
Leadership Corporate Alchemist