



# Adding a New Dimension to the Purpose of Life



Peter H. Thomas, credited among associates as one of the key world brand developers of Century 21 Real Estate, has added a new dimension to his purpose in life via a strategic alliance with Royal Roads University (RRU) in BC, Canada. Through this partnership, Peter and the university hope to foster the understanding and discussion of values-based leadership. As part of the initial agreement signed in December 2006, Peter made a gift of \$500,000 to create the Todd Thomas Institute for Values-Based Leadership.

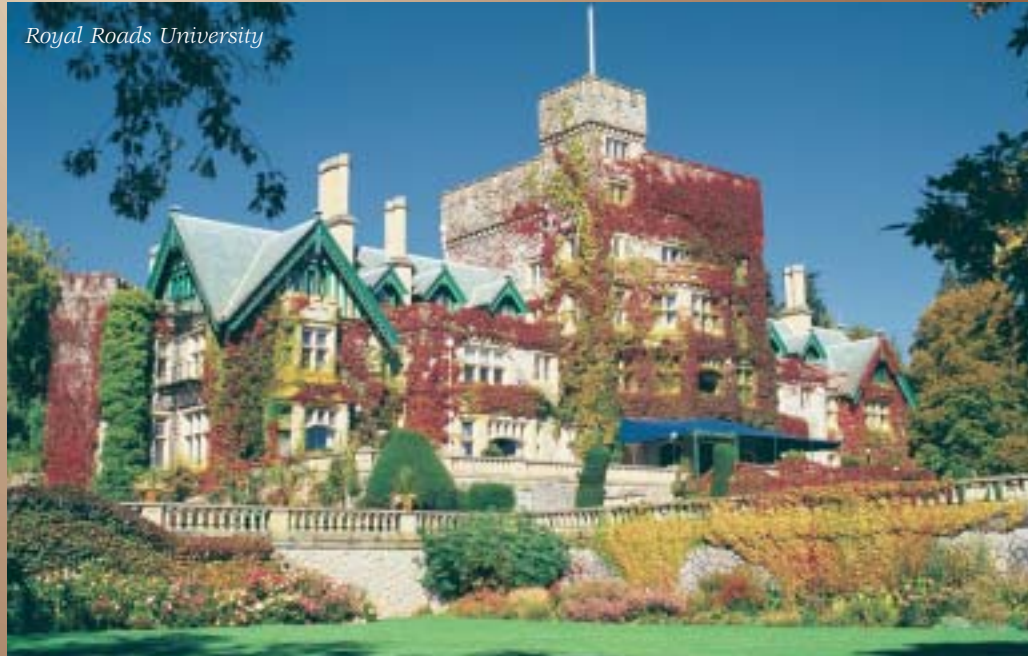
A hard-core deal maker and successful serial entrepreneur all his life, Peter came to a halt in 2000 when tragedy hit his family. His only son, Todd who had suffered from a series of mental illnesses, committed suicide by jumping from the 14th floor of the New York Plaza Hotel. Peter was for the first time faced with something he couldn't fix and says "I just continued to exist". He had lost and re-made millions of dollars and dealt with it, but this time, he was at the first true low point of his life. He emerged from this state of shock by looking back at his personal system for values-based living – a self-directed process today recognized and taught internationally through LifePilot, [www.lifepilot.org](http://www.lifepilot.org).

It was through the work with LifePilot that Peter and his team developed connections with various universities in North America, not only to teach the LifePilot process to students, but also to start a dialogue about values-based leadership and learning. A natural fit based on common values emerged between LifePilot and Royal Roads University in the summer of 2006. "Both RRU and LifePilot are committed to teaching individuals and organizations how to live lives in alignment with one's core values", says Peter.

As part of RRU's School of Leadership, the Institute named in the honour of Peter's son Todd, will sponsor research, visiting professorships, and scholarships. The Master of Arts in Leadership program at RRU was the first degree program to be offered by the 11-year-old university. It is now the largest graduate level leadership program in North America, [www.royalroads.ca](http://www.royalroads.ca).

In addition to his own gift, Peter will personally work with the university to lead a major capital campaign to raise over four million dollars to endow the work of the Institute, which will also include a graduate certificate in values-based leadership.

*Royal Roads University*



One of the key goals of the agreement spells out to teach and inspire leaders throughout Canada and around the world to lead through values. In this vein, plans for the Institute include regular lecture series on values-based leadership, real-life case studies with current and past business leaders, and roundtable discussions with key international leaders on the next dimension of life: leadership beyond personal success or how can we affect positive change in our communities and society as a whole.

For further information please contact LifePilot at +1 250-920-9800 or visit [www.lifepilot.org](http://www.lifepilot.org)