

Authentara™

Assessment. Activation. Alignment. Authenticity that performs.

WHO WE ARE

Authentara is a leadership ecosystem built on The Authentara Blueprint™—eight evidence-based components defining what authentic leadership looks and feels like and how it performs under pressure. We help organizations turn authenticity into measurable performance through integrated assessment, activation, and alignment—using leaders’ real work as their development arena.

PRIMARY PRODUCT

Authentic Leader Certification: Powered by Authentara™

A 12-week transformation where leaders practice authentic leadership on real-world challenges while integrating their lived experience. Delivered how your organization needs it—virtual, hybrid, or in-person. No theory. No performance masks. Applied behavioral change across the Blueprint.

ECOSYSTEM TOOLS

Pirate Jokes Aren’t Funny – story and strategy behind the Blueprint and the rise of authentic leadership
Authentic Leadership Assessment Suite – diagnostic revealing where leaders “fake it”
Toxic Boss Cost Calculator – quantifies the financial impact of inauthentic leadership.

CUSTOM ORGANIZATIONAL SUPPORT

We build three pathways from the Blueprint:

- **Leader Certification** – transformation programs tailored to your organization.
- **Organizational Transformation** – custom culture and leadership alignment.
- **Coaching Network** – certified coaches sustaining change post-program.

WHY THIS WORKS NOW

Research shows authentic leaders increase engagement by up to 40% and reduce turnover intent by 30%.

In the Quantum Workforce Era leaders are managing burned-out teams, hybrid chaos, and disappearing boundaries—still expected to inspire, retain, and perform. Yet they play roles, avoid admitting mistakes, resist practice—so organizations stay stuck.

Our innovation: Leaders practice authentic leadership on real organizational challenges while processing real experiences that drive growth—not hypotheticals. Integration, not inspiration.

FOUNDER

David Pettrone Swalve – Leadership strategist and author of *Pirate Jokes Aren’t Funny: A Powerful Blueprint for Authentic Leadership in a World Built for Sameness*. His leadership philosophy was forged at West Point, shaped through international research fellowships, and tested in Fortune-level transformations. Over the past 25 years, he has designed certification programs training tens of thousands globally and is the architect of The Authentara Blueprint™.