

Intellectual Attribution Statement

Your Light Success Mastery

Effective Date: 26 March 2026

1. Purpose of This Statement

This statement sets out the intellectual lineage, attribution obligations, and ethical standards that govern the practice of Your Light Success Mastery. It is published in the interest of transparency, professional integrity, and proper acknowledgment of the frameworks and methodologies that underpin our work.

Your Light Success Mastery operates at the intersection of coaching psychology and strategic business consulting. The frameworks we apply have a documented lineage. We believe that acknowledging that lineage is not a weakness — it is a marker of credibility.

2. Meta Dynamics™ Attribution

Meta Dynamics™ is a registered trademark of The Coaching Institute Pty Ltd, Australia. The Meta Dynamics™ Profiling Tool is a proprietary assessment framework developed by The Coaching Institute and is used under licence and practitioner certification.

Meta Dynamics™ assesses 16 dimensions of thinking style and behavioural preference across four domains: Environment, Structure, Implementation, and People (ESIP). The framework cross-validates with internationally recognised behavioural science instruments including the NEO-PI(R), Big 5, MBTI, OPQ, and eDISC.

All references to Meta Dynamics™ on this website or in associated materials are made for the purposes of professional attribution, service description, and contextual explanation. Such references do not constitute a claim of authorship, ownership, or independent development of the Meta Dynamics™ framework by Your Light Success Mastery.

3. The Coaching Institute

The Coaching Institute (TCI) is Australia's leading coaching and human potential organisation. The Critical Alignment Model and the intellectual foundations of the Meta Dynamics™ framework were developed within The Coaching Institute's educational and research ecosystem.

Your Light Success Mastery acknowledges TCI as the originating institution for these frameworks. Craig Wilkins' practice has been developed through formal training, certification, and applied practice grounded in TCI's methodology.

4. The Critical Alignment Model

The Critical Alignment Model (CAM) is a structured framework for understanding and optimising the relationship between an individual's thinking patterns, their communication style, their execution capacity, and the organisational environment in which they operate.

The CAM draws on the intellectual lineage of The Coaching Institute and Meta Dynamics™ and has been applied nationally and internationally across a range of industries and leadership contexts. Your Light Success Mastery applies the CAM specifically in executive and organisational performance contexts, extending its application to enterprise-level challenges including strategic alignment, decision quality, and sustainable leadership capacity.

The application of the CAM within YLSM's practice — including frameworks, language, tools, and resources developed for organisational deployment — represents Craig Wilkins' original contribution and does not claim to be a reinvention or replacement of the source methodology.

5. What Your Light Success Mastery Claims as Original

The following elements represent original intellectual work developed by Craig Wilkins and Your Light Success Mastery:

- The application of the Critical Alignment Model to enterprise and executive-level performance contexts
- The YLSM brand, language system, and written materials including the Executive Clarity Brief
- Client-facing frameworks, templates, and diagnostic tools developed for organisational deployment
- The Ten Steps to Organisational Clarity framework as a YLSM structured engagement tool
- Service architecture, engagement design, and delivery methodology developed for the YLSM practice

These contributions build upon, but are distinct from, the foundational frameworks of The Coaching Institute and Meta Dynamics™.

6. Professional Ethics Standards

6.1 Integrity in Practice

Your Light Success Mastery is committed to the highest standards of professional conduct. We do not over-claim outcomes, misrepresent the evidence base, or present attributed frameworks as proprietary inventions.

6.2 Client-Centred Service

We work in service of client clarity, capacity, and sustainable performance. Recommendations are grounded in context, evidence, and the specific circumstances of each client engagement.

6.3 Language and Communication

We communicate in practical, respectful, and non-inflated language. We do not use jargon to obscure methodology or create artificial complexity.

6.4 Avoiding Harm

We will not accept engagements where we believe our involvement could cause harm to individuals, teams, or organisations. We operate within the boundaries of our expertise and make appropriate referrals where specialist knowledge is required.

7. Client Confidentiality

Client information is treated with the highest level of professional discretion. Specifically:

- Client information is accessed only on a need-to-know basis and solely for the purpose of the engagement
- Commercially sensitive, strategic, or personnel information is not disclosed without express client consent, unless required by law
- Case examples, scenarios, or illustrations used for education, proposals, or demonstration purposes are de-identified unless express written permission has been obtained
- Client identities are never used in marketing, testimonials, or public materials without explicit consent

8. Copyright and Intellectual Property

All original written materials, frameworks, templates, diagrams, presentation assets, and digital resources created by Your Light Success Mastery remain protected by Australian copyright law. External concepts, named frameworks, and cited research are attributed to their relevant originators wherever referenced.

Where materials are developed collaboratively with clients, intellectual property ownership is agreed in writing as part of the engagement agreement.

9. Contact and Enquiries

For questions regarding attribution, intellectual property, professional standards, or the content of this statement, please contact:

Craig Wilkins

Your Light Success Mastery

Email: craig@yourlight.com.au

Website: yourlight.com.au

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