

# The R.O.C.K.

Rotary's Own College of Knowledge

What is it?

It is a focussed and structured way of presenting Personal and Professional Development by utilizing the Knowledge, Experience and Wisdom of each clubs members to improve Recruiting and especially Retention.

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### Why does a club need the R.O.C.K?

Rotary has the most talented, successful people in the world. Presently, we neither leverage or utilize this resource. The R.O.C.K. will engage existing members as advisors and coaches in both Personal and Professional Development. Ultimately, this will provide a "Value Added" experience, both for potential and current members. Current members will benefit in two ways:

1. R.O.C.K. Mentors and Coaches now feel wanted and needed in their own club. This will Help with RETENTION!

"Can we KEEP One Person"!

2. Rotarians who receive the R.O.C.K. Coaching and Mentoring will have an enhanced experience that could

**improve their Personal and Professional lives.**

**This will Help with RETENTION!**

**Potential Members will NOW be given another reason to join Rotary. –Personal and Professional Development.**

## **Where does my club get the R.O.C.K. Content/Programs?**

- 1. 23 R.O.C.K. "Programs in a Box" on the Rotary District 6910 Website under Membership.**
- 2. Take the existing Programs and Change and Enhance based on the Knowledge, Experience and Wisdom of the Presenter.**
- 3. The Club can create their "OWN" Content.**

# R.O.C.K. Programs in a Box

1. The following programs have been created by Scott Yochum and Pepper Pettit to assist your Rotary Club in the implementation of THE R.O.C.K. program for District 6910.
2. Each Rotary Club is encouraged to create their OWN content or enhance the existing programs.
3. Programs are arranged in a “silver bullet format”, so they can each be changed or enhanced to suit the club or the presenter.
4. Each program’s format can be used in multiple ways (training, teaching, or information).
5. Each of the programs are designed with a spoken presentation in mind.
6. Each of the programs are designed to use with either a power point presentation or “old-fashioned” pass-outs.
7. Each program’s format lends itself to the style of the presenter. (lecture, presentation, information or facilitation)

# The R.O.C.K.

Rotary's Own College of Knowledge

## R.O.C.K. Programs

1. Personal Branding- How to improve your Personal and Professional Brand. How you appear to others and why you need a Personal Brand.
2. Personal Vision- A person's hopes and dreams for the future. A bridge between the present and the future. How to choose your future, RIGHT NOW!
3. Personal Style- Style is understanding how you appear to others and what it means to have presence. It is the way you act to get results and also, the way you react to those results. Style is the way you Market Yourself!

4. Introductions and Why They Are Important- Being proficient in introductions is the pathway to building networking and relationship opportunities. How to introduce yourself to people and get people to introduce you.

5. Building an Acquaintance and How It Is Different Than Networking-Building an acquaintance turns the networking process from a taking situation, to a giving or sharing situation. How to give, share, ask, and thank.

6. Connections-How to make connections and connect with others. The strategy on how to make your connections personal, recommendable, and memorable. How to find common ground with other people.

7. Interactions-How to interact with people. The different techniques of interaction and how and when to use each.

8. Relationship Building-The steps in building relationships. The components of GREAT

relationships and how to make them long lasting.

9. Persuasion-How to win the heart and mind of someone, ethically. How to persuade without manipulation of any kind.

10. Influence-How to achieve the capability that produces change of actions, change of opinions, and change of behaviors of others. How to have influence over others.

11. Integrity-The characteristics of integrity. How to do the right thing even when nobody is watching. How to stand up for what you believe, and do what you say you are going to do.

12. Trust and Being Trustworthy-How to develop trust and demonstrate trustworthiness.

13. Communication-How your interpersonal skills in verbal communication will determine the amount of success that you will have in all the things you do.

"Don't Have a Failure to Communication!"

14. Public Speaking-The "do's and don't" of public

speaking. Remember, it is NOT what you say, but HOW you say it.

15. Communication-How to "reach out and touch somebody" when you can't do it in person. The element of effective telephone, email, texting, and written communication

16. Attitude-Why similar people with the same abilities and talent, succeed or fail. Why your "Attitude Determines Your Altitude".

17. Preparing for Problems and Controversy-It is not IF a problem or controversy will occur, BUT WHEN. How you solve the problem or controversy will determine your success.

18. Preparation and Planning-Planning and preparation are very different things, but equally important. How they work together in your efforts will determine your success.

19. Winning and Confidence-How to be a WINNER and have the mindset of a CHAMPION. How confidence plays a key role in Winning and being

Successful.

20. Success-The qualities of successful people and the actions that they take to be successful. How to develop successful habits.

21. Mentoring-Mentoring and how it is different than Coaching. Tips for Mentors and the Benefits of being a Mentor. Tips on Where and How to find Mentors.

22. Coaching-Coaching is about Training and is very different than Mentoring. The objectives of Coaching and the tools and steps for successful Coaching.

23. Leadership-What is difference between Leadership and Management? What are the qualities and skills to do both? What are the characteristics that cause people to follow you, when you are in a position of Leadership?

# 1. Personal Branding

How to improve your Personal and Professional Brand. How you appear to others and why you need a Personal Brand.

## **What is a Personal Brand?**

- + Your Personal Brand is your Reputation**
- + Your Personal Brand is your Legacy**
- + Your Personal Brand is your Style**
- + Your Personal Brand is your Actions and Reactions**
- + Your Personal Brand is your Knowledge and Expertise**
- + Your Personal Brand are the Emotional Connections you make—How authentic are you?**
- + Your Personal Brand are the relationships you Build**
- + Your Personal Brand is your Vision of Who you want to be and What you want to Accomplish**
- + Your Personal Brand is your Attitude**
- + Your Personal Brand is How the world views you**

+ Your Personal Brand is your Ability to Stand Out from the Crowd with Class

+ Personal Branding is about deciding to take an Active Role in the Direction of your Life

+ Personal Branding is managing your Life and Not depending on others to do it for you

+ Personal Branding is How to make the most of what you have to Offer

+ Personal Branding gives you permission to be yourself so you can Create the Destiny you are meant to Fulfill

## Benefits of Personal Branding

- + Personal Branding gives you a chance to examine how you appear to others. It gives you a better understanding of what it means to have a Style and a Presence
- + People with Strong Personal Brands are paid more than people that are ordinary. Through the Personal Branding process you learn to avoid being seen as one of the crowd
- + You Feel Better about yourself that you are living a Life that is Real and Authentic. You can accept Who You Are
- + One of the Benefits of Personal Branding is that you can constantly analyze yourself. You can consider Who You Are, What You Capable Of, and What Talents You Have, Through the process you can increase your self awareness
- + You increase your achievement and professional fulfillment because you are aligning Who You Are,

With What You Do, and How You Do It. You can achieve more when you are organized and you are able to use all that you have to offer.

+ Having a Personal Brand puts in control of your career and your life. You can take control of who you are and what you need to do. It is understanding that you do not have to do what other want you to do.

+ You can identify what makes you different others who do what you do. Personal Branding embraces that difference instead of hiding it just to fit in.

+ Personal branding teaches you increase your visibility by teaching you to How to make yourself stand out using the techniques that Work for YOU.

## Why you need a Personal Brand?

- + It Helps give you Confidence
- + It Helps you Differentiate Yourself
- + It Helps Identify your Vision and Purpose in Life
- + It Helps you Achieve your Goals
- + It Helps you Connect with People and Build Relationships
- + It Helps you Build your Strengths, Value, Talents, and Skills
- + It Helps you Market yourself
- + It Helps you with the Ability to Find a Job
- + It opens up alternative career paths
- + It Builds Trust and Authenticity

+ It Builds Loyalty

+ It Helps you take Ownership of Everything  
you do

# Components of an Effective Personal Brand

- + Your Needs and Wants
- + Your Interests
- + Your Passions
- + Enthusiasm
- + Vision
- + Strengths
- + Style and Presence
- + Education and Knowledge
- + Character
- + Communication Skills
- + Goals
- + Your Story
- + Values
- + Emotions
- + Relationship Building Skills

+ Connection Skills

+ Adaptability

+ Coachable

+ Team Player

## How To Build Your Personal Brand

- + Develop a Vision
- + Develop a Style
- + Become and stay Relevant
- + Evaluate your Strengths and Weaknesses
- + Be Authentic
- + Nurture those around you
- + Positive Mental Attitude
- + Build Comfort and Confidence in your Brand
- + Produce Genuine Value

## Demonstrate Your Personal Brand

- + Be Authentic in All Things you do
- + Stand for Something—Have Conviction
- + Have a Consistent Message
- + Create a Unique Style
- + Engage in Community Involvement
- + Highlight Your Brand
- + Use Social Media to Your Advantage
- + Dress everyday as if it is most important appointment of your life

## Results of Personal Branding

- + It is Okay to be Yourself
- + Gaining Confidence
- + Building Credibility
- + Showcasing your Specialty
- + Leaving Your Mark
- + Connecting you with any Audience
- + Distinguishing Yourself from the Competition
- + Focusing Your Energy
- + Influence Everybody You Meet
- + Accomplish Your Life Goals
- + It Help You in Both Your Professional and Personal Life

## 2. Personal Vision

A person's hopes and dreams for the future. A bridge between the present and the future.  
How to choose your future, **RIGHT NOW!**

## What is a Personal Vision?

- + Visualizing what you want your future to be
- + A person's Hopes and Dreams for the future
- + A Personal Vision moves a person to action
- + Why you are doing What you are doing in the First place
- + It's a bridge between The Present and The Future. You can choose Your Future Right Now!
- + It is a way you can visualize the outcome of Your Personal Brand and Your Achievements

# Personal Vision

## Why You Need a Personal Vision?

+ If you Do Not know where you are going—

Why Leave

+ It's a way to take your Hopes and Dreams and  
Put them into Action!

+ It's your Helping Hand in “troubled times”

+ It creates Energy and Commitment to your  
Future

+ It's your Personal GPS- Your roadmap/bridge  
To your destination

+ It challenges you to be Better than I am right  
Now

+ It keeps you focused on the End Game

+ It sustains and renews your commitment

# Personal Vision

## Effective Components/Elements

- + Doable Dream
- + Needs to be serious and reflective
- + Needs to be based on Reality
- + Needs to be based on your strengths
- + Needs to be based on your resources
- + Needs to be understandable and straight

## Forward

- + Needs to involve Success, Growth and Energy
  - + Needs to be written down
  - + Needs to focus on the outcome of the vision
- Rather than the idea of the vision

# Personal Vision

## Questions

1. Do you have a Personal Vision?
2. Do you know why a Personal Vision is important?
3. Are you where you want to be both personally and professionally
4. Do you have the necessary strategies and resources to help you achieve your Personal Vision?

### **3. Personal Style**

**Style is understanding how you appear to others and what it means to have presence. It is the way you to get results and also, the way react to those results. Style is the way you Market Yourself!**

## What is Personal Style?

- + The way you act to get results—The way you react to those results
- + Your style is how you connect with people and how you build relationships
- + Style is how you interact with people
- + Style is your presence
- + Style is The Way About You
- + Style is standing out and still being appealing
- + Style is How you look and What you sound like
- + Style is how to increase visibility using techniques that work for you
- + Style is understanding how you appear to others and what it means to have presence
- + Style is the way you “market” yourself
- + The enemy of persuasion is obscurity

+ Learning what attracts attention is easy if you begin by examining the opposite: Camouflage

+ Camouflage is to reduce the odds that someone will notice you

+ You do not want to blend into the environment-Your audience can't see you

+ When is blending in appropriate for someone communicating, connecting, or building relationships with people? NEVER!

+ The audience that you are trying to influence should never have an unclear picture

+ Don't blend in; instead clash with your environment. **STAND OUT.** Be uniquely different. That will attract attention to you and your ideas. It is important for your style and your ideas to stand out so they will be remembered. You must show how your brand contrasts with existing expectations, beliefs,

feelings and attitudes, if you want to gain influence with both friends and foes

+ Part of your style is that it is NOT about you-  
Self Centered people don't connect

+ Take the "ME-NESS" out completely

+ Know one know it all-So Don't Try

+ It is always about the other person-Not You

+ Understand what the other person's hot  
button is and find common ground

# Components of an Effective Personal Style

- + How you meet people
- + How you interact with people
- + How you dress
- + Dependability
- + Presence
- + Confidence
- + Great Listener
- + Show your emotions –Authentic
- + Enthusiastic
- + “Real”
- + Smile
- + Eye Contact

+ Body Language

+ Huggable

+ Sparkles

+ Stand out with Class

# How To Develop Your Personal Style

- + Say the unexpected. When people expect you to brag about your accomplishments, tell them how lucky you have been
- + Observe people who YOU admire their style
- + Observe people who you DO NOT admire their style
- + Listen more than talk
- + Attribute your success to those around you
- + Show people “How Much You Care, Not How Much You Know”
- + Wear your emotions on your sleeve
- + Find the right (GOOD) in people and things NOT the wrong (BAD)
- + Be a GREAT cheerleader
- + Smile and Laugh—A LOT

- + Be a GREAT audience
- + Give an unexpected compliment
- + Encourage a stranger
- + Have Fun in Everything you do
- + Be Enthusiastic in everything you do
- + Be Humble
- + Be Comfortable in your own skin
- + Be Confident
- + Look at the world through "Their Eyes"
- + Look them in their eyes and see to their heart
- + Give Hugs and receive Hugs
- + Be Real—True to yourself
- + Have Integrity
- + Be aware that you are "trying out everyday"
- + Lead by example
- + Be a GREAT Teammate

- + Be Coachable
- + Dress for success—Always
- + Have a firm hand shake and look everybody in their eyes when meeting them
- + Make Everyone Your Partner
- + Market Yourself so Someone Will Buy You. Will your BRAND collect dust on the shelf?
- + Analyze your Social Media, Voice Mail, Business Cards. Do they represent the BRAND you want?
- + Differentiate Yourself From Everyone Else
- + Be Unique but Not Offensive
- + What do you do when no one is watching
- + Don't be Afraid to Say "I'm Sorry"
- + Don't be Afraid to Say "I'm Wrong"
- + Don't be Afraid to Ask for HELP

## Why you need a Personal Style?

- + Enthusiasm is contagious
- + When it comes to connecting with people and building relationships enthusiasm is your secret weapon
- + No one likes to spend time with a complainer who criticizes others
- + People love to spend time with someone who is enthusiastic and “charged up” about life
- + Enthusiasm gives you an attractive aura
- + If you are excited about something you inspire people
- + It is the one thing that is the MOST attractive to others
- + A great way to stand out is to “Be Real”
- + Being human, taking risks and showing true emotion can achieve astounding results

- + Facts alone fall short, but emotion never does
- + People Buy People—They buy emotion, personal conviction, vulnerability
- + Telling stories is a powerful tool to connect with people. Stories create an emotional appeal. Stories link your heart to others. It relates your values, beliefs and attitudes to another person. It makes your connection real.
- + Your style is the gift that keeps on giving
- + Those gifts are:

#### Guidance

What insights and knowledge will help them on their endeavors?

#### Confidence

How to bolster their confidence so they will not be reluctant?

## Tools

What tools, skills, or gifts do they gain from you on their journey?

+ Your Personal Style is how you align and connect with the existing values of people

#### 4. Introductions and Why They Are Important

Being proficient in introductions is the pathway to building networking and relationship opportunities. How to introduce yourself to people and get people to introduce you.

## **Introductions**

**This is the first Phase of Building a Relationship. However, like anything you do in life, "If you fail to prepare, you prepare to fail". Introductions are no different. Although the topic seems simple there are things that you can do to increase your effectiveness when meeting people.**

- + Convince yourself that meeting people is good for you**
- + Be positive – Put on your Happy Face**
- + Have something to say-Do your homework**
- + Have confidence-No one will believe in you if you don't believe in yourself**
- + Have an elevator pitch ready if someone asks you what you do**
- + Find out who is going to be at the event that you are attending and do your homework**
- + Be aware of your body language – it tells people who you are**
  - Posture stand up straight (OK mom was right) head straight,**

**Eyes up**

**-Voice tone – be friendly and upbeat**

**-Smile- A smile works miracles and makes you approachable**

**-Control fidgeting and gestures**

**+ Pride yourself in remembering the NAME of the person you were just introduced to**

**-There are several techniques that work including repeating their name, word association, and asking for their business card. However, part of your PERSONAL effectiveness is to MAKE it part of YOUR BRAND that you REMEMBER THEIR NAME if even they can't remember yours!**

**+ Ask friends to evaluate your handshake. Is it firm, confident, sincere. Make sure you are NOT "That Person" with the wimpy or offensive handshake.**

**Do not let "SELF DOUBT" or "NEGATIVE THINKING" enter into your INTRODUCTION "GAME PLAN". Eliminate the following negative thoughts:**

- 1. They probably don't have time to meet me**
- 2. They wouldn't want to do this project**
- 3. I don't need any help**
- 4. I can do this myself**

5. I don't want to bother people
6. I can't call them, they are too busy
7. People will think that I am weak, needy or stupid, if I approach them
8. I should be smart enough to figure this out by myself
9. I have no right to expect that anyone would want to meet me
10. I am not worthy of meeting them

**OK, now that we got that out of your system, stop the pity party, THE WORLD WANTS TO MEET YOU, AS BAD AS YOU WANT TO MEET THEM! NOW GET OUT THERE!**

**+ Set a goal and stick to it. No excuses-"Just Do It"! Set a goal that pushes you, but at the same time it can be achieved if you work at it. You can never have TOO many introductions. This can be a quantifiable number that you can measure.**

**+ Be proactive. Don't just get the "low hanging fruit". Meet everybody. Push yourself to go to every place and every meeting where you can meet new people. Like anything, the more you do it, the better you will get at it!**

+ Keep a journal. Keep track of all of your introductions and information about each. This will help you build a relationship with them in the future. Build on what you talked about in the original introduction. Information about one person can lead to an introduction or referral to another person.

+ Encourage people to introduce you to others. Use facilitators in setting up introductions.. It is much easier to get people to introduce you, than to give you a referral.

+ Be a facilitator yourself. The more that you introduce people, the more they will introduce you!

+ As you interact with new people, you try to eventually build a relationship with them. It is important for each person to find value in the potential relationship. One way to demonstrate value is to offer to make introductions to them of other people.

+ Listen to the needs of people before making an introduction. You want the introduction to have value, hopefully to BOTH people. Ask people who they want to meet. This will help you show interest in other people.

+ In building relationships, you should offer help before you ask for help. Connecting people with others, in the form of introductions is a great way to help people. This is especially true when the introductions HELP both parties.

+ By connecting people with each other, you become very important to both. Not only are you building relationships, but people want to build a relationship with you. You become important to them.

+ Do not make an introduction unless you think it is a good match. Ask for permission to make an introduction. It can be a bad situation if you make an unwanted introduction.

+ Make smart introductions, but make introductions. If the introductions are successful, people will remember and appreciate them. They will return the favor and also help you in other ways!

Here are a few of "The Components" that successful

Introducers employ:

- Ask people questions
- Go places and do things
- Overcome fear of rejection
- Be persistent
- Invite people to get involved
- Enjoy people
- Accept people the way they are

- Pay attention to people
- Communicate openly-Listen
- Appreciate each person involved
- Go out of your way
- Volunteer to help them in anything
- Challenge each other to do better
- Back each other when things get tough
- Put yourself in the other person shoes—Always
- Separate emotions from reality
- Respect each other
- Speak from the heart

**PRACTICE YOUR INTRODUCTION TECHNIQUES, AND YOU WILL ALWAYS BE PREPARED TO MEET NEW PEOPLE AND EXPERIENCE AMAZING RESULTS!**

## 5. Building an Acquaintance and How It Is Different Than Networking

Building an acquaintance turns the networking process from a taking situation, to a giving or sharing situation. How to give, share, ask and thank.

## **BUILDING AN ACQUAINTANCE**

**This is a phase that is extremely important in the process of Building Relationships.**

**It is different than networking. Networking is "Me Based". 1. You need me. 2. Let me tell you why. 3. You need to buy this.**

**Building an acquaintance turns the networking process from a taking situation to a giving or sharing situation. "You flip the script". It is about them!**

**At the same time, the acquaintance phase of the relationship building process is when you decide whether you wish to move on and make a connection with this person. It is the decision phase of the relationship building endeavor. Even if you don't want to move to the next phase, you can always change your mind at a later date and re-engage with this person.**

**Always leave the door open. Remember timing is everything, it has to be the right time for both parties.**

**The following are The Basic Principles of Successful Acquaintance Building:**

## 1. Give or Share

One of the best ways to build an acquaintance with someone is to share something or give something. If you can change the acquaintance endeavor from a taking situation into a giving situation, the entire relationship building process changes. Also, when you share knowledge or information, you do not lose that knowledge or information, both people now have it!

## 2. Ask

When acquaintance building, it is important to ask people for their help. People enjoy helping others. Sometimes, they just need guidance on what and how to help.

## 3. Thank

Thanking people when they done something for you is easy. However, thanking someone when you don't get anything in return is important too. It is important to recognize that they have tried to help even though they have failed. Thank them when they just take time to listen to you.

## Highly Effective Acquaintance Builders

1. State your name clearly
2. Always stand when being introduced
3. It is not nice to point
4. Watch your language
5. Keep your stories clean
6. Handshake, do not fist bump
7. Do not interrupt
8. Be interesting but brief
9. Keep your phone in your pocket
10. Look People in the eye and smile
11. Ask if you don't know the answer
12. Follow-up within 2 days of any request

**Building an acquaintance by effecting developing reciprocal relationships.**

**+ Take networking to another level.**

**+ Networking is often sadly “what’s in it for me”.**

**+ Make you acquaintance building experience a process of helping others. It is a “giving” process rather than a “taking” process.**

**+ Doing good things for others can repay you many times over.**

**+ When you help others, they tend to help you.**

**+ Don’t “work the room” to seek opportunities. “Work the room” to give a helping hand. Give to people, don’t take from them.**

**+ Many of your acquaintances have problems that need solving. You can help them solve them.**

**+ Many of your acquaintances have certain needs that need fulfilling. You can be the one to help them with that.**

**+ Many of your acquaintances have ideas that, without your help, advice, or support, won’t turn into opportunities for success.**

**+ If you open doors for people they will open doors for you. And you know what, you never know who will be behind that door.**

**There are two types of people in the world: "GIVERS" and "TAKERS". Which One Do You Want To Be?**

## 6. Connections

How to make connections and connect with others. The strategy on how to make your connections personal, recommendable, and memorable. How to find common ground with other people.

## **MAKING A CONNECTION**

**So now you have been introduced to somebody and you have made an acquaintance. The next phase in Relationship Building is Making a Connection. A connection is when an acquaintance is totally reciprocated. In other words, both parties have a desire to expand the acquaintance into something much more.**

**That “much more” is when you discover “common ground” and “mutual interest”. It is here that the Relationship begins and gains purpose. The Connection Phase is where the Relationship Building Process shows results.**

**Here is The R.O.C.K. proven strategy “How To Connect With Others”**

### **1. Listen**

**+ Hearing is physical ability. Listening is a skill that must be learned and practiced. Remember you have 2 ears and 1 mouth.**

**+ In addition to hearing what someone else said, actively try to understand their words and what they mean.**

**+ Ask questions to confirm any assumptions that you may have**

+Make sure they have your full attention. Stay focused and Do Not interrupt.

+ Show you are listening. Demonstrate that are paying attention and acknowledge what the speaker is saying ever so often.

+Remember, you are there for them, not you!

## 2. Make it personal

+ Ask questions

+ Ask personal questions

+ Show you care

+ Find out what is important to them

## 3. Be recommendable and memorable

+ Offer to help them

+ Offer to share with them

+ Follow up with them

+ Refer them to someone else

+ Introduce them to someone else

## Creating A Bond With Others—The First Step In Making A Connection

- + Ask about their family, friends and pets
- + Talk about their hobbies, interests and current events
- + Give small gifts—“Nice Touch Gifts” (pens, coffee cups, etc)
- + Personalized gift or hand written note
- + Get involved in their projects and bring ideas
- + Ask good questions and then listen
- + Have a positive and enthusiastic
- + Be comfortable, Be real, Be authentic

## Factors That Influence A Connection—Finding Common Ground

- + Aptitude and skills
- + Biases and prejudices
- + Career and occupation
- + Diet and health
- + Education

- + Family upbringing
- + Financial status
- + Geography
- + Hobbies and interests
- + Military and experience
- + Children
- + Pets
- + Sports
- + Appearance
- + Religion
- + Spending Habits
- + Travel
- + Work Experience

### How To Make A Connection By Showing Interest In Others

- + Look them in the eyes
- + Call them by name

- + Pay attention to what others tell you
- + Provide encouragement to their efforts
- + Offer words of praise
- + Old-fashioned communications (Phone calls and hand written notes)
- + Acknowledge people in a crowd
- + Ask Questions
- + Demonstrate respect
- + Remember special events in the lives of people

#### Keys “Connectors” in Making a Connection

- + Eye contact is the most important way to communicate without speaking
- + A smile tells a lot, and it is all good
- + Mirror the other person
- + Show cooperative attitude—not confrontation
- + Be adaptive to a person’s behavior attitudes and expressions
- + Trigger a person’s Imagination
- + Be confident and calm

- + Dress and body language mean a lot
- + If you talk ideas- be logical and with some emotion
- + Display positive energy
- + Don't make snap judgments
- + Don't invade personal space
- + Be enthusiastic
- + Be curious
- + Embrace humility
- + Give and take feedback
- + Be Positive

**When Making A Connection Avoid The Following:**

- + Adjusting your eyeglasses
- + Clearing your throat
- + Crossing your arms tightly your chest
- + Fiddling with a pen or some other object
- + Fingering rings or jewelry

- + Folding and unfolding your arms
- + Giggling
- + Glancing at your watch
- + Looking around the room
- + Picking lint off of your clothes
- + Playing with your tie
- + Playing with or flipping your hair
- + Slouching or leaning
- + Smoothing your clothing
- + Rocking on your feet
- + Pocketing your hands
- + Tugging on your shirt cuffs
- + Standing too close
- + Pointing your finger at others

So there you have it, you now know the “Do’s” and the “Don’ts” of Making a Connection.

**REMEMBER THEY ARE AS INTERESTED IN MAKING A CONNECTION WITH YOU, AS YOU ARE WITH THEM!**

## 7. Interactions

How to interact with people. The different techniques of interaction and how and when to use each.

## INTERACTIONS

Interacting with other people to create interest is a key component in helping you to build relationships.

You have a connection with a person. How do you take that connection “to the next level”?

You take the “common interest” that you both have and you find a “common purpose”!

Now, you are “interacting” with the other person to create interest to accomplish a common goal. You are investing in each other to build a long lasting connection and relationship. Once you have developed this investment and connection, there is no end to what two people can accomplish.

Here are a few tips to “interact to create interest” from start to finish:

+ Great interactions are based on great conversations, not one person showing the other person how much they know.

1. Stop presenting or pitching
  2. Listen and respond
  3. Passion and emotion
  4. Not so many facts and analysis
  5. What do they think
- + Don't be afraid to ask what they think about anything.
  - + The greatest gift is to believe in someone
    1. Offer support, mentor and coach
    2. Practice it constantly
  - + Know the other person's agenda and help them accomplish it
  - + Build interaction with people different from you
  - + Integrity is not important, IT'S EVERYTHING
  - + Always walk in their shoes
  - + Remember bad starts can still have good endings
    1. Trust can get you there
    2. Give trust to get trust-The risk of trusting-There is no downside
    3. Understand what trust is
    4. Always assume positive intentions of the other person
    5. Trust. But verify
    6. Build trust through behavior, not words

- + Change the environment, make it positive
- + Let someone know how much they mean to you
- + Do small things well (nice touches)
- + Vulnerability is powerful
- + People need both truth and love (the good and the bad)
- + Make people curious
- + Show you care-Use recognition and praise
- + Remember a selfless motive creates powerful bonds
- + Remember to succeed you need small group of people who trust you, believe in you, and are committed to you
- + Enthusiasm is contagious
- + Every act of kindness and generosity creates a ripple effect

There are 2 types of Interactions that you need to be aware of.

- +Transaction Interaction

- +Relational Interaction

If you can understand which type of interaction that you will have with that person, you can avoid a possible negative outcome.

## **-Transaction Interactions**

- Focus on results**
- They often sacrifice relationships to achieve results**
- They go directly for the outcome**
- They devalue people and make them feel used**
- They take a direct approach**

## **-Relational Interactions**

**-Recognize the importance of how people are treated in the process of achieving results**

- Do not ignore outcomes**
- They recognize the feelings of people**
- They are inclusive**
- Are the opposite of “end justifies the means”**
- “Means are an important part of the end”**

**REMEMBER THERE ARE NO SHORT-CUTS AND THERE IS NO TIME LINE WHEN BUILDING RELATIONSHIPS**

**“It takes the same amount of time to be a nice guy as it does a jerk”**

**Jimmy Buffett**

## **INVESTING IN THE OTHER PERSON**

**This Phase is where BOTH parties make a conscience effort to “Invest” in the other person. This investment must consist of a combination of the following:**

- + TIME**
- + EMOTION**
- + TRUST**
- + EFFORT**
- + ENTHUSIAM**

**If you are aware of these “Investment tools”, you will have everything you need to BUILD a strong, stable and long lasting relationship.**

At the same time that you are utilizing your “investment tools” you need to create action in the following areas:

+ FOCUS- IS when people have a clear idea of the value you are to give them, and the value of what you want to do together.

+ INVOLVEMENT- Is when people feel included in the process of what you are trying to do or what you are thinking. They jump right in. When they have input in the formulation of ideas, planning, problem solving or decision that you are doing together, people not only support, but they are more enthusiastic about what they create together.

+ DEVELOPMENT- When you share effort and ideas with others the bond between you and others is strengthened greatly. When you provide knowledge, skills and experiences your commitment from others continually increases.

+ GRATITUDE- The acknowledgement of effort and good performances draw people to you. From a simple “thank you” to being a cheerleader to others, can influence others to join in building strong, long term relationships.

+ ACCOUNTIBILITY- When you give responsibility for efforts and results, you can create a bond of accountability to produce

**quality results for each other. No wants to let anyone down. It creates “contagious accountability”.**

**Here are a few other “investment tools” that are available at The R.O.C.K. and not at The Home Depot and are “WIN WIN” Investment Solutions:**

**+ Take into account everyone’s interest. (People feel their needs, fears and concerns are respected.**

**+ Integrate everyone’s interests. (Everyone gets what they want)**

**+ Allow everyone to claim victory. (Everyone feels that they won something)**

**+ Be creative. (Think outside the box and will expand your list of solutions**

**+ Be patient. ( Stand back and consider the pros and cons and possible solutions)**

**+ Be specific and clear. ( Desired results, guidelines, accountability)**

**+ Beneficial to Both. (only agree to solutions in which both people benefit)**

How to get people to invest in each other to achieve a common goal together.

1. What is the next step we can take together and individually?
2. How can we each move the ball forward? What can we each do ourselves and more importantly, what we do together?
3. What contribution can each make and how can this be a team effort?
4. Which strengths each of you have and how do you take advantage of these individual strengths?
5. What capabilities do each of you have that might be applied to have the opportunity for success?
6. What makes each of reluctant to certain things? How do you remedy this?
7. How can you make each person feel safe and important when you have different responsibilities?

8. Even if it is easier for one person to do all the work themselves on any particular task, don't let them. Help them any way you can regardless of how small the effort might be. This action creates teamwork, which leads to investing in each other. "It takes TEAM WORK to make a DREAM WORK"!

## **8. Relationship Building**

**The steps in building relationships. The components of GREAT relationships and how to make them long lasting.**

## RELATIONSHIP BUILDING

The most important that you can do to help you be successful is to build **STRONG** relationships. The first important question that will be asked is: “What is **RELATIONSHIP BUILDING**?”

There is not just one definition. However, here are a few examples that will assist you in accomplishing this **VERY IMPORTANT** component of success both in your personal and professional lives.

“It is the process of reaching out to other people to develop mutual trust by helping, sharing, and supporting their endeavors with no hidden agenda of your own.”

“It is the process in which two people share a mutual desire to understand, trust, and respect each other.”

“Respect and kindness toward each other will build trust and support. This forms an alliance which brings authenticity and a bond between two people.”

**“Making a connection with another person. Making an association with another person. Being involved with another person in an endeavor. Dependence on another person for progress toward a goal. Alliance with another person to achieve progress.”**

**Remember, when building quality relationships you must focus on what is mutually beneficial for both parties. (Does that sound familiar?) Try to see the RELATIONSHIP “Through their eyes”, and your success will soar!**

- 1. They want to be treated with respect**
- 2. They want to feel included**
- 3. They want an opportunity to show “their stuff”**
- 4. They want to be relevant**
- 5. They want to know that they have “your support”**

So now that you understand “What Relationship Building Is and Why You Need It” let’s introduce you to “The Components” that successful Relationship Builders employ.

- + Stay calm under pressure
- + Treat others with respect
- + Be flexible and open minded
- + Listen to understand-not judgmental
- + Follow through and meet commitments
- + Takes an interest in people
- + Works productively and meets deadlines
- + Shares information and stays in touch
- + Is solutions oriented and doesn’t blame others
- + Collaborates with others
- + Recognizes good performance in others
- + Displays honesty and integrity
- + Inspires and motivates people
- + Taking an interest in others
- + Trusting others and being trustworthy
- + Being Steady

- + Reflecting your integrity
- + Behaving ethically
- + Acting consistently
- + Keeping an open mind
- + Willingness to compromise
- + Sharing credit
- + Following through with promises
- + Providing and receiving feedback
- + Share your knowledge and experience
- + Share your observations
- + Provide suggestions
- + Provide considerate advice
- + Give people the big picture
- + Share a positive image
- + Challenge by asking questions
- + Challenge by asking for ideas
- + Challenge by asking for flaws
- + Challenge by asking for recommendations

- + Challenge by listening and implementing
- + Be natural
- + Be yourself
- + Trust yourself
- + Let yourself go
- + Be open
- + Share your feelings
- + Listen to others
- + Ask questions
- + Ask again and probe
- + Show people that you trust them
- + Keep promises
- + Keep things to yourself
- + Do what you say you will do
- + Mirror other peoples approach
- + Match their voice volumes
- + Match their body language and posture
- + Have fun

**+ Smile –A lot**

**+ Laugh—A lot**

**+ You need to be real- Don't fake it**

**+ You need to be interested-Not just interesting**

**+ You need to be empathetic**

**+ You need to be honest**

**+ You need to be helpful**

**+ You need to be prompt**

**Building a Relationship is a journey. Sometimes it is “a long and winding road.”**

**“Are we there yet?” “Are we there yet?”**

**This is a phrase that every parent has heard several times when taking a “road trip” with the family. Relationship Building is no different. It takes a little patience to arrive at the desired destination, but is usually worth it.**

**Here are a few “Relationship Building” tips that will assist you in arriving safely at your destination.**

**+ Building Relationships work**

**-Use every opportunity to build relationships with a diverse group of people.**

**- One introduction is not enough.**

**- Maintain contact with them.**

**- Relationships are built over time, one meeting is not enough**

**+ Six degrees of separation works.**

**- The people you know, know people who know people**

**- Everyone you meet has someone they know who can help you**

+ Great Relationships are built on give and take.

-How can you help the other person.

-Make a commitment to help.

-Follow up

-Keep your promises

+ Be Authentic and Sincere.

-Be yourself.

-Make sure you know your strengths and weaknesses.

-Be honest about both.

-Leverage your strengths.

-“Don’t Fake It Until You Make It”.

-If you do you will lose credibility and trust

-Be comfortable who you are, who you are not, and who

You may never be.

+Always have your “elevator speech” ready.

-You never know who you might bump into.

-Know your skills.

-Know your vision

- Know your goals.
- Know your values
- + Respect People's Time.
  - Be short and to the point.
  - “Tell them how to ride a bike and NOT how to build one”.
- +Have Multiple Relationships.
  - Build relationships for different reasons or situations.
  - Some relationships happen because of projects.
  - Some relationships are for business.
  - Some relationships are about friendship only.

The following are Components of GREAT Relationships:

- + Both people see the relationship as an opportunity to give.
- + Both people are willing to change.
- + Both people are willing to admit mistakes.
- + Both people are willing to listen FIRST.
- + Both people support each other.

+ Both people are “open” to each other.

+ Both people have integrity.

Here are a few ACTIVITIES that you can do that will assist the quality, and depth of a Relationship.

+ Refer business to them.

+ Introduce them to someone who can solve their problem.

+ Introduce them to someone they should meet.

+ Participate in a charitable cause that they have.

+ Share something that might interest them.

+ Ask them for their opinion on something you are doing.

+ Invite them to an event with you.

+ Assist them with a project.

+ Ask them about their family.

+ Invite them to help you with a project.

+ Plan an activity with both of your families.

+ Congratulate them on being mentioned in the press.

+ Send congrats on significant life events.

+ Send sympathy cards-always with a hand written note.

- + Take time to learn their interests.
- + Let them know about your significant life events.
- + Send get well cards.

These are ALL simple, yet effective Relationship Building activities that you can implement today. Select 5 of these activities and begin utilizing them with each person that you are building a relationship with, and watch the positive results that will follow almost immediately.

As you are building the relationship with the other person it is important to realize that there will be STAGES to that relationship and that you need to be aware of the STAGE that you are in.

#### 1. Building a Foundation

- Build a foundation of appreciation and trust.
- Focus on the considerate things a person does or has said.
- Do not focus on the mistakes- Look for the good!

#### 2. Explore What You In Common

- Explore each others interests.
- Learn what they are doing.

-What people doing together.

-How can you expand each person's interests together.

### 3. Establish a Pattern in YOUR Relationship

-Apologize if you hurt someone's feelings or make a mistake.

-Saying "I'm Sorry" goes a long way towards healing a rift in A relationship.

-Take responsibility for your words and actions.

-When you take responsibility people will trust you more.

### 4. Recognize That The Relationship Evolves

-Relationships tend to change because of outside influences.

-Embrace the change as a way to enhance the relationship.

-Do not fight the change or try to keep it from happening.

**REMEMBER:** When building a relationship it is NOT "If" you are going to have a "Bump in the Road" it is "When".

How you react to the BUMP in the ROAD is what will determine the course of the relationship. If you follow the

**RIGHT POSITIVE** steps, it will not only **MEND** the relationship, but it will make it **STRONGER!**

Here are few **POSITIVE STEPS** that you can do to be **PROACTIVE** to an unfortunate disagreement or argument.

- + Be the first to reach out to the other person
- + Be Speedy—Time does not resolve a conflict, however a “cooling off” period may be needed
- + Find out what a person needs rather than what they want
- + Honesty is not the best way, it is the only way
- + Apologize – Be the first to say “I’M SORRY”
- + Be prepared to be humble
- + Re-connect- Laugh about the misunderstanding
- + Ask advise and suggestions from the other person
- + Set up an additional meeting
- + Following up and follow through
- + Send a note or a “nice touch”
- + Agree to disagree and then move on

+ Both parties must want the conflict to be resolved if it is be rectified. If NO, cut your losses and move on. If YES, realize that resolving a conflict constructively will strengthen the relationship

Congrats, you are now getting more proficient at IDENTIFYING and IMPLEMENTING the nuances that will ALLOW YOU to successfully build LASTING RELATIONSHIPS with several people at the same time. The Key to YOUR success will be YOUR ability to recognize and accept that EACH person and EACH relationship is unique. THIS IN NOT A ONE SIZE FITS ALL APPROACH. You must be flexible and be able to ACCESS the appropriate component that YOU now process.

It is important to remember that you must LEARN how to RELATE to people DIFFERENT than you.

+ DO NOT stereotype

+ Everyone is DIFFERENT than you

+ DO NOT make assumptions

+ DO NOT believe differences are a NEGATIVE

+ Treating people the same way is NOT the same as treating them equally

+ Building a relationship with people different than you can be advantageous and rewarding

+ People that are different than you have different capabilities and skill set than you, which can enhance your combined efforts

You have the ability to BUILD a relationship with anybody, but you must have the desire to do so.

In the “Business World” if you are to be successful, you will not have the luxury of building relationships with people “just like you”.

## 9. Persuasion

How to win the heart and mind of someone, ethically. How to persuade without manipulation of any kind.

## **Persuasion**

### **What is it?**

**The days of commanding and controlling in relationships with people are over. This is true both in the workplace and in your personal life. In both personal and professional settings, relational and collaborative methods work better.**

**You can't just say "you need to do this because I said so". You need to be able to convince people through Words and Deeds.**

**Intimidation and force has been replaced by persuasion. Persuasion is winning the heart and mind of someone ethically.**

**+ Your Heart is the emotional Buy-In**

**+ Your Mind is the logical Buy-In**

**Persuasion is an Action. A person must ACT to persuade.**

**Persuasion is WHAT you do to effect what people do.**

**Persuasive people are:**

**+ empathetic**

**+ caring**

**+ self assured**

**+ bold**

**+ communicative**

**+ persistent**

**+ resilient**

**Influence and Persuasion are similar BUT different.**

**Many people think that persuasion and influence are interchangeable. While the terms are similar, they are different in some ways.**

**When you try to change a person's behavior through words and actions, you are using persuasion.**

**If you change another person's thoughts, feelings, and behaviors based on your character, you are practicing influence. Influence is turning your vision into reality by motivating and inspiring people. Some people can bring about change with the power of their style and personality. Over time they build a great deal of trust and credibility.**

**Persuasion has a subtle difference from influence. Persuasion is a way of communicating what you want that changes the opinions of people. Persuasion makes them believe certain types of information.**

### **Persuasion VS. Manipulation**

**Persuasion is not coercive, conniving, or devious. It is NOT underhanded or self-serving. It is NOT manipulation.**

**Persuasion is GOOD    Manipulation is EVIL**

**The difference is intent!**

**Persuasion aims to serve and enhance the Self Esteem of the other person.**

**Manipulation aims at control NOT cooperation. Manipulation does not consider the GOOD of the other person. It does NOT matter whether this is intentional or not. It is STILL manipulation.**

### **6 Ways You Can Get People To Do Things**

- + Legal Pressure
- + Financial Incentive
- + Emotional Duress and Guilt
- + Physical Force and Bullying
- + Compliments—Both True and False
- + Persuasion

**The Best and Most Effective of these, is PERSUASION**

**Persuasion is the efficient and effective way to get things done.**

- + Persuasion is more powerful
- + Persuasion frequently get things done quicker
- + Persuasion is usually cheaper
- + Persuasion almost always yields the more effective short and long term results

**Persuasion is convincing rather than coercion or intimidation. Coercion is about getting people to do what you want them to do. Convincing is about “Getting Them to want to do” what you want them to do. People want to think they make up their mind on their own. They come to their own decision about what you want them to do. Now it is BOTH your and their IDEA!**

### **The Power of Persuasion**

**Knowing what motivates or inspires a person, and then tailor making your approach towards that person.**

## **Persuasion Techniques:**

- + Being clear about what you want**
- + Respecting the other person**
- + Appealing to their values**
- + Stating your proposal clearly to meet their needs**
- + Listening for feelings as well as the ideas of the other person**
- + Demonstrating empathy**
- + Matching your tone of voice and body language to theirs**
- + Being authentic in everything you say and do**
- + Your goal is to find the "Win-Win" solution**

## **6 Principles of Persuasion**

**By Robert Cialdini**

**The Father of Persuasion**

- Reciprocity- " Do unto to others as you would have them do unto you" People repay you in Kind.**
- Scarcity- People want what is rare. People want they can't get and can't find.**
- Consistency- " Say what you mean, and mean what you say" and follow through with promises.**
- Liking- " We like those, who like us", be approachable, seek similarities, give compliments when necessary.**
- Authority- "We like people in the know", be subtle, but distinguish yourself. Become an expert.**
- Social Proof- Use testimonials and referrals.**

## **Preparation for Persuasion**

**If you wish to be a very good persuader, it will not happen automatically. It takes a certain mindset and preparation. You need to prepare yourself and have a positive mental attitude. Do not waste your time with negative thoughts or ill wishes for others.**

**People that are persuasive are generous and seek what is best for all. If you work for the good of everyone, it tends to draw people to you. Focus on "win-win" outcomes for everybody.**

**You need to be action-orientated and aim for common goals.. People want to be around somebody like this. People tend to BUY IN to your ideas and follow your efforts.**

**One of the most important things you can do is act ethically and trustworthy. If you behave in a consistent and responsible way, people know what to expect of you. They feel safe around you.**

**If you are honest with people and demonstrate a desire to work for the benefit of others, your skill of persuasion increases. Your success with working with others is enhanced.**

**Last, but not least, you need to demonstrate confidence. Make decisive decisions are people will respect you. Demonstrate strength and resolve, and people will flock to your door. Confidence is the glue that allows you to demonstrate the traits that make you a GREAT persuader.**

## 10. Influence

How to achieve the capability that produces change of actions, change of opinions, and change of behaviors of others. How to have influence over others.

## **Influence**

**Influence is a condition that produces change in actions, opinions, and the behavior of others. Influence is who you are. A person has influence. It is something that you possess. Influence is turning your vision into a reality by motivating and inspiring people. You can bring about change with the power of your style and personality. Over time your style and personality builds trust and credibility. This is how you gain Influence.**

## **Steps To Build Influence**

- + Be Patient-Influence is built over time**
- + Build Trust- Be reliable, dependable, consistent, and honest**
- + Listen to People- Take an interest in their personal and professional lives to demonstrate that you care about them**
- + Praise People's Efforts- When you acknowledge the achievements of others, they feel safe around you and believe you are looking out for their best interest, and they respond in kind**

## **Establishing a Trusting Relationship Through Influence**

- + Being honest, loyal, and respectful**
- + Getting to know people, being curious about them, and seeking to support them**
- + Listening to and acting on what people tell you in a way that is beneficial to all**
- + Recognizing people's accomplishments and making them feel good about themselves**

## **Techniques to Connect Emotionally With Others**

- + Look others in the eyes when you are speaking to them or when they are speaking to you**
- + Match your postures and movements to your message**
- + Make your gestures and facial expressions clear and appropriate to your message**

- + Speak in terms that people can understand
- + Pay attention to your appearance
- + Vary your voice inflection
- + Add humor
- + Ask for feedback
- + Have fun and smile!

### Respecting the Feelings of Others

- Do not judge the feelings of others. This will build goodwill and trust.
- Let people make their point. Do not interrupt, this reduces communication.
- Suppress your emotions. This helps to build rapport and trust.
- Put your feelings on the “back burner”. This shows respect and consideration for others.
- Show that you care for people.
- Listen. Listen. Listen.

### 10 Tips For Better Listening

- Listen to the right People
- Learn the terms and phrases that people use when talking
- Search deeper with your questions—Open ended

- Feel the emotion people have about themselves and what they are doing
- Listen with your eyes and ears
- Do Not be judgmental. Be impartial and neutral
- Avoid stereotypes. Do not assume anything
- Take notes if appropriate
- Reflect on what you heard
- Do not “One Up” what the other person said

#### Poor Listening Habits To Avoid

- + Thinking about something else
- + Multitasking while someone is talking
- + Making listening competition
- + Making listening about how smart you are
- + Listening is not about winning
- + Do not offer advice unless you are asked

#### Effective Listening Skills

- Prepare yourself to listen
  - Open your eyes

- Sit or stand alert
- Put your thoughts and beliefs aside
- Act like you are interested
- Be patient
- Allowing others to speak
  - Sit back and Listen
  - Do not interrupt
  - Do not finish someone's sentence for them
- Savoring silence of others
  - Do not say anything when someone pauses or hesitates
  - Give them time to gather their thoughts
  - Give the space to express themselves
  - Reassure them "Take your time, your opinion matters".
- Get rid of your internal noise
  - Limit mind distractions
  - Do Not let your mind wander
  - Focus on what they are saying and thinking
- Ignore obvious distractions
  - Concentrate on the other person
  - Tune in to the person's speaking
  - Tune out everything else

## **Strategies To Keep From Interrupting**

- + Remain silent**
- + Close your mouth**
- + Open your mind**
- + Take notes**
- + Make listening your goal**
- + Focus on the other person**
- + Do not justify your interruptions**
- + Show signs of agreement**

## **How To Show That You Care**

**If you want to influence someone, you need to show that you care about the other person. One way is to ask the other person about themselves.**

- What are their interests, issues or concerns?**
  - What motivates, inspires and keeps them up at night?**
  - What are their goals and ambitions?**
  - What are the things they are most proud of?**
  - What is their biggest regret?**
  - What is their greatest strength?**
- 
- Treat people as individuals and respect them**

- **Treat everyone equally**
- **Be kind to everyone**
- **Act as an advocate for a person**
- **Be candid and informative**
- **Keep confidences**
- **Listen and respond to the concerns of people**
- **Recognize the contributions of people**
- **Supports people in their efforts**
- **Be helpful and respectful**

**People Want To Know You Care!**

**Showing People You Care Through Words**

**Phone or personal note to encourage**

**Phone or personal note of sympathy**

**Phone or personal note of congratulations**

**Phone or personal Get Well wish**

**Phone or personal Birthday card, Holiday card**

**Showing people you care through deeds**

**Help them with a personal or professional project**

**Help them with challenging issues**

**Sometimes “Holding their Hand” is all they need**

**Remember, Face to face meetings are the most effective personal touch**

### **Why Are Handwritten Notes So Effective?**

- **It is unusual and personal**
- **It sets you apart from everybody**
- **It makes you appear more attractive**
- **It makes you more Memorable**
- **You care enough to take the time to put “Pen to Paper”**

### **Steps In The Use Of Handwritten Notes**

- **Look for the opportunities to write a note**
- **Make it truly and authentic**
- **Use proper stationary**
- **Practice**
- **Make note writing a habit**

### **How To Make People “Love” You**

**+ Share ideas and knowledge**

- + Offer help, even when they don't ask
- + Be honest
- + Deliver excellence
- + Be consistent
- + Keep Promises
- + Be on time
- + Communicate
- + Do not surprise people
- + Say Thank You
- + Be responsive
- + Introduce them to others
- + Ask people for their help

**12 Things That You Most Always Do**  
( These 12 become a part of who you are)

- Show up on time
- Be prepared
- Dress the part
- Treat others with respect
- Have a genuine interest in people
- If you can help someone –Do It!
- Be generous in your words and actions
- Do not be negative

- **Avoid judging and gossiping**
- **Think about what words and actions fit the situation**
- **Have a vision of the “End Game”**
- **Make sure your ideas meet a person’s needs**

### **Strategies To Overcome Resistance To Influence**

**In order to be successful, you need to be able to effectively influence people. When you influence people into changing their attitudes or behavior, you are allowing them to make their own choices, rather than forcing your choices on them. Not everyone is going to want to change. Here are a few strategies to Overcome Resistance:**

- **Appeal To Their Beliefs and Values**

**People are resistant to change and are really resistant to “Being Changed”. Do not threaten their core values. Appeal to them. Point out that their behavior is not in tune with their core values.**

- **Point Out The Consequences Of Their Behavior**

**People will change their behavior if they understand that there are risks if they do not change. Show them what they stand to lose if they keep doing what they are doing.**

- **Ask Relevant Questions**

**It is easier for people to believe in an idea, if they think it was their idea, not yours. Ask people what they think and want. Ask them what the best course of action is.**

- **Be Prepared for Resistance**

**Not everyone is going to think that your way is the best way. Listen to what they think. Put yourself in their shoes. Try to see**

things from their point view. Find out their objections and come up with ways to addressing them.

- **Understand What Motivates Them**

Emotion is the greatest of all Motivation.

Emotion can be either positive or negative.

**Positive: Love**

Appreciation

Aspiration

**Negative: Guilt**

Fear

Anxiety

### **How To Be Open Minded**

Let go of the emotional attachment to your own ideas. What works for you may not work for others. Keep your mind open to feedback.

**Everyone Doesn't like the same flavor of ice cream!**

### **Techniques of Open Mindedness**

- + Encourage all ideas that other people have
- + Do not evaluate or criticize ideas at first glance
- + Accept different view points by accepting that disagreement does not mean somebody has to be wrong

- + Get rid of any anger that you may feel
- + Do not accuse or make fun of people
- + Ask questions about points of view that are different from yours
- + Listen to what the other person is saying
- + If you uncomfortable with differences, seek to find similarities
- + Remain open to ideas that are different than yours
- + Be a collaborator
- + Get out of your comfort zone
- + If beliefs or values are contrary to yours, let this difference be okay
- + Look for little areas of common ground

#### **How To Show Trust—"Value Proposition"**

- + Ask in accordance with your values
- + Treat People with respect
- + Behave with honesty
- + Demonstrate Integrity
- + Follow through on promises
- + Aim for mutual benefit

#### **Appealing to the Values of Others**

**+ Personal Values- Beliefs based on experiences and circumstances**

**Loyalty**

**Responsibility**

**Honesty**

**Trustworthiness**

**Integrity**

**+ Social Values- Beliefs based on societies norms and behaviors**

**Justice**

**Liberty**

**Freedom**

**Equality**

**National Pride**

**+ Political Values- Beliefs based on improvement of group behaviors and the wants and needs of society**

**Welfare**

**Democracy**

**Civic Duty**

**+ Economic Values- Beliefs base on economic traditions, experiences and ideas**

**Finances**

**Taxations**

**Private property rights**

## **Supply and demand economics**

### **+ Religious Values**

**Spiritual**

**Worship**

**Prayer**

### **+ Institutional Value**

**Establish Goals**

**Achieve Goals**

**Courage**

**Truthfulness**

**Civility**

### **+ Vision Values**

**Happiness**

**Renewal**

**Prosperity**

## **Knowing Yourself**

**Know what you want in life**



**Know what strength and weaknesses you have**  
**Know what you to change about yourself**  
**Know what you want to change about your life**  
**Know what inspires you**  
**Know what motivates you**  
**Know what brings you happiness**  
**Know what you have achieved so far**  
**Know what you want to relate to others**  
**Know what your most important values are**  
**Know what your most important beliefs are**  
**Know to view yourself**

### **What Are The Values Of Both You And Others?**

- + Service to others**
- + Self control**
- + Dependability**
- + Tolerance**
- + Curiosity**
- + Accountability**
- + Order**
- + Being the best**
- + Happiness**

+ Love

## Values People May Have

It is important that you recognize ALL the different values people may have and think are important.

To Influence it is extremely important to know what values people may have that drive them to certain actions.

Intelligence

Accuracy

Clarity

Coolness

Effectiveness

Balance

Determination

Experience

Generosity

Charity

Excellence

Appreciation

Energy

Awareness

**Dignity**  
**Victory**  
**Sympathy**  
**Motivation**  
**Strength**  
**Respect**  
**Leadership**  
**Knowledge**  
**Power**  
**Influence**  
**Organized**  
**Professionalism**  
**Resourcefulness**  
**Self Reliance**  
**Realism**  
**Warmth**  
**Originality**  
**Self-Control**  
**Dependability**  
**Empathy**  
**Credibility**  
**Availability**  
**Mental Agility**  
**Achievement**  
**Adaptability**

**Fairness**

**Duty**

**Ambition**

**Assertiveness**

**Bravery**

**Commitment**

**Focus**

**Decisiveness**

**Faith**

**Enjoyment**

**Charm**

**Attractiveness**

**Curiosity**

**Discipline**

**Drive**

**Accomplishment**

**Excitement**

**Fearlessness**

**Honesty**

**Humility**

**Creativity**

**Expressiveness**

**Courage**

**Grace**

**Helpfulness**

**Gratitude**

**Happiness**

**Frankness**

**Diplomacy**

**Flexibility**

**Enthusiasm**

**Cooperation**

**Consistency**

**Selflessness**

**Loyalty**

**Inspiration**

**Peace**

**Sacrifice**

**Optimism**

**Kindness**

**Passion**

**Understanding**

**Service**

**Virtue**

**Success**

**Wisdom**

**Trustworthiness**

**Integrity**

**Independence**

**Sincerity**

**Humor**

**Synergy**

**Teamwork**

**Stability**

**Vision**

**Reliability**

**Preparedness**

**Logic**

**Justice**

**Neatness**

**Pleasantness**

**Resilience**

**Open minded**

**Uniqueness**

**Making a Difference**

**Mastery**

## 11. Integrity

The characteristics of integrity. How to do the right thing even when nobody is watching.  
How to stand up for what you believe, and do what you say you are going to do.

## **Integrity**

**Integrity is doing the right thing even when nobody is watching. Integrity is a virtue in which you act with fairness and honesty while considering the implications of what you are doing and the effect it may have. It is about doing what is right rather than what is convenient. You should stand up for what you believe and do what you say you are going to do. You keep your promises and consider what is best for everyone.**

## **Integrity Role Model**

**The easiest way to show integrity is to lead by example. Remember, you are always being watched. Your life is like living in a fishbowl. People are constantly watching you. You also have a strong influence on the thoughts and behaviors of others. This influence can be stronger than you think, especially if you are a role model for someone when it comes to integrity.**

## **Essential Elements of Integrity**

- **Behave ethically**
- **Act consistently**
- **Keeping an open mind**
- **Demonstrate a willingness to compromise**
- **Sharing credit**
- **Following through on promises**

## Integrity Characteristics

- + You do what you say you are going to do
- + You are as accurate and unbiased as possible
- + You do not exaggerate
- + You admit when you are wrong and accept blame
- + You follow-up on mistakes and try to fix them
- + You share the credit with others
- + “Your word is your Bond”

## “Your” Integrity

- Your integrity is how other people view you. What do they say when you are not in the room.
- Your integrity is your expertise, your track record and the respect that others have in you.
- Your integrity is something you can improve and build on.
- Your integrity is not perfection, but is a work in progress.
- Your integrity is something you can rehabilitate and re-establish.

## Integrity 9 Way Test

- Is it legal?

- Does it follow any rules or guidelines that may apply to yourself or any organization that you belong to?
- Does it conform to your values?
- Will you be comfortable or guilt-free if you do it?
- Will it void or lessen any commitments or promises you have made/
- Would I do it to my family or friends?
- Would it be okay if someone did it to me?
- Would it be okay for all people involved?
- Would the most ethical person I know do it?

### Perception Is Reality When It Comes To Integrity

**Remember, Integrity Is Governed By Your Audience, Not You!**

- + We tend to judge ourselves by our intentions and motives.
- + People tend to judge us by our actions.
- + The perceptions of others are criteria of how we are doing when it comes to integrity
- + This is the feedback we need to seek if we are on the right track to be a person of integrity.
- + How others people perceive our integrity will affect how they interact with us. It will affect how they support us.

### Integrity Role Model

#### 10 Steps Of A Role Model For Integrity

- Tell the truth

- Treat everyone with Respect and Dignity
- Think of people with Respect and Dignity
- Follow the rules and the law
- Keep your promises and commitments
- Place other's interest before your own
- Give your best effort all the time
- Avoid "cutting corners"
- Stand up for what is right
- Act to stop the misconduct of others

### Communicating Integrity

The real purpose of discussing integrity with another person is to gain:

+Understanding

+Support

+Acceptance

How do you express integrity to another person?

+Discuss what your shared values are

+Discuss how they should apply to common goals

+Discuss why values are important

+Discuss why both people should care

+Discuss what benefits can be gained for each person ("what's in it for them")

+Discuss what each person expects of the other

+Discuss the fact that each person is committed to the concept of Integrity

## **4 Motives and Behaviors That Undermine Integrity**

**Honorable motives do not always result in honorable behavior, but motives that lack honor and integrity guarantee bad actions and results. When it comes to the decision making process guided by integrity, here are the 4 motives and behaviors to avoid like the plague:**

**Greed- self interest in acquiring more and more.**

**Speed- speed for speed's sake leads to disaster and the "cutting of corners".**

**Laziness- the desire to take the easy way. The path of least resistance.**

**Remember, success takes effort and sweat.**

**Haziness- acting and reacting without thinking. Your mind is in a cloud.**

## 12. Trust and Being Trustworthy

### How to develop trust and demonstrate trustworthiness

## Characteristics of Trust

### -Trust Grows

Trust just does not appear, it takes work and effort. There is NO quick fix, it takes time.

### - Trust is both intellectual and emotional

Intellectual competence is only half of the equation. The emotional bond between two people is more than their individual expertise. Trust is more than pure logic alone. Trust is based on caring!

### - Trust is a 2 way relationship

There are all kinds of feelings a person can have without the other person feeling or thinking the same way. The other person must participate and reciprocate.

### - Trust involves risk

Trust involves the fact that a person is not going to do what they would be capable of, or what they will probably do, but what they are expected to do. Both people know the other person will do the right thing.

### - Trust is about a trusting relationship

In trust one must lead and one must follow. It is kind of like dancing. However, unlike dancing, these roles can constantly change. This helps the trusting relationship thrive.

### - Trust is personal

People do not trust stuff, things and institutions. We trust people. Trust requires peoples understanding of each other, and acting on that understanding. Trust is about relationships. Trust is about caring. Trust is about helping each other.

### Showing That You Are Trustworthy

- + Do what you say you are going to do.
- + Behave in a consistent way.
- + Make sure people know what to expect of you.
- + Have people see you living your values.
- + Show people that they can count on you.

### Trust Is About How You Talk To People

When you talk- Be authentic

- To appear authentic- Be authentic
- To appear honest- Be honest

When you talk- It is about your audience

- Their fears- Not yours
- Their needs-Not yours
- Their concerns- Not yours
- Their need for truth and information
- Their need to find someone they can trust, not someone who says "trust me"
- When you talk-LISTEN

### **When you talk-acknowledge your weaknesses**

- Talk about what you do not know
- Talk about how you have learned from your mistakes
- Talk about how you are trying to improve

### **When you talk-Do not dismiss other people's opinions**

- Acknowledge the opinions of others
- Talk about what you have in common
- Talk about their opinions being important
- Talk about facts you both agree on
- Create a two way conversation

### **Factors That Contribute To Trustworthiness**

- + How long someone has known you
- + Your reputation as a person that keeps your word
- + Past experiences people have had with you
- + What others say about you
- + The fact that you do not harbor any ulterior motives
- + Give trust before you receive trust

### **Demonstrating Your Trustworthiness**

- Act in accordance with your values

- Treat people with respect
- Behave with honesty
- Demonstrate integrity
- Follow through on promises
- Aim for mutual benefits

### You Build Trust By---

- + Being honest, loyal, and respectful
- + Getting to know people, being curious about them, and seeking to support them
- + Listening to and acting on what people tell you in ways that are beneficial to all
- + Recognizing people's accomplishments and making them feel good about themselves

### Five Principle To Develop Trust

1. Show people that you interested in them. Listen-Listen-Listen
2. Demonstrate concern for others. Put others first and always first.
3. Deliver on your promises. "A promise made is a promise kept". Follow up  
Follow up-Follow up!
4. Be consistent and honest. Be reliable and dependable.
5. Communicate frequently, clearly, and opening. Be forthright.  
Communicate often, and in person.

## Steps To Develop Trust

**Connection-** It is about the other person

- Ask questions
- Be interested in them
- Discover common ground

**Understanding-** Each person understands the others interests and goals

- Listen to each other
- Understand each person's ideas
- Acknowledge each person's value

**Identify-** Clearly defined how each person can help each other

- Explain to each other the steps to help each person
- Identify problems and weaknesses
- Identify strengths of each person

**Goals-** What each person could accomplish together

- Objectives of each person
- Objectives you have in common
- Purpose for each person
- Purpose you have in common
- Role of each person
- Role you have together

**Commitment-** What is going to take to reach joint goals

- What it takes to do it
- Whether you have the will to do it

**-Whether you are willing to take action**

### **8 Tips To Gain Trust**

- 1. Treat everyone you meet as if they are a close friend or family member**
- 2. Work on the connection and the relationship before you focus on anything else**
- 3. Make a friend- Be likable, agreeable, and above all, get along**
- 4. Focus completely on the other person- "It's about them"**
- 5. Treat each person as if they were the most interesting person in the world**
- 6. Have friendly relaxed conversations-Put people at ease**
- 7. Make sure everything about you sends the right message**
- 8. Trust the person first and then they will trust you**

### **Demonstrating Trust**

- 1. Respecting confidentiality –keeping information confidential and not sharing it with others**
- 2. Being generous-volunteering and sharing your talents**
- 3. Being humble-admitting when you wrong and showing humility**
- 4. Being honest- "You are only as good as your word"**
- 5. Putting others first-Helping them with their goals, projects, and endeavors**
- 6. Being empathic-Being understanding and patient with others. Be sensitive to their feelings.**
- 7. Being organized-Be on time and return calls. Keep appointments with people.**
- 8. Be dependable- Do what you say you will. Keep your promises and follow through.**

9. Be open about yourself-Let people know what you are thinking, what you are feeling, and what you are doing.

10. Be open minded- Remember, “everybody is right and nobody is wrong”.

### Promises

- + Promises are often easier to make than to keep.
- + Following through with promises is one way to build trust.
- + Consider carefully your promises before you make them.
- + If you struggle to follow through on promises, make the process easier on you. Train yourself on that process and keep those promises.
- + “Tend to under promise and over deliver”!

### What Is The Solution If You Fail To Keep A Promise

- You need to tell the other person as soon as possible that you failed to keep the promise
- Do not worry yourself to death over the situation! Be upfront with the person and move on. Next time, with the same person, follow through, or don't promise.
- Apologize for your failure to follow through. Face up to your failure and people will know you are willing to take responsibility.
- “Don't blame someone else, because it will make you look even worse.
- Don't pretend you never made the promise. Don't pretend that there is nothing wrong.
- Attempt to reframe the promise in a different way and then follow through.

-Extend the timing of the follow through of the promise to gain time to succeed, before you follow through

-When you revise your promises, you need to be humble. If you are, people will tend to give you a chance to solve the problem.

### Admitting A Mistake-An Opportunity To Gain Loyalty And Trust

- + It is a tough thing to do, but admit you are wrong.
- + Admit you are wrong as soon as possible.
- + Reduce the drama.
- + Find out what you are going to do about it.
- + Identify how it happened.
- + Do not blame others
- + If others are at fault, try to prevent the situation from reoccurring through information and training.
- + Find out how to avoid the mistake in the future.
- + Resolve that it will not occur in the future.
- + Explain everything to the injured party, and the steps that you taking to insure that it will not happen again.

If you handle the mistake this way it will reinforce that you are a trustworthy person. People remember how you handled a mistake, not what the mistake was. How you make mistake right, can be an opportunity to show your integrity and trustworthiness.

## Trust Through Humor

- Humor shows the positive aspects of you, and allows people to relate to you.
  - You do not have to tell a joke to be funny.
  - Discuss the human condition in personal terms, and it's funny.
  - Humor and disarming and tends to eliminate skepticism.
  - Have your humor show your intelligence. Tell people how smart people you are in a funny way. Make sure your humor shows optimism.
  - Have your humor show empathy not sympathy.
- Have humor show that have in common, or a shared experience with the other person.
- Be creative in your humor.
  - Don't make fun of other people, pick on yourself.
  - Spontaneous Humor- is authentic humor.

## What Humor Does

- + Relives the tension of both people
- + Helps prevent the blame game
- +Helps eliminate bias and prejudices
- + Lower the stress level of both people
- + Keeps thing less emotional and more logical
- + Allows the talents of individuals to flourish
- + Make people more empathic
- + Allows people to be less defensive

- + People like to laugh!
- + People are attracted to funny people
- + People are more open to ideas
- + “Laughter is the best Medicine”

**“ If you say trust me---You are selling. If people trust you---They are buying”**

**“People want to buy and Not be sold”**

**“Trust Happens When They Buy You!”**

## **13. Communication**

**How your interpersonal skills in verbal communication will determine the amount of success that you will have in all things you do.**

**“Don’t Have a Failure to Communicate!”**

## Communication

### **“What We Have Is A Failure To Communicate!”**

Communication skills, either verbal, written, or otherwise are the “root of all evil” or the “root of all success.” Your interpersonal skills in communication will govern the amount of success you will have in all things you do. You may have best vision. However, if you can’t communicate it to others, why have it? You may be the best problem solver. However, if you can’t communicate it, who will help you solve the problem. You may be the best teacher. But, if you can’t communicate, who will learn. You may be perceived as the best leader, but if you can’t communicate who you are, who will follow. The effective use of words, tone, expressions, and gestures, will define how effective more communication skills are. “Communication is the key to ALL that YOU become!”

### Types of Communication

- In person- one on one
- In person- In discussion groups
- Public speaking with presentations
- Face time- one on one
- Video conference- one on one or in groups
- Telephone- one on one
- Telephone- Conference calls
- Texting- one on one
- Texting-groups
- Emails
- Hand written note

## Succeed In Any Conversation

**“Positive People Can Take On The World!”**

**Rick Pitino-Basketball Coach/Speaker**

Convince yourself and commit to the conversation. Go with a positive attitude and show it.

Be prepared to say something. Always participate, but don't dominate. It is not a competition, however, "knowledge is power." Be up to date on current events and popular culture. Know the topics that might come up, and the people that you might have a conversation with. But remember, conversations are often unpredictable and often don't know when and how they might take place. So it follows, that practicing does not always make perfect conversations. Also, rehearsing will make you stiff and not very authentic.

Confidence is the most important thing that you can bring to any conversation. Expect to be an important part of the conversation. Expect to be liked and accepted. Be happy about being there and being you. Your attitude is contagious. If you are happy, everybody will be happy, too. People mirror your attitude and your emotional state. If you are enthusiastic, they will be too. But if you are boring, they will be bored. Remember, people will behave the way you think they will behave. If you think they will be positive about you, they probably will act that way toward you. If you think that people will be negative about you in some way, they will. You must believe in yourself and in turn others will believe in you.

A major step in a successful conversation, is how you make people feel about themselves. Show you like the person that you are talking to. Make them feel good. Make them feel important. Ask questions about them, and show them that you are interested and impressed with their answers. Encourage them to tell you more and listen attentively. This will produce the conversation that you want to have.

## Objectives of Good Communication Skills

- You will be more comfortable in your own skin.
- You will be more accepting to others.
- You will live your life based on what is important to you. Your vision, dreams and goals
- You will be able to communicate to others even though negativity surrounds you.
- You create and attract enthusiastic people.
- You will always consider the opinions of others.
- You will know exactly what your vision is and how to share it with others.
- You will know how to make connections and build strong relationships.

## Interpersonal Communication

- Listen twice as much as you talk.
- Never interrupt while others are speaking.
- Never let your mind wander while others are speaking.
- Put yourself in the other person's shoes.
- Emphasize respect, kindness, courtesy, good manners.
- Prepare in advance what you are going to talk about.
- Be brief, direct and clear.
- Speak about a problem when you have at least one solution.
- Take responsibility for everything you say or do.
- Don't make excuses when you make a mistake.
- "Don't blame or complain."
- Don't take yourself too seriously.
- Always take your commitments and responsibilities seriously.

**-Always give praise for people's achievements.**

## **Adapting Communication Approach to Each Style**

**By: David Merrill and Roger Reid**

### **Categories and Characteristics of Each Style of People**

#### **The Driver:**

- **Action oriented- goal oriented**
- **Strive for results**
- **React quickly**
- **Decisive**
- **Independent**
- **Disciplined**
- **Efficient**
- **Perceived as dominating**
- **Perceived as harsh**
- **Perceived as secure**

#### **The Analytical:**

- **Precise**
- **Organized**
- **Careful**
- **Methodical**
- **Serious**
- **Industrious**
- **Persistent**
- **Exacting**
- **Avoid conflict**
- **Perceived as stubborn**
- **Perceived as distant**

- Perceived as non- engaging

#### The Expressive:

- Sociable
- Stimulating
- Enthusiastic
- Motivational
- Spontaneous
- Outgoing
- Energetic
- Friendly
- Perceived as excitable
- Perceived as impulsive
- Perceived as undisciplined
- Perceived as charismatic
- Perceived as manipulative
- Perceived as ambitious
- Perceived as egotistical
- Perceived as overly reactive
- Perceived as opinions rather than facts
- Perceived as resorting to personal attacks

#### The Amiable:

- Look for cooperation
- Look for acceptance
- Prefer to work with other people
- Friendly
- Supportive
- Respectful
- Willing
- Dependable
- Agreeable
- People-oriented
- Perceived as conforming
- Perceived as unsure

- Perceived as pliable
- Perceived as dependent
- Perceived as awkward
- Perceived as compliant under stress

All people fit into more than one of these 4 styles.

Conventional wisdom says everyone has a dominant style. This tends to slot people into a category. It is the driver to their career path. Supervisors tend to place them in jobs that fit "their category". This is based totally on their perceptions of the category, rather than the person themselves. What if an individual learned to change the negative perceptions of others on each style. They could choose the best of each category and demonstrate those traits. There would be no wall of separation between the styles. Each style could have total synergy with the other styles. You could learn and practice the best of all 4 styles and not have a dominant style. You could build relationships with anyone. All styles could influence and persuade anyone. All styles would relate to you and you could relate to any style. The walls of non-production connections would come falling down. Teamwork blossoms and productivity soars. The world will be yours and all you bring with you!

#### The Advantages and Power of a Story in Conversation

- You will have a better chance of getting your point across when it is framed with a story.
- Stories have a way of tapping emotions a creating a passionate impact.
- Stories are memorable than other communication vehicles.
- Stories are more humorous than the noise of overwhelming information.
- Stories create a shared experience with your audience.
- Stories have the power to inform, instruct and inspire.

Stories Can Be Used for the Following Reasons:

- Provide important information about you and the leader you really are. They offer a window to your values, motives, and passions.
- They Frame the past and generate a shared fundamental understanding upon which to build a relationship.
- They position threats and opportunities, bring the need for change into sharp focus.
- Preview the future, creating an appetizing vision that motivates and inspires.
- They package lessons and insights in a quick and memorable fashion.

Julie Giuliani

The Psychological Power of Story Telling

### Effective Feedback-The Secret of Communicating With Others

It is a way to reinforce positive behavior and move your audience to a more productive course of action and engagement.

What does effective feedback accomplish?

-Feedback shows people that you pay attention to them and their actions, words and deeds.

-Feedback is a way to show appreciation for other people's accomplishments.

-Feedback is a way to discuss bad behavior in a positive fashion and redirect their behavior.

-Feedback is a way to point out an alternative course of action.

-Feedback is a way to strengthen your rapport with other people.

-Feedback can motivate and inspire people.

-Feedback can enhance communication and teamwork with others.

## Tips to Making Feedback Effective

- Try to achieve a specific outcome.
- Share with people as often as necessary.
- Show respect for everyone involved.
- Smile and be friendly.
- Make sure everyone understands that this is your opinion, not the absolute fact.
- Listen for the Feedback of the Feedback. It is a two-way conversation.
- Make sure the feedback is realistic.
- Make sure that you follow-up.

Feedback is the most useful in the following situations:

- When a person's achievements or ideas need to be praised.
- When the opportunity to improve someone's skills are high because those skills are necessary for the endeavor at hand. "Help someone Help Themselves".
- When a person is already expecting feedback because that person knows you know what they did or what they were thinking.
- When the person can not be ignored and you both know it.

## Fear of Giving Feedback

- Fear that the person you give feedback to will dislike you.
- Fear it will strain a relationship.
- Fear the person can not handle feedback.
- Fear the person won't act on your feedback.
- Fear feedback will not be helpful.
- Fear the situation will be awkward at best.

## When Should Feedback Be Avoided?

- When you don't have all the information.

- When the feedback really won't help the situation because you are sure the person can't control or change the situation.
- When the other person is extremely vulnerable and highly emotional. "No feedback is good feedback".
- When you can't be calm or patient about the situation. If you are upset, your feedback will be upsetting.
- When feedback is based on your personal views or bias. Your opinions then will be hollow and unjustified.

### Receiving Feedback—When People Give You Feedback

- Value the rewards of receiving feedback.
- Understand the receiving feedback is a form of communication and connection.
- Receiving is an opportunity to improve relationships.
- It shows how well you interact with other people.
- It shows that you are willing to improve and learn.
- It shows that you are coachable.

### How to Receive Feedback Effectively

- Listen carefully to the other person's point of view.
- Consider the intent of the person giving you feedback.
- Ask questions to clarify the other person's opinions.
- Let your defenses down.
- Don't get upset, remember you are learning.
- Don't try to justify the actions, behavior or ideas that might be criticized.
- Identify what you can learn from the feedback.
- Ask the person giving the feedback for help on what you identify you can learn.
- If you are not receiving feedback do not be afraid to ask for it.

## Effective Communication in a Group Discussion

**Objective:** To get the most out of the discussion. To be useful to the rest of the group. To be recognized in the group as participant and contributor.

A good discussion experience and good group discussion etiquette involves a happy medium between invisibility in the group and domination of the group.

### Invisibility :

- Lack of participation
- Lack of recognition
- Lack of knowledge acquisition
- Lack of contribution to knowledge acquisition of the group

### Domination:

- Annoy and distract people
- Tends to turn off everyone in the group

### Steps to get the most out of group discussions:

- Prepare yourself for the discussion topic or topics
- Prepare what you are going to say even if it is just one thing. Make a contribution
- You do not need to comment on everything. Be selective.
- Keep your comments relevant to the subject at hand.
- Smile when you talk and listen.
- When someone asks a question that is followed by silence, do not be shy, speak up but intelligently. If you do not know the answer ask a clarifying question.
- Refer to previous comments made by others in the group.
- Don't cut people off.
- Make eye contact with others while they are speaking.

## 14. Public Speaking

The “do’s and don’ts” of public speaking.

Remember, it is NOT what you say, but HOW you say it.

## Effective Presentations- It's About the Audience

If you speak in public, don't make a speech, make a presentation. A speech that is boring is likely to be an exercise in self-importance. A speech sounds like it is about you. A presentation sounds like it is about your audience. Remember the audience and their benefit is what is important. A presentation should be relevant to your listeners.

Knowing the demographics of your audience is very important.

- Age
- Gender
- Religion
- Class
- Ethnicity
- Education Background

The points of view of your audience:

- Values
- Beliefs
- Attitudes

Knowing the needs of your audience is important.

- Support
- Entertainment
- Humor

The standards and expectations of your audience is important.

- Occasion of the presentation

- Serious or professional setting
- Non-formal personal engagement

The presentation environment is important.

- Time of day of the presentation
- Time allotted for the presentation
- How many other presenters are there
- Are there any distraction for the audience

The characteristics of your presentation are important.

- Your presentation must provide new information
- Your presentation should offer your opinions
- Your presentation should motivate your audience
- Your presentation should influence your audience
- Your presentation should be entertaining

### **Presentations and Public Speaking**

**It is not what you say, but how you say it.**

**When you make a presentation, your audience may not hear your words, but how you say them. They may pay attention to your delivery rather than the content. It may be your tone and your body language rather the presentation itself. Vary the pitch of your voice. Show your excitement with your facial expression, your posture and your movement. Be animated and positive in your hand movements. Remember to use eye contact with different people in your audience. Try to deliver one thought to an individual in the audience. Then do it again. This will make your presentation more personal and empathetic.**

**Last, but not least, dress the part. You need to present the best version of**

yourself. People are there to listen to you. Don't ever dress down, Dress up.

## Presentation Aids

### Printed Handouts

- Emphasizes main theme
- Explains your points that supports your theme
- Title your handout
- Have each point build on the previous

### Power Point or Slide Show Program

- Keep it simple
- Follow same guidelines as handouts
- Remember, they want to hear you rather than watch a slide show
- Slide show can be a distraction
- The terrible can apply-The slide show or power point often do not work correctly
- Have a handout of your power point
- Make sure it can read easily

### Presentational Aids

- They should ADD to the presentation
- Do not go overboard
- Give prizes for correct answers to questions

- Focus the attention on the theme
- Create a visual image of your theme

### **Organize Your Thoughts Before Your Presentation**

- Stick to one central theme
- Stick to just 3 to 5 main points to support your central theme
- Don't be "a know it all." Discuss what others have taught you
- Break up your presentation into sections

Introduction

Objective of presentation

Overview of the theme of the presentation

Explanation of the main points of the presentation

Conclusion and summary

Questions from the audience

Re-adjusted conclusion based on questions

Personalize and reference the individuals in your audience

- Tell stories and use examples to support your theme
- Have easy transitions from point to point
- Institute ways to support your content

Facts, sources, humor, ask questions, quotations, current events, stats, figures, definitions, personal opinions

## **Tips to Overcome Fear**

- **Relax- the relaxed you are the more relaxed the audience will be**
- **Remember you probably know more about the subject of the speech than the audience does**
- **Don't worry about your audience's attention span. It is about the people that are paying attention NOT those who are not**
- **Slow down when you speak. It will help you relax**
- **Make sure your energy is positive. It shows passion and it will make you look authentic**
- **Commit yourself to learning how to speak in public**
- **Develop a plan improve**
- **Clear your head of negative thoughts**
- **Take pride in your speech or presentation**
- **Chart your progress**

## **Scared of Public Speaking by Allison Sutter**

- **Get another person's perspective on the speech or presentation**
- **Be yourself and be authentic**
- **Imagine you are in the audience. Put yourself in their shoes**
- **Practice, Practice, Practice**
- **Make it an experience for your audience**
- **Record yourself, watch it, and make improvements. Feedback, even your own is very helpful**

## **Public Speaking No- No's**

- **You have No insight into the expectations, needs or wants of the audience**
  - The speaker could care less about being there**
  - The speaker has no excitement about being there**
- **You make NO effort to build a conversation with the audience**
  - The speaker has no eye contact**
  - The speaker does not smile**
  - The speaker has poor body language**
  - The speaker has poor facial expressions**
  - The speaker speaks AT not With their audience**
- **You have NO passion in the delivery**
  - If the speaker has no passion about the topic, why should the audience**

## **Telling a Story – Tips in Telling a Story by Brian Tracy**

- **You have to slow down and add emotion and drama to your words.**
- **Raise your voice on the main point and than lower your voice when you are saying something that is personal and emotional.**
- **Pick up your tempo as you go through the story, but slow down in**

the most memorable parts.

- Double the number of pauses you normally use in conversation
- Use dramatic pauses to allow the audience to digest the words and catch up with you.
- Smile if what you say is funny and be serious if the topic is more thought provoking or emotional.
- When you come to the end of your story, be sure to bring your voice up rather than letting it drop. Remember the exclamation at the end.

### The Do's and Don'ts of Public Speaking

- Always be prepared.
- Always tell people who you are.
- Always start with something positive.
- Present your new information and why they want to know.
- Tell the audience what you want them to know.
- Provide handouts and make sure before you speak that you have enough.
- Don't repeat yourself.

- **Stay cool and calm and don't single out anyone for criticism.**
- **Don't be rude.**

#### **Before You Present or Speak Prepare to Present and Speak**

- **Know how to get to your engagement.**
- **Know how the room layout is.**
- **Know how the seating is arranged.**
- **Be prepared for ALL equipment to fail.**
- **Be prepared for any human assistance NOT to do what you want or what is necessary.**
- **Avoid the podium at all costs. The last thing you want to do is hide behind the podium.**
- **Know the temperature and ventilation situation. Know how to control the "weather" in the room.**
- **Know where the restrooms are, especially if you are nervous.**

## 15. Communication

How to “reach out and touch somebody” when you can’t do it in person. The elements of effective telephone, email, texting, and written communication.

## **Communication on the Telephone**

**Conversations on the telephone and conversations in person are basically the same. Even though on the phone, you can't use your body language or expressive visual traits to communicate, you can use attitude and the tone of your voice to convey your thoughts.**

**On the phone, since all you have is your voice, a cheerful and positive attitude is extremely important. Always be friendly. Treat every person as though he or she is important. Treat all people on the phone as you do your good friends.**

**Remember, talking on the phone is often called "half communication". So you need to really emphasize the "Half you have. In other words, take advantage of the elements of communication that are available on a phone conversation.**

## Techniques of Good Telephone Use

- Check and confirm what you think someone is saying. Go the extra mile. Double check everything so there is nothing lost in translation.
- Put yourself in the other person's shoes. "Do unto others as you would have them do unto you".
- Let people know you are excited about what they are talking about. Let them know you are. Involve yourself with them and reach out.
- Stay focused. Even though you can't have eye contact on the phone, being focused on what they are saying, produces the same result.
- If someone asks you for help, or you ask for help, do something extra. Do more than was asked and an extra verbal thank you are always appreciated.
- Smiling is one of the best communication techniques there is. Most people think you cannot see or hear a smile when you are on the phone. However, you can hear a smile.
- They can hear frustration, negativity and anger. If you are always smiling on the phone, you will not show these unfriendly attitudes.
- Ask questions to clarify and to show interest in the other person. Be involved in what they are saying by asking to say more.
- Laugh and be happy. It is contagious and they can hear it and feel it. It will lead to more pleasant conversations on the phone and better relationships.

## Written Communication

### How to Overcome Procrastination and Improve Your Skills

Often we will need to put our thoughts down in written form. The blank of piece of paper is intimidating. So is the blank computer screen. People often panic because they feel they are not competent and do not feel confident. People don't feel confident about using the written word because they do not read the

written word very much. They watch TV or only read what they have to. They do not read for pleasure or for the increase of knowledge.

Another reason people avoid writing whenever they can, is because they speak poorly, or they can use proper grammar, or they are use to texting in incomplete sentences. However, with modern technology such as “spell check” or” SIRI”, you can overcome this problem.

In addition, if you don’t practice written communication, you will always be intimidated by doing it. It is a lot like public speaking. The more you do it, the less uptight and nervous you are. The more you do it, the more successful you are. The same is true of communicating in writing.

One of the easiest way to improve your writing skills is to use your imagination. Visualize the person you are writing to. Imagine it is a conversation. You are talking to this person. But instead of talking to this person, you are writing to them. Speak with written words. Use the same words and same style in writing that you use in talking.

Another important point is that the mental image of the person you are writing is friendly. If you have unfriendly feelings, it will come out in your writing. If you imagine a friendly person you are writing to, you will have a friendly tone to what you have written. Also, if you are intimidated by who you are writing to, imagine them differently. Imagine they don’t intimidate you and that they like you and you like them. The tone will be different and much more successful.

Last is practicing written communication skills. Yes, this means correct spelling, grammar and punctuation. It helps you look competent and confident in your written communication efforts. People tend to perceive you as a master communicator regardless of your content. If you don’t use correct grammar, their view of your content and ideas will suffer.

### Good Writing Communication Skills are a Pathway to Success

- Good writing skills help you succeed.
- Good writing skills are getting more difficult to find. Therefore, they stand out.

- Written messages that are well thought out, edited, and proofed, build your professional image.
- Introducing yourself and your personal value in writing that makes you special and unique will open many doors for you.
- Write down what you want to achieve in a certain time frame. Write down where you are now, and the steps that can get you where you want to go.
- Write thank you notes. A genuine written thank you will help you stand out in a positive way. The power and benefits of a hand written note is priceless.
- You need to know how to explain your value in writing. Explain how you can contribute. Be able to justify yourself.

## Written Communication

### Steps to Get Started

- Commit yourself to the written word.
- Write down the objective of the communication.
- Write down the key thoughts of what you want to say.
- Make sure your grammar and spelling are correct.
- Once you decide what you want to write, and you know what you want to say, then you can write it with confidence and success.

## Written Communication

### Resumes

- A one page summary of your job experience, education and career goals.
- A list of your qualifications and skill set for the job.
- A response to the company that you would like to work for.

## Components of a Resume

- Contact information
- Objective or purpose
  - The job you are applying for
  - Activities or responsibilities that you want to engage in
  - Goals you want to achieve
- Summary of job experience and qualifications
  - Highlight the special skills that you possess
- Education
- Work experience
- Awards, honors and activities
- 

## Resume

## Cover Letter

A short and concise letter

- Your sales pitch
- It provides a good impression of you
- Explains how you can be an asset to the company

What are the basics that your cover letter should possess?

- Address it personally to a person rather than a title
- Be brief
- Use strong action words
- Don't repeat anything already in your resume

Components of a great cover letter

- Explain why you are writing
- Use energetic language
- Be unique
- Explain why you are the best candidate for the job
- Mention outstanding awards or qualifications
- Show knowledge of the company and their business
- Summarize your position

- Promise to make a follow up phone call

### Resume and Cover Letter—Things NOT To Do!

- Don't include reasons for leaving your current or previous jobs
- Don't be negative to previous employers or their employees
- Don't discuss potentially negative information
- Don't use humor or sarcasm
- Don't label "resume" on your resume
- Don't list your hobbies or social organizations
- Be authentic and tell the truth
- Don't exaggerate
- Make sure your grammar, spelling, and punctuation is correct
- Don't apologize for lack of experience

### Written Communication—Texting

#### Texting Tips

- Normal written communication rules apply
- Be personal and friendly-not negative
- Remember this a written record for everybody to see
- Misspelled words are misspelled. It is unprofessional and will give negative perceptions
- Don't send angry texts
- Don't send anything confidential
- Answer all texts, it is just the polite thing to do. It is like not returning phone calls if you don't answer
- Don't send bad news by text
- And of course, DON'T TEXT and DRIVE!

## **E-Mail Communication**

### **E-mail Golden Rules**

- Don't put anything in an e-mail that you would NOT want on the front page of the newspaper
- Don't send jokes on e-mail. They will always be in the archives of the internet universe and can come back to haunt you
- Don't send confidential matters by e-mail
- Don't send angry e-mails
- Don't hide behind e-mails because you are afraid to talk to somebody. They will know it and react negatively
- Answer all e-mails. When you don't it is like not returning phone calls. People won't think very highly of you

### **E-mail-Best Practices**

- Send fewer and better messages
- Before you send a message, always ask yourself if you should communicate in person instead
- Send 1<sup>st</sup> draft to yourself, not anyone else
- Only copy people who need to be copied
- Use red flags or other indicators sparingly
- Change subject lines if subject changes
- Make subject line important so they will read the e-mail
- Let people know when you need a response

## **Communication-Voice Mail**

### **Two Important Components of Voice Mail Usage**

**+ Your Personal Greeting**

**+ The Message You Leave For Others**

**Your Personal Greeting should have what callers need and what to know:**

- Identify who is speaking in the greeting
- Where you are or where you are not
- When you will return their call
- If appropriate, who they can call if need be
- Replace robotic voices with friendly personal message
- Make sure your message is positive
- Speak Slowly

**The Message your leave for others:**

- Do not leave negative messages. Always put on your happy face when you leave a message
- Do not leave bad news on a voicemail. Just say it is an important matter.
- Do not leave confidential matters on a voicemail message
- Plan what you are going to say before you leave a message. Confuse or disorganized messages sound very unprofessional
- Talk in the message as though you are not reading it. Say your message as if the person you are leaving the message for is right there looking at you
- Talk slowly, Repeat your name and State YOUR PHONE NUMBER TWICE!

### **Effective Communication—Manners Matter**

**Do you say please when you ask someone for a favor?**

**When you are introduced to someone for the first time, do you thank the person for the introduction?**

**Do you thank the person who drops everything to help you resolve a problem?**

**Do you include the word please when asking for help?**

**Do you thank people that give you a reference?**

**Do you thank people who listen to you even though they can't help?**

**Do you thank your boss for their feedback and guidance?**

**Did you know that good manners make YOUR BRAND stand out from the crowd?**

## 16. Attitude

Why do similar people with the same abilities and talent, succeed or fail. Why your “Attitude Determines Your Altitude”!

## Attitude

What is it?

Attitude is your thoughts and beliefs.

It is often why similar people with the same abilities and talent succeed or fail.

Your attitude effects your actions that you take. If you are negative about a certain action, you will have negative results. In some cases, because you have a negative attitude about the action, will not take any action at all. If you have a positive attitude about the action, it will be easier to take action. Taking actions gets results. If the action does not work, reevaluate the action but stay positive. "If at first you don't succeed, try, try again!"

**"Your Attitude Determines Your Altitude!"**

A winner is a loser that does not give up.

Quitting or not-Quitting is an attitude. Nothing worth doing is easy. Persistence is an attitude.

### Attitude Adjustment Is Really an Inspiration Adjustment

- If what you are doing isn't achieving your goals, you need an attitude adjustment.
- Sometimes a change of attitude is nothing more than a change in focus and inspiration. "The difference between a homerun and striking out is a matter of inches!"
- Focus first on your own inspirations and well-being. Take care of your mind and body.
- Focus on your friends and families.
- After you focus on your own well-being, "switch gears" and focus each day on what your goals are and why you want to achieve them.

- Analyze your efforts and results.
- Ask people for help even though what they might say will make you uncomfortable.
- Avoid negativity and negative people.
- Avoid distractions.
- Focus on getting one thing done that matters each day.
- Seek out someone you can help. This will get you in an action to accomplish a goal. It will put you in a positive state of mind. This stimulates positive behavior.
- Spend some quiet time to clear your thoughts.
- Start a journal and a checklist.
- Focus on major change and demonstrate your resolve.
- "Don't change for changes sake." Change your attitude and inspiration if things are not working.

### Attitude Lessons From Experience

1. Your Losses-Sometimes you lose an opportunity and you learn from that loss.
2. Your Mistakes-Sometimes you make mistakes that offer you an education
3. Your Failures-Failing reinforces the lessons you need to learn.. If you own the failure, you own the lesson.

### Attitude-Change For The Better

+ Change your life

-Find the one skill you are weakest at.

-Improve that one skill- master it!

+ There are no limits to how much you can improve.

- Read a book about the topic
- Ask people for advice and have them train you.
- Do activities or practice to sharpen the skill.

**“Just Do It!”**

**+ ALL skills can be learned.**

- Discipline yourself to learn and improve.
- Determination to continue to learn .

### **Tips To Formulate Your Attitude**

- 1. Focus**  
Zero in on your singular point differentiation. Your key attribute value or benefit you deliver, that makes you special.
- 2. Make it meaningful**  
Convey a message that all people will care about and understand.
- 3. Make it memorable**  
Have your message be distinctive and easy to remember.
- 4. Keep is simple**  
The best things are easy to communicate and easy to understand.
- 5. Don't keep it a secret**  
Your attitude helps you to define “Your Brand.”
- 6. Make it yours**  
Individualize your attitude.

### **Attitude Has Everything To Do With Your Actions**

- Wake up smiling
- Seize every moment

- Try new things
- Be bold
- Amaze yourself
- Take chances
- Be optimistic
- Embrace change
- Be legendary
- Live your life with abandon
- Have an open mind
- Be fearless
- Throw caution into the wind
- Remember you only live once –YOLO

### **Bad Attitude Creates Bad Actions**

- + Gossiping –“If you can’t say something nice don’t say it.”
- + Slacking-“Go the extra mile” and always pitch in.
- + Stop the Drama-Don’t be a drama king or queen. Don’t manufacture drama to become self- important.
- + Don’t be a narcissist. Don’t brag about yourself accomplishments or your families.
- + Don’t be a whiner. Fixing things is different than complaining about them.
- + Don’t just go through the motions. “If you are going to do something do it with your might, things done be halves are never done right.”
- + Don’t just appear productive, be productive. Don’t fake it—Make it!
- + Don’t be a know it all. Don’t be an expert when you are not.
- + Don’t be a not-starter. Rock the boat, take a risk, don’t be led around like someone’s pet. Take the initiative. Stick your neck out and lead.

+ Don't hold a grudge. "It just rents space in your head." Move on and you will be better for it. It is a positive activity.

+ Don't resist or fight change. Don't live in the past. Don't talk about "the good old days." Quit referring to how we used to do it.

+ Don't be a "tattle tale." Don't blame others for your own mistakes. Don't "throw them under the bus."

### The Attitude of Confidence

You get happiness from within.

-You are happy with who you are.

-You are confident about what you do.

-You take pleasure in your accomplishments.

-You don't worry impressing other people with your accomplishments.

You are not judgmental.

-You know everyone can offer something.

-You know not to make fun of other people, just to feel good about themselves.

-You don't compare everyone with yourself.

You listen instead of talking.

-You don't feel that you have to prove anything.

-You focus on the connection with rather the result of the connection.

You speak with confidence.

-You are assertive when you speak.

-You have conviction in what you say.

-You sound authentic.

You cherish victories even if they are small ones.

You take care of yourself both physically and mentally.

-You exercise.

-You read a lot----and out loud.

-You search out wisdom.

-You search out experience.

-You search out training.

You don't seek out the wrong kind of attention.

-You don't try to prove yourself for no reason.

-You don't try to be self important.

-You draw importance from within.

-You focus on others.

You take risks.

-You are not afraid to try.

-You know, "if you never try, you never succeed."

You know that it is OKAY to be wrong.

-"Failure makes you that much closer to success."

-You learn more from being wrong than being right.

You cheer others on.

-You don't steal the spotlight from others.

-You praise others for their efforts.

-You are a cheerleader for others.

-You do not make of the efforts of others.

**You ask for help.**

- You know that this is not a sign of weakness.**
- You are comfortable with your weaknesses.**
- You know your strengths.**
- Other people fill gaps in your knowledge, experience and training.**
- If you ask for help, this is a way to improve yourself.**

### **The Attitude of Self-Confidence**

- + All achievement starts with an idea.**
- + All accomplishments are based on actions.**
- + The worst fear is the fear of the unknown.**
- + It is exciting to overcome fear.**
- + Nothing ever turns out to be as hard as you think it was going to be.**
- + The easiest way to stand out, is to do what others won't do.**
- + Each action starts with the first step.**
- + Don't let uncertainty and hesitation stop you.**
- + Stop talking and listen. Confident people don't need to talk all the time.**
- + Asking for help is a sign of strength and self-confidence.**
- + Offer help to others. Don't wait for people to ask for your help.**
- + Don't worry about what people say or think. Do the right thing, anyway.**
- + Don't be afraid to "Get your finger nails dirty." Set an example that you are willing to do what it takes to get the job done.**

- + Don't let other people get you down. If they are negative, let it motivate you to stay positive.
- + There is never perfection, there is just your best. Strive for your best and it is more than enough.
- + "Don't try to remake the wheel." It is okay to adopt something that made someone else successful.
- + Don't worry about doing more than the other person. People will tend to follow you and reach to you.
- + When you admire people, it is not that they are smarter, or more talented than you are. They just have done what you haven't done yet.
- + Take a risk, sitting tight gets you nowhere but the same place you are in now.

### Steps To Build Confidence

1. Turn on your confidence switch. Be committed to be confident.
2. Focus on why you are there and what you need to do.
3. Give yourself a "PEP TALK!"
4. Prepare yourself the best you can.
5. When talking do not use tentative language.
6. Believe in what you are saying.
7. Don't fidget while you talk to someone.
8. "Stand up straight and tall."
9. Smile
10. Look confident. Look them in the eye, and smile again.
11. Dress the part. Dress for success. Wear something that makes you feel GOOD about yourself.
12. When shake someone's hand, be firm, but not too firm.

## Charisma is an Attitude

### How to build your Charismatic Attitude

- Listen more than you talk.  
Ask questions.  
Maintain eye contact.  
Use good body language.  
Smile.  
Frown and then smile.  
Nod in agreement.  
Respond without talking.  
Ask probing questions.
- Don't practice selective hearing.  
Everything is important.  
Every person is important.
- Put all your stuff and things away.  
Put your cell phone away.  
Don't glance at your computer while listening.  
Don't stare off into space or look at other people while someone is talking.
- You give before you receive.  
You may give, but never receive anything in return.  
You focus on what you can provide.  
You give in. This is only way to establish a real connection and relationship.  
The other person can be right.
- You don't act important.  
You are not stuffy or conceited.  
You are not pretentious.  
You don't try to be so impressive. If you are it will irritate people. It will put people off and make them feel uncomfortable.
- You realize that other people are more important than you are.  
Remember you do not know what they know and you really want to.  
You don't know what they have done and you want to. This is because you probably have not done it yet.
- You give the spotlight to others.

- You tell people how well they did.  
You make it an important thing to yourself,-who really did a good job, and praise them.
- You choose words with an attitude to impact others.  
You are always positive.  
You are always enthusiastic.  
You create an implement action.
  - You do not discuss the failure of other people.  
You do not gossip.  
You do not dish out dirt about people to accomplish your own ends.  
You do not laugh at other people, you laugh with them.  
You are not a bully and will not put up with anyone else being one.
  - You admit your failures.  
When you admit your failures you are being authentic.  
You know you need to be humble.  
You know how to laugh at yourself, and how to get people to laugh with you.
  - You make people want to be around you.  
You make them feel good about themselves.  
You make them feel that they are the most important person in the world.  
You make them feel that can accomplish anything.

### **Attitude of Making Connections**

- + Commit to making connections to achieve your goals.
- + Search out new connections and build relationships.
- + Have a plan to do what it takes to make connections.
- + Implement the actions to achieve the goals of your plan.
- + Make a commitment to stick to the plan and follow through
- + Keep a journal of your progress.
- + Target people that you think you can both help them and in turn help you.
- + Form good habits for making connections.

- + Remember, repetition, repetition, repetition.
- + Keep a checklist of your good habits and what you need to do today.

### Happiness is an Attitude

- Your level of happiness is in your control.
- The following action steps are things you can do to help you to be HAPPIER:
  - Make good friends.
  - Express gratitude and thankfulness.
  - Actively pursue your goals.
  - Do what you do well as often as you can.
  - Giving is more rewarding than receiving .
  - “Stuff” and “Things” do not make you happy.
  - Live your life your way. Happiness is a choice.

### Courage-- The Ultimate Attitude

- + Courage is not the absence of fear, but the triumph over it.
- + You have the courage to dream the impossible dream.
- + You have the courage to be patient.
- + You have the courage to say NO.
- + You have the courage to take on an unpopular position or belief.
- + You have the courage to ask for help.
- + You have the courage to show real emotion.
- + You have the courage to forgive.
- + You have the courage to keep at it.
- + You have the courage to lead without dictating or ordering.
- + You have the courage to delegate to others and lead them.
- + You have the courage to apologize.
- + You have the courage to take responsibility.

## Overcoming a Negative Attitude

Negativity is contagious so treat it like it was disease. Be aware of negative people and be uncomfortable around them. They are always saying bad things about people, objects or methods. They are the "No we can'ts."

Negative people suffer from the 3 C's:

- Criticizing
- Condemning
- Complaining

Develop an understanding of what negativity really is. Remember, constructive criticism is not negative. Think about your conversations with others. Check your thoughts and thinking process. Remember, if you are thinking negatively, the only person you are hurting is yourself. Discard those thoughts because they are the disease.

Check the company that you are keeping. If you are mixing in the wrong environment, talk to people that are positive. Go out and find people that have positive, constructive thoughts and ideas. Find a group of people who believe in the power of positive thinking. It is very contagious and fun!

## Attitude—How to Motivate Yourself

- Have an attitude of excitement.
- Begin self- motivating the first thing each day.
- Reward your positive behavior.
- Understand that motivation comes from within.
- Take charge of your life because it is your life.
- Your Dreams are yours, not anybody else's.
- Control your life. Be the master of your thoughts and actions.
- Find out who you are. What are your values, your strengths, your weaknesses, your fears, and bad habits.
- Describe your vision and your dream.
- Build your vision into simple steps you can do one at a time.

- **Make a commitment.**

### **The Attitude of Being Amazing**

**“Be just a little bit better than average, ALL THE TIME!”**

## 17. Preparing for Problems and Controversy

It is not IF a problem or controversy will occur,  
BUT WHEN. How you solve the problem or  
controversy will determine your success.

**Planning to Solve Problems**  
**The Problem Solving Process**

- There are no problems, only opportunities.
- Define the opportunity that you have.
- Define what the goal is solve the problem.
- Create an action plan to achieve the goal.
- Create the action steps to accomplish the action plan.
- Evaluate what you are doing in each step.
- Plan the follow-up.
- Make needed changes to action steps.

**The 7 Phases of Problem Solving**

**By Dr. T.A. Staton U.S. Air Force Academy**

**Problem Solving Made Simple**

- Identify the problem.
- Keep an open mind.
- Gather information.
- List the possible solutions.
- Test the possible solutions.

- Select the best solution.
- Put the solution into action.

These phases are in order, however, these phases usually overlap. Often, it may be necessary to be working on several phases at the same time.

### Preparation –Problem Solving

When you prepare, for a course of action, do the following things first to solve the problem.

- Gather all the information available on what the problem is. What are the things that are different than what they should be? They are not easy to spot, and they are normally more than one. Each will call for a separate solution and action. Put them of order of importance. Also, find out what is wrong and what is not wrong. Both are important.
- Develop an action plan to correct the problems. One way to do this, is to find the cause of the problem. Once that is found, the action to solve it will be easily determined.
- Test your conclusions on the actions to be taken. If you test before acting it will save you time and “heart break”. This will eliminate wasted actions and wasted time.
- Set out what is to be accomplished. Act with a clear goal in mind. There are things you **MUST** accomplished and things you want to accomplish. Both are important.
- Be sure and weigh the consequences of your actions before acting. This will help to minimize bad results. Search for potential trouble before it happens. Look for any possible unintended consequences. Consider other possibilities and alternatives. It may come down to which action has the best chance to succeed and will do the least

**harm.**

### **What To Do When Controversy Comes, and It Will Come!**

- **Anticipate controversy and prepare it.**
- **Know your audience.**
  - Don't underestimate the intelligence of your audience. (Don't talk down to them.)**
  - Don't overestimate the knowledge of your audience. (Watch out for bad assumptions or misinformation)**
  - Don't scold your audience indiscriminately.**
- **Stress the good for other people.**
  - The greatest good to the greatest number of people.**
- **Understand conflicting points of view, and people that have them**
  - Know who your opponents are.**
  - What is their exact position?**
  - What are their arguments and what do they mean?**
  - How effective their arguments are.**
- **Expose opposing falsehoods.**
  - Is the truth is your side?**
  - Do the fact support your point of view?**
  - Blunt statements can be effective if the opposition is incompetent or untruthful.**
- **Remember the value of repetition.**
  - Repetition creates retention.**

Present and represent information and opinions.

Remember, "out of sight-out of mind".

- Avoid humor or the so called "slick approach".

Controversy is a serious thing.

Touchy subjects cannot be treated with humor effectively.

Be sincere.

Be authentic.

- Use emotional appeals.

"Just the facts", does not get it.

Emotion shows "your heart is in the right place".

- Show your good intentions.

Demonstrate that your motives are good.

Show that you want to be involved in the solution.

- Create action.

Develop an action plan to deal with the controversy or touchy subject in a positive manner.

Make sure your action and your involvement show that you have good intentions.

- Listen for feedback from people.

How do people react to the action you took to resolve the controversy?

What was the intended purpose?

- Creditability is essential.

You must be truthful to be believed.

You must be authentic to be creditable.

**You must be honest to be trusted.**

**When you are honest, trustworthy, truthful and authentic,  
controversy and what it brings, will be a faded memory.**

## 18. Preparation and Planning

Planning and Preparation are very different things, but are equally important! How they work together in your efforts will determine your success.

## Preparation and Planning

**“When You Fail to Prepare, You Prepare to Fail”**

**John Wooden**

Planning is deciding what you want to do and what you need to do. If you have a clear idea of what you are to do, you will act on it. If you don't, you will hesitate and procrastinate. Planning is about what is important to you. How to set goals to achieve what is important to you, is fundamental to planning. “If you want to get ahead, plan ahead”.

Preparation is about being a “Boy Scout”, Be Prepared! Do things beforehand. Sort out the details and then orchestrate the details. The attention to details is pivotal in anything you do. Remember, Murphy's Law says that if anything can go wrong it will. So prepare for what may go wrong. General Colin Powell said that “If your attack is going well, you have walked into an ambush. “To put it another way, if the enemy is in range, so are you.” (General George Patton) Whenever you are embarking on project or endeavor, think of all something can go wrong, and try to devise ways to deal with what could go wrong. Have a backup plan! Something or anything might fail, so prepare for it.

However, also prepare to have success. You need to prepare for your weaknesses. But, you need to prepare for your strengths. Remember, there are both threats and opportunities. Preparing for both, and acting on that preparation, defines success. It allows you to be certain in an uncertain world.

### Planning

When you plan, you need to look in all directions!

**You need to look forward.**

**Planning provides a view of the future. Who you want to be. What you want to accomplish. How you want to accomplish it. It is the direction that you need to go.**

**You need to look back.**

**Planning provides a look at your history. What have you done in the past. What have you done right. What you did wrong. What you should have done, but didn't.**

**You need to look around.**

**Planning creates a necessity for you to understand what the people around you feel about YOU. What do people like about you? What do people not like about you? Are you someone who follows or leads? Or, are you somebody who can do both and therefore is a good team player?**

## **Personal Planning**

**Your personal overview of where you want to go, and the observations of your nature.**

- **Values Statement**

**The set of beliefs and principles that guide your actions and activities. Values matter in the outcome of your future!-**

- **Visions Statement**

**A phrase that says where you want to go, and gives you a board picture of what you want to become. When you visualize your dreams, they are easier to fulfill and accomplish.**

- **Mission Statement**

**A statement of your purpose which describes what you are and what you do. This is your compass that demonstrates that values and**

vision matter.

- **Goals and Objectives**

**Make a list of all of your major goals that you have set for yourself. List along with your goals, the objectives you have to meet to achieve those goals. Start on creating the action plan and action steps to fulfill your vision. In other words, DO Something!**

**“If you don’t know where you are going why leave?”—Jim Plato**

### **The Planning Evolution**

**-Your History**

- + **What has happened in your life up until now?**
- + **How did it impact you and others?**
- + **How did it happen?**
- + **What are the results on what has happened to you until now?**

**-Your Situation Now**

- + **Where are now?**
- + **What do you want?**
- + **What do you need?**

**-Your Goals**

- + **Short term**
- + **Medium term**
- + **Long term**

**-Your Personal Description of How You are Doing**

- + Describe your personal performance in your social life**
- + Describe your personal performance school/career**
- + How would others describe your personal performance in both?**

**-What is Your Personal Mission**

**+ Your understanding about what other people think about your Personal Brand**

- + How do you differentiate yourself from others?**
- + How do you draw satisfaction from your personal goals and vision?**
- + How do you build trust and loyalty?**
- + How you build confidence and personal commitment?**
- + How do you build success in your personal performance?**

**-Planning Personal Action**

- + Plan to achieve the goals you set**
- + Plan to achieve performance excellence**
- + Plan to achieve implementation and effectiveness of your personal mission**

**-The Action Steps**

- + Steps you have taken to achieve your personal action plan**
- + How you measure your personal action plan to the results you desire to achieve?**
- + Review and improve your personal action plan as needed**

## Goal Setting

### Characteristics of Effective Goals

- **Motivational**  
Goals need to be motivating to you and all that are involved. Goals need to inspire people.
- **Measurable**  
Goals need to be measurable. "What gets measured, gets done". Goals are a target and you need to understand where and how to hit the target.
- **Attainable**  
Goals need to be something that is possible. You need to be able to reach, with effort and determination, your personal and professional goals.

### Goal Accomplishment

- Base your goals firmly on your values.
- Believe you can accomplish the goal.
  - Self- esteem
  - Self confidence
  - Believing in yourself
- 3. Paint a vivid outcome.
  - Visualize achieving goals.

#### 4. Write your goals down.

- Make a commitment to your goals.
- Make a commitment to conscious action.

#### 5. Share your goals with people who are important to you.

- Your peers provide support for your goals.
- Peer advice is based on different experiences than yours.

### What NOT to Do When Setting Goals

- Don't set "pie in the sky" goals for yourself. Goals are intended to motivate you. Impossible goals tend to discourage you.
- "Don't sell yourself short". Goals are often self-fulfilling prophecies. If they are set too low, your achievements will be low. Set goals that will challenge you. You may be surprised by the skills and talents that you have to achieve your goals.
- "Be careful what you aim for". Your goals should be clearly defined. They should be very clear about what you want to see happen. Make sure your goals match your vision, values, and mission. "Don't hit the wrong target". Don't behave contrary to your purpose or vision.
- Don't keep your goals and objectives a secret. Let other people know about them. This can lead to finding somebody to mentor you, both now and in the future. It can also lead, to you mentoring the people you share your goals with. They may be fascinated with your goals and objectives and choose to help in these endeavors. Sharing goals will lead to relationships and contribute to your success. What other people feel about your vision, will determine if they will follow you. Some will and some won't! Those who don't share your vision or goals, may think these goals are not for you, or them. Don't let them steal YOUR DREAMS! Their intent may be to try to help you. However, it may be simply that they are trying to hold you back. Regardless of whatever their intent is, these are your GOALS, not

theirs. Don't let them "BLUR YOUR VISION". Stay the course!

## Are You Committed to Your Goals?

By: Sandy Schussel

What are your goals for your life and your career? Whatever it is that you desire achieving it requires three simple commitments from you:

- A burning desire to have it. This means more than just wanting to achieve your goals. It means wanting it so much that you will stop at nothing to get it. In other words you must have real commitments.
- An unwavering belief that you will have it. You must believe that some point you will win out, even if other people tell you you're dreaming. If you don't believe that, with hard work and dedication, at some point you will win out, you're almost 100% certain to be right.

Think of all the dreamers who were told their dreams were impossible and yet won out.

- For Christopher Columbus, it was the dream that he could sail west and reach the Far East.
- For Orville and Wilbur Wright, it was the dream they could fill the sky with heavier-than-air flying machines.
- For Nelson Mandela, it was the dream that someday South Africa would be a multiracial democracy.
- A willingness to strive until your arrive. Mandela worked for 27 years from his prison cell before things changed. But when they

did, they bought growth to his entire country.

If you're not happy with your career- or any aspect of your life—ask yourself which of these three commitments is missing. If you have a burning desire and a belief that you will achieve your goals, all you have to do is keep reaching- and never, ever give up!

### Preparation

Do you do your homework?

- Have an in depth knowledge of what you are going to do.
- Have a planned and logical approach of what you are going to do.
- Pay attention to the preparation process so you won't leave anything out.
- Review you preparation so you are comfortable, so you are prepared.
- "Remember the terrible IFS apply". Prepare for them.

### Preparation in Education, Knowledge, and Training

- Promote leadership roles for yourself and others.
- Learn how to encourage others on how to take on leadership roles.
- Learn the abilities and skills required to be in a leadership role yourself.
- Learn how to influence and persuade others to behave in certain ways.
- Learn how to alter the ways you lead, based in different situations

you encounter.

- Learn the skills on how to simply tell people what to do. Learn how to be the boss.
- Learn the steps to be in an advisory role with other people.
- Learn how to be a team player a good teammate.
- Learn how to be mentored and what to do to build that relationship.
- Learn how to coach and mentor others for the benefit of you and others.
- Learn the techniques of teaching and training.
- Learn that increasing knowledge, seeking training, and education, is the preparation that leads to SUCCESS!

#### **The Dos and Don'ts of Preparing and Planning**

- Don't fail to plan in the first place.
- Don't dismiss the importance of values.
- Make sure your vision is always on your mind.
- Make sure you understand your audience.
- Don't second guess your audience.
- Don't ignore your strengths.
- Always remember your weaknesses.
- "Don't run away from a reasonable risk". Robert Hall
- Don't be afraid to take a chance.

## **19. Winning and Confidence**

**How to be a WINNER and have the mindset of a CHAMPION. How confidence plays a key role in Winning and being Successful.**

## **Definition of Winners**

**Winners do not rest on their own laurels. They realize that each day is a new day. They start off NEW trying to be a winner all over again.**

**Winners do not let their egos get in the way. They work on being humble every day.**

**Winners do not lose their way or get sidetracked. They stay inspired and motivated.**

**Winners think that they are winners. They do not listen to negative thoughts. They always stay in a positive frame of mind.**

## **Winning Mental Habits**

- **Winners refuse to just go through the motions. If it is a waste of time and does not get you where you want to go, stop doing it.**
- **Winners take care of themselves. They eat right and sleep right. They exercise. They do not do anything that will make them think slow and act sluggish.**
- **Winners protect themselves against having their focus and motivation undermined. Negative people and judgmental friends will pull you down. They either change or you need to leave them in the dust!**
- **Winners are frugal. They spend wisely and tastefully.**
- **Winners are careful where they invest their emotions, time and talent. If you want to make a difference, spend time where you CAN make a difference.**

- **Winners go out of their way to give their wealth and experience to people who need a helping hand.**
- **Winners refuse to hold grudges or live with regrets. They put forth a consistent effort to rebuild relationships that they have allowed to fall apart.**
- **Winners are “Captains of their destiny”. They seek opportunity where ever it is. They are willing to make the tough decisions to be a success.**
- **Winners are creative. They also seek a way to make themselves better.**

### **The Don'ts of Winners**

- + Winners do not make excuses- They learn and grow**
- + Winners do not whine when things don't go their way**
- + Winners don't stay down when they fall- They get up and come back stronger**
- + Winners don't look down on people who are not winners. They help those people to become winners.**
- + Winners do not think that they are perfect- They constantly try to improve themselves.**
- + Winners don't try to avoid hard work that success demands. They seek it. They fight and sweat to achieve success and win.**
- + Winners do not care what other people think. They think for themselves and makes their own paths. They are trailblazers!**
- + Winners do not ignore their weaknesses or bad habits. They overcome them and correct them.**
- + Winners do not care that others are them on. They motivate**

themselves.

+ **Winners do not to outshine other people. They move forward with them. They are team players.**

+ **Winners are not arrogant about their success. They credit other people like mentors, teachers and coaches.**

+ **Winners do not waste time. They are focused on doing what matters. They prioritize.**

+ **Winners do not complain what they cannot do anything about. They focus on what they can do something about.**

+ **Winners do not try to everything at the same time. They do one thing at a time and do it well.**

+ **Winners do not give up. They tough it out when things get tough. Success demands it!**

+ **Winners do not listen to doubters, critics, skeptics or haters. Their talk is nothing but noise!**

+ **Winners do not talk badly about other people. They are always kind.**

+ **Winners do not forget they promised. They follow up and follow through.**

+ **Winners never stop trying to win. Success or failure is not the final result.**

+ **Winners do not blame other people. They take responsibility for their own mistakes.**

### **The Mindset of a Champion**

- **Develop and stick with a winning game plan.**
  - Confidence

**-Process of performance**

**-Attitude**

**2. Take charge of what you say and think and make sure that is positive.  
Heed the warning signs of your internal voices.**

**-Enthusiasm**

**- Body language**

**- Voice inflection**

**3. Maintain an optimistic mindset in life and in business.**

**-Opportunity to succeed**

**-Control only what you do**

**- Expect to do well**

**4. Visualize your success**

**-Subconscious mind**

**-Encourage yourself**

**-Belief in visualization**

**5. Practice powerful goal setting strategies**

**-Short term action oriented goals**

**-Long term action oriented goals**

**-Stop self-defeating behavior**

**6. Keep anxiety at an optimal level**

**-A little anxiety is good**

**-A Lot of anxiety is bad**

## Successful People Exude Confidence

Excerpts from an article By Travis Bradberry

### + Doubt breeds doubt

Why would anyone believe in you, your idea or your abilities if you didn't believe in yourself.

### + It takes confidence to reach for new challenges

People who are fearful or insecure tend to stay in their comfort zones, and let valuable opportunities pass them by.

### + Unconfident people often feel at the mercy of external circumstances

Confident people are not deterred by obstacles. They rise up, and overcome them.

## 8 Ways To Boost Your Confidence

By Travis Bradberry

- Take an honest look at yourself.

"The difference between conceit and confidence is that conceit is bragging about yourself. However confidence means that you

can get the job done". Johnny Unitas When confidence exceeds

your abilities you have crossed the line into arrogance. You need

**to know the difference between confidence and arrogance.**

- **So no.**

**The more difficulty that you have saying no, the more likely you to**

**experience stress, burnout, and even depression. All of these erode**

**confidence.**

- **Get right with the boss.**

**A troubled relationship with the boss, can destroy even the most**

**talented person's confidence. See what you can do to get the relationship back on track.**

- **Seek out small victories.**

**Confident people tend to challenge themselves and compete, even**

**when their efforts yield small victories.**

- **Find a mentor.**

**Nothing builds confidence like a talented, experienced person showing you the way and patting you on the back for a job well**

**done. A good mentor can act as a mirror, giving you the perspective that you need to believe in yourself. Knowledge breeds confidence.**

- **Schedule exercise.**

**People who exercise feel more competent socially, academically, and**

**Athletically. They are more confident in their body image and self-esteem. Your overall confidence in yourself greatly increases.**

- **Dress for success.**

**Like it or not; how we dress has a huge effect on how people see us.**

**Things like color, cut, and style of the clothes we wear, and even the accessories, communicate loudly. The way we dress affects how we see ourselves. Studies have shown that people speak differently when they are dressed up, compared to when they are dressed casually. To boost your confidence, dress well and dress up.**

- **Be assertive, not aggressive.**

**Aggressiveness is not confidence, it is BULLYING. Practice being assertive without being aggressive. You will figure out how to do this very quickly. Remember, aggressiveness is just showing people that you are insecure. Reminding yourself not to be aggressive helps. This will increase your confidence and help keep your insecurities at bay.**

## 20. Success

The qualities of successful people and the actions that they take to be successful. How to develop successful habits.

## Success

### What is it?

Success describes accomplishing what is desired or intended. It is a favorable result of an activity. It is also gaining an advantage in a particular result. It is about achieving your goals and accomplishing your mission. It is about realizing your dreams and fulfilling your vision.

Remember,

**“Don’t just be successful, be significant-make a difference”.**

### Make Time For Success

Successful people make every minute count.

Failure is a part of life. How you handle it is a part of success. Your adversity is your lack of adversity in your life.

All great Success stories begin with failure.

There are no shortcuts to success. Success usually follows a series of little events and achievements.

Rule of 5—Take five concrete actions that will get you closer to your goal.

Keep a log or journal of your progress.

Be open to feedback.

Be patient.

Be connective with others.

## Habit To Be A Success

- Get serious.
  - Find your weaknesses
  - Find your strengths
  - Surround yourself with successful people
  - Take care of yourself physically
  - Visualize your success
  - Be positive with yourself-Fire yourself up!
  - Take steps each day to accomplish your goal
  -
- “Don’t promise people better-Promise them you!” If promise people you, you can keep every promise you ever make.**

## The 4 Failures To Succeed

- Failure to communicate
- Failure to believe that success can happen
- Failure to inspire and motivate both you and others
- Failure to demand success of both you and others

## Characteristics of Greatness

**-Creativity and flair**

**-Discipline**

**Being in control**

**Being organized**

**Setting objectives**

**Achieving objectives**

**-Realism**

**Understand your weaknesses**

**Emphasizing your strengths**

## **The 4 Things That Prevent Successful Outcomes**

### **The Enemies of Success**

#### **Fear**

- + Fear is the biggest thing that will get in your way.**
- + Fear is your #1 enemy that you face.**
- + Fear is a terrible foe and "can steal your breath away".**
- + Fear of the UNCERTAIN can place you at an extreme disadvantage.**
- + Fear of the unknown can frighten you.**
- + Fear can place thoughts and beliefs in your mind that are so terrible that you are frozen into inactivity.**
- + Fear is not something that you can live with!!**
- + Fear is something that you overcome, something you vanquish,**

something you defeat.

- + Fear is in YOUR imagination.
- + You can BEAT fear by taking action, inspite of being afraid.
- + Train yourself to take ACTION when you are afraid. YOU will then BEAT fear and DEFEAT it each time you face it.

### **Procrastination**

- + Procrastination is a companion of FEAR and thrives on it.
- + A person is afraid of failing, so they "Put it Off".
- + A person is afraid of being judged unfairly, so they "Put it Off".
- + A person is afraid of being hurt, so they "Put it Off".
- + Procrastination lulls a person into inactivity.
- + A person thinks that they can always "Do it Later".
- + But once you have lost that time, because of inaction, you can never get it back.
- + Action Beats Procrastination by doing something, NOW!
- + Set a goal and create Action to achieve that Goal.
- + Action is the key. It creates passion and inspiration!
- + Action motivates you toward success and achievement.
- + Action Can Beat Procrastination Every Time!

### **Apathy**

- + Apathy is the thief that will steal your success.
- + Apathy is the opposite of enthusiasm. It pours COLD water on enthusiasm and melts it away.

- + **Apathy drains a person's energy, and makes them lifeless and disinterested, when it comes to success.**
- + **Apathy makes a person tired and unresponsive when it comes to success.**
- + **Apathy makes a person pessimistic about almost everything.**
- + **Apathy takes a person's goals and dreams away from them.**
- + **You can BEAT apathy by increasing your ENERGY and ENTHUSIASM.**
- + **You can generate energy and enthusiasm by creating activity.**
- + **A positive mental attitude will protect a person from the influence of apathy.**
- + **With a positive attitude and energy, you can create action to achieve success. Apathy will be nothing but a MEMORY!**

### **Distraction**

- + **Distraction is the thing that diverts a person from achieving their goals and dreams.**
- + **Distraction crops up, and person loses their focus on the Success that they are trying to achieve.**
- + **Distraction draws a person's attention away from the goals, and the actions to achieve those goals.**
- + **Distraction can be like the "Shiny Object" that a person can not take their eyes off of.**
- + **Distraction often blindsides people. They just don't see it coming.**

- + People can overcome distraction by concentrating on the action to be done and the task at hand.**
- + People need to focus and refocus on their goals and objectives.**
- + When people concentrate on achieving success, it will motivate and inspire them to avoid what might distract them.**

## Traits That Contribute To Success

### Successful People Are:

- They are trustworthy.

It is no secret that successful people have built their entire existence on a foundation of trust. They do an incredibly good job of not only building a solid image of trust, but actually being exceptionally trustworthy. Their word is their bond and they keep their promises. Following through and doing what you say is what really counts.

- They have high standards.

Top performing people set unrealistically high goals, and then they meet them. They make a habit of setting high standards and somehow find a way to meet these goals. People who think in terms of opportunities rather than challenges are better at thinking outside the box. These people always expect the best of themselves.

- They seek out new learning opportunities.

Whether it is a training seminar, newspaper article, mentor or partner, successful people are constantly looking for opportunities to learn more about people, business, or life itself. They seek out resources from which to learn and grow. They are always searching for ways to implement new ideas.

- They are action oriented.

It is not enough to simply have great ideas. The most successful people know they need to put their good ideas to work. They are always ready to take action and get the ball rolling. They want to set deadlines and get working on turning great ideas into successful realities.

- They are excellent listeners.

Being a great listener is an important characteristic of successful people. Because they listen they “get it.” This trait is a simple one. But because of this trait, they do a better job building connections with people. These connections lead to relationships. This is because they do a better job of understanding people’s wants, needs, fears and motivations. If you understand these, you can influence. If you influence people, you can be highly successful!

### Qualities For Success

- Common sense.

The first and most important of the personal qualities needed for success is common sense. Common sense was defined in a Gallop Poll survey by participants as the “ability to cut to the core of the matter, to recognize and deal with the essential elements of a problem or situation, rather than getting side-tracked by smaller issues or symptoms.” Another of Common Sense was the ability to learn from experience and apply those lessons to subsequent experiences. Common sense was seen as the basis of all other personal qualities that enable a person to become increasingly more effective over time.

- Be good at what you do.

The second personality needed for success is expertise. Most successful people are very good at what they do, and they know they are very good. They have learned, practiced, reflected and have gotten better and better at what they do. They are recognized by their peers as being among the very best in their

fields. This quality of being the best is an absolute prerequisite for achieving success.

- **Self- reliance**

Another one of the personal qualities identified in the study was that of self-reliance. Men and women who are respected by others tend to look primarily to themselves for the answers to their questions and for the solutions to their problems. They do not blame others or make excuses when things go wrong. They regard themselves as the primary creative forces in their own lives. They volunteer for tough assignments and they are willing to take charge when something needs to be done.

- **Intelligence is more than I.Q.**

Intelligence is another one of the top personal qualities identified by the study. Intelligence seems to be a key requirement for success in any field. However, when they looked at this quality the researchers found that intelligence was not measured in terms of test scores. Many of the most notable men and women alive today did poorly in school. They got low grades and scores, and many of them did not complete college or even high school. Their intelligence was not reflected in their grades.

- **Become results oriented.**

The last personal quality identified by the study was that of being results oriented. This means accepting the task of achieving the results for which you are responsible. All highly respected men

**and women are recognized as being the kind of people who can get the job done, whatever it may be. They are invariably decisive, results oriented people. They have a bias for action and a sense of urgency about their jobs. They have trained themselves to be extremely capable of doing whatever is required. Consequently, bigger and better jobs and responsibilities seem to flow to them. The world tends to step aside and make way for the person who knows what they are doing and knows where they are going.**

### **Signs You Are Exceptional**

- You enjoy the success of others.**
- You seek new experiences.**
- You are empathetic.**
- You want to prove something to yourself.**
- You work hard and smart-You want it more.**
- Money is not a reward or a way to keep score.**
- You do not think you are exceptional. You are humble.**
- You understand that success can be lost. Integrity and trustworthiness last forever.**

### **Habits of Mental Toughness**

- + Act as if you are in total control.
- + Don't worry about things you can't control or impact.
- + History is a learning experience. Learn from your mistakes and the mistakes of others.
- + Celebrate the success of others and cheer them on. There is more than enough success to go around.
- + Never whine, complain, or criticize the efforts of others.
- + Focus on impressing yourself, and only yourself! Compete with yourself, not everybody else.
- + Think about what you have. Don't think about what you don't have. Certainly, do not think about what others have, that you don't.

### How to be a Likeable Person

- Show you are vulnerable to other people.
- Look for agreement with other people.
- Use the power of touch, even hug when appropriate. "He or She that HUGS best, WINS!"
- Laugh at yourself, and laugh out loud.
- Make the other person feel important.
- Treat everyone with kindness. "Kindness cures everything!"
- Make people feel that you are glad to meet them and happy to be with them.

- Remember the names of other people when you meet them.
- Never, never name drop. Remember they want to know who you are, and what you know and what you can do for them.

### **Qualities of Successful People**

**They want to see ideas become reality. They want to "Make it Happen."**

**They cannot stand "Playing Politics,"**

**They are idea people. They like to think about solving problems.**

**They appreciate when others are praised and recognized. They don't get jealous when this takes place.**

**They are not rule breakers. They are rule makers. They like to make the rules better!**

**They don't believe in doing something just because they have been told, "That's the way we have always done it. Conventional wisdom may not be WISDOM at all.**

**They are honest in evaluating themselves.**

**They love input and feedback from others.**

**They constantly try to better themselves.**

**They believe whether they succeed or not, is up to them and their decisions.**

**They are unshakable and they stick to their tasks.**

**They believe that accomplishment is its own reward.**

**"They believe failure is just another problem to solve."**

**They have a commitment to succeed and want to make the world better. They want to be a better person. They know they can, and they know they**

**will!**

### **Actions of Successful People**

- + They wake up early! "Early to bed, early to rise, makes a person a success!"**
  - + Exercise frequently. "Exercise will energize!" Energy leads to success.**
  - + Stick to strict schedule. "Plan your work and work your plan!"**
  - + Learn to work anywhere and anything. "The world is your workplace and success has no clock!"**
  - + The enemy of creativity is inactivity. The more active you are the more creative you are. The more creative you are, the more successful you are.**
- "Success is getting better one step at a time." Pat Riley**

### **Self- Discipline**

**Success requires self-discipline and with self-discipline you achieve the following:**

- You gain the ability to work hard.**
- You gain self-confidence.**
- You are able to define your goals.**
- You have the determination to move forward.**
- You have ability to overcome difficulties.**

- **You have the ability to overcome resistance.**
- **You are able to reverse set- backs.**
- **You are able to achieve success!**

**“The difference between a successful person and others, is not the lack of strength, not a lack of knowledge, but rather a lack of will.”  
Vince Lombardi**

### **Developing Successful Habits**

**“Developing Successful Habits Leads to Successful Outcomes.  
Successful Outcomes Make Successful People!” Habits help you  
define who you are!**

**Be selective in what in get involved in at any certain time. Have the ability to select the most important task first. Then get that task done before starting any other task. Do that task well. “If you do something, do it with your might, things done by halves are never done right!” Morris Pettit Sr.**

**This trait and habit will have more of an impact on your success than any other thing you do.**

**Successful Habits include the following:**

- Setting priorities**
- Overcoming procrastination**
- Being action oriented**
- Completing tasks**

#### **How to Form Great Habits:**

- Commit to developing great habits**
- Take action on the habits you wish to adopt**
- Practice and repeat often, the successful habit**
- Make these habits part of your "comfort zone"**
- Make these habits part of your personality**

#### **Imagine What You Could Be If You Adopted and Achieved These Great Habits:**

- Highly productive**
- Very effective**
- Extremely efficient**
- Highly focused**
- Action oriented**
- Able to overcome procrastination**
- Highly successful**

**"All people have the ability to achieve success, the key is knowledge, experience and training. With these three keys, the decisions you make,**

**Ultimately will lead to levels of success beyond your dreams!”  
Pepper Pettit and Scott Yochum**

## 21. Mentoring

Mentoring and how it is different than Coaching. Tips for Mentors and the Benefits of being a Mentor. Tips on Where and How to find Mentors.

## **Coaching and Mentoring What Is The Difference?**

**Coaching focuses on the talents of the person being coached.**

**Mentoring focuses on advising people what they ought to do.**

**Coaching is about improving or teaching skills.**

**Mentoring is about giving advice.**

- Here is what you ought to do.
- Here is the best practice you should follow.
- Here is the answer.

**A Coach is like a trainer.**

**A Mentor is like a personal consultant.**

**Coaching is about tasks and actions.**

**Mentoring is about ideas and visions.**

**Coaching is about passion and attitude. It is about actions.**

**Mentoring is about directions and objectives and the big picture.**

**Coaching is transactional.**

**Mentoring is relational.**

**Coaching is about HOW and WHERE.**

**Mentoring is about WHO, WHY and WHAT.**



## **Mentoring—What Is It?**

**Mentoring is a developmental partnership between two people. It can foster the personal and professional growth of both. It is normally when one person shares knowledge, skills, information and perspective with another.**

**We all have a need for insight that is outside of our normal life and education experience. The power of mentoring is that it creates an opportunity for collaboration, goal achievement, and problem solving. Training from one person to another. It tends to motivate and inspire both the person mentoring and the person being mentored. Mentoring means providing advice, counsel, and insight to a less experienced person in a non-threatening manner. When you mentor someone, you guide the person until they gain the experience and knowledge they need to succeed. Mentoring promotes self-development and self-sufficiency in others.**

## **Mentoring—Are You Meant to Mentor or Coach?**

**When someone is a smart driven person and they remind you of yourself, it could be an opportunity, especially if they ask you for help, for you to become their mentor.**

**This scenario could be a good career move for both parties. You are bound to reap many benefits when you help someone grow and progress. It will help you build your relationship skills. The best mentors make it a two way street. You help them and they help you.**

**Becoming a mentor will also help you build your leadership and management skills. Having someone ask for and listen to your advice will boost your confidence.**

**Your protégé can open new doors and new relationships for you the same way you do it for them.**

**“Chances are someone helped you get where you are. This is a chance to give back and keep up the tradition”. Donald Trump**

## Benefits of Being a Mentor

- Mentoring signifies the success a mentor has achieved.
- Mentoring demonstrates the mentor's self-confidence.
- Mentoring demonstrates the mentor's commitment to help people.
- Mentoring shows you are willing to share your experiences with people less experienced.
- Mentoring shows your ability to develop future leaders.
- Mentoring helps you improve your own skills and knowledge.  
Reverse mentoring.
- Mentoring allows the mentor to harvest the potential of other people.
- Mentoring can not only unlock the potential for greatness in others, but your own potential as well.

## Tips For Mentors

- Interact and share with the person you are mentoring.
- Share with the person you are mentoring your mistakes and struggles, as well as your successes.
- Share your expectations for the relationship between the both of you.
- Invest the time to learn about goals, attributes and preferences of the person you are mentoring.
- Identify special opportunities the person you are mentoring may have to learn a new skill.
- Facilitate the meeting and networking with possible contacts that could help them in the future, for their future.

- Honor any commitments you have made to who you are mentoring.
- Provide honest and caring feedback to the person you are mentoring.
- Keep and honor any confidences you have made to the person you are mentoring.
- Respect and maintain privacy.
- Believe in who you are going to mentor.
- Think about what you would have wanted to know if the roles were reversed.
- Talk with each other about the expectations both of you have.

### **Tips for Those Who Are Being Mentored**

- First of all, a mentor is someone you look up to.
- Plan a face to face meeting with your mentor.
- Ask them for your help.
- Make a list of the things you wish to discuss at a follow-up meeting.
- Communicate clearly your expectations.
- Begin a trusting relationship.
- Your mentor is your partner and guide on this journey.
- Invest time in what the mentor's interests and what their professional career involves.
- Honor all commitments concerning basic privacy and confidentiality within the relationship.
- Constantly express your appreciation for the mentor's time and the information they have given you.
- Dress appropriately for the meeting with your mentor. This is a sign

of respect.

- **Have a positive attitude. Believe in your achievement and have confidence in yourself.**

### **What Does a Mentor Provide You and Your Future?**

- **Teacher**
- **Training and coaching**
- **Personal advisor**
- **Emotional supporter**
- **Professional and personal advocate**
- **Performance development advisor**
- **Career advisor**

### **The Importance of Having a Mentor**

- **Having a mentor will play a pivotal role in helping you get where you want to go.**
- **A mentor can help you figure out what you know and what you don't know.**
- **A mentor is someone you can vent to.**
- **"Experience is a great teacher". An experienced person is a better teacher.**

### **Tips on Finding a Mentor or Coach**

- **If you need a mentor, just ask, but ask tactfully.**
- **Choose a mentor that is a good fit for you. Someone who has a career**

you

admire.

-Choose a mentor you think has the same values and goals you have or admire.

-Ask them for their help and to be your mentor, face to face. Make it personal.

-Discuss what you hope to get out of the relationship.

-Offer them something in return such as a unique idea or insight.

-Offer to help them lighten their workload. Offer to help them with a project or

effort outside of work.

### **Mentors-Where Are They? - How Do I Find Them?**

When you walk into a room full of people, ask yourself the following questions:

- Who would I follow?
- Who do I respect?
- Where are the "alphas" in the room?
- Where are the leaders?
- Who are the doers?

Who would you take advice from and actually put the advice into action?

Who would you partner with?

Who is a good team player?

Who could motivate you?

Who could inspire you?

## How To Ask Someone to Be Your Mentor

- I need your help! The most disarming that one person can tell another.
- I want to learn from your experience.
- I want to be a good team player. How do you do that so well?
- I want to learn to be a leader. What should I tackle first.
- I want to be as good as you are.
- Will you coach me in how to be more like you?

## How a Mentor Can Increase the Success of Your Business

By John Rampton

There is an underutilized resource out there for small-business owners: working with a mentor. Here are a few ways mentors help your success.

As an entrepreneur or small business owner, you may be inclined to take on all challenges, obstacles, and complications that prevent your business from succeeding. A need for independence and a strong sense of self-confidence are both driving forces of entrepreneurship as well as potential impediments that can lead to a new business's downfall.

The truth is, while more than half of the small businesses surveyed in Wasp Barcode's "State of Small Business" report expected revenue growth in 2015, it is likely that 30 percent of all new businesses won't survive past 24 months—and that number rises to 50 percent after five years. Early convictions of assured success often fade, unfortunately, in the face of reality.

Thankfully, there is an underutilized resource out there for small business owners: working with a mentor. Not only is there a correlation between mentorship and success but the ancillary benefits of having someone to lean on professionally are equally compelling. Why do we believe having a

**mentor is so crucial?**

**The numbers support it. The success rate of mentored small businesses compare to those without a mentor is stunning: 70 percent of mentored businesses survive more than five years, double the rate for non-mentored small businesses over that same period. There are few things in the business world that can double your chance of success, but having someone knowledgeable you can turn to for advice is one of them. The same study, conducted by UPS, showed that 88 percent of business owners say having a mentor to lean on is “invaluable.”**

**A mentor will help you find weaknesses in your business model. As an entrepreneur, it is easy to become overly attached to a business plan or to have tunnel vision as to the best way to achieve your goals. A mentor can help you look past your original scope and see the weaknesses in your model. As Bonnie Reiss write:**

**“We tend to defend our beliefs aggressively, selectively choosing the data that reinforce what we think and explaining away, or outright ignoring. The data that do not. Smart people change their minds when presented with new facts; only the obstinate cling to opinions in the face of contrary evidence. The women you seek as mentors may challenge you. They may force you to reexamine your worldview.”**

**A different perspective may help you decide that the time has come for your company to pivot or for you to upgrade outdated systems for new technology. Constructive feedback- and criticism- are expected from a mentorship, and accepting that input can pay dividends.**

**It gives you the opportunity to expand your network. A mentor may not have all the answers, but he or she should be willing and able to connect you with other people who can help. A good mentor can help you find investors, clients, co-founders or contractors who provide a valuable service.**

**It will still be your business. One of the top mistakes that entrepreneurs make with mentors is expecting that the mentors will do the work for them. A mentor can open the door, but you must walk through it. This goes both ways. Your mentor won't be “taking over” your business, and, in fact, you can take legal steps to protect your inventions or trade secrets, should be**

necessary.

The best mentoring relationships don't cost a thing-except time. Good mentors know they should not expect anything in return for their help from a financial standpoint. Similarly, mentees must not squander that valuable commodity and should not waste a mentor's time by cancelling meetings at the last minute or involving them in trivial matters that can be handled by you. Mentor-mentee relationships are built on a foundation of mutual respect, not money.

There is no standard for how often or for how long to meet with a mentor. As with most non-formal business relations, that's entirely up to the parties involved. The only constant across all mentoring relationships is to meet regularly, and to use the time together constructively. Your mentor is not a lunch buddy---he or she is an asset, yes, but also a person with his or her own responsibilities who can only budget so much time for you. If you keep that in mind, your meeting will not be fruitless.

There are a number of ways to find the right mentor for you and your small business. Peers can be mentors, but you can also use government sponsored mentor organizations (Such as SCORE), trade associations, and other groups to meet someone new.

Smart small business owners know that having an advantage like a mentor can be crucial in staying ahead of the market, and, in some cases, out of bankruptcy. Look for a helping hand of a mentor to open your mind to new ideas, new access to new contacts, and your business to new opportunities.

## 22. Coaching

Coaching is about Training and is very different than Mentoring. The objectives of Coaching and tools and steps for successful Coaching.

## **Coaching and Mentoring**

### **What Is The Difference?**

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**Coaching is transactional.**

**Mentoring is relational.**

**Coaching is about HOW and WHERE.**

**Mentoring is about WHO, WHY and WHAT.**

## **Coaching**

**Coaching is when one operates as a developer of skills. Coaching is getting the most productivity out of people. It is giving performance feedback to those you are coaching. Coaching is about motivating a person's performance so they grow in their skills and do the best they possibly can. Coaching requires behaviors, such as being assertive, leading by example, and listening intently. The activity of coaching requires you to be flexible, because you will train a variety of individuals with different needs and skill levels. "One style of coaching just doesn't work."(Bear Bryant)**

### **Objectives of Coaching**

- **Develop the skills and abilities of people.**
- **Build high levels of commitment from the people you coach.**
- **Drive performance that meet the needs of the individual.**
- **Challenge people to perform their best.**
- **Maximize the use of time, by you and those you coach.**
- **Increase the productivity of the people you coach.**
- **Reinforce the quality performance and accountability of those you coach.**
- **Provide leadership to encourage progress and growth of people now and in the future.**

### **Tips for Coaching Success**

- **Guide behavior success for those you coach.**
- **Motivate people to succeed.**
- **Focus on the performance of people.**
- **Set meaningful goals for both you and the people you coach.**
- **Give performance feedback.**
- **Delegate.**
- **Deliver training.**
- **Enhance career development.**
- **Reinforce good performance.**

### **Coaching Tools and Steps**

- **Setting goals and performance plans.**
- **Guiding development through training and teaching.**
- **Training and teaching with questions and answers.**
- **Motivating people to increase performance.**
- **Empowering people to increase productivity.**
- **Giving performance feedback.**
- **Conducting performance reviews.**
- **Intervening to build improvement in performance.**
- **Stimulating and supporting career development.**

**Remember, coaching is not about being nice, any more than it is about being mean. Some people need pushing and firmness. Others need a light touch with just a little direction.**

**Look to build relationships by setting the tone. Set the tone in their own behavior to improve their performance.**

### **Setting the Tone in Coaching**

#### **Coach by Example**

- **Listen to understand people and do not judge them.**
- **Follow through and meet your commitments.**
- **Take an interest in people.**
- **Be flexible and open minded.**
- **Treat people with respect.**
- **Stay calm under pressure.**
- **Be timely and constructive when addressing issues.**
- **Be solutions oriented and don't blame others.**
- **Recognize others for their good performance.**
- **Always display honesty and integrity.**
- **Always show interest and enthusiasm for the efforts of others.**
- **Show up on time or "Lombardi time". ( 20 minutes early)**
- **Take a positive attitude and focus on ALL the interactions with others.**

#### **When You Coach-Build and Increase Commitment from the People You Coach**

- **Focus on what you need to accomplish.**
- **Involve people in the decision making process.**

- **Develop opportunities for learning and growth.**
- **Strengthen people's knowledge and experience.**
- **Develop gratitude and acknowledgement for the accomplishments that people achieve. Recognize good performance regularly.**
- **Give people responsibility to produce results with high standards.**
- **Measure results and progress so that people experience a sense of achievement.**

### **Don't Make Assumptions about People When You Coach**

**An assumption is something that is accepted as true and factual being without proved or demonstrated. When you assume something about someone, it can lead to BIG problems. You have probably heard, "When you ASSUME something, you make a Donkey out of you and me." When you act on an assumption before checking out the truth, you increase the potential for misunderstandings and destructive relationships. Coaching should focus on a person's capabilities and performance. However, before you can focus on that, you must push your assumptions aside.**

### **Assumptions**

**There are many assumptions that hinder a coach, their relationship with people, and the job that they are trying to do.**

### **Assumptions That You Should Avoid**

- **Stereotyping –Assuming that people of a group different than your group are all the same in their thinking and behavior. Stereotyping ignores and dismisses individual differences that influence who a person is. It defines a set of behaviors to everyone in a particular group based on personal background, physical attributes, or occupation.**

- **Setting low expectations—Assuming that you can expect much from anyone from a different group because they are not very capable or willing to work hard. A person is given an opportunity to succeed or fail, based on his or her merits alone and not what group that they are a member of.**
- **Believing that difference are negative—Assuming that those of a different group have nothing in common with you, and are too difficult to understand, you tend to neither appreciate or respect them. This assumption implies that differences from you, especially those you can see, are negative.**
- **Equating sameness with equality.—Assuming that coaching everyone the same way is done equally and with consistency. The problem with assumption is that it ignores individual needs and differences. One size does not fit everybody. “You want to treat everybody equally, but not everyone is equal.” Jim Plato (Insurance Executive)**

**When coaching, focus on performance and behaviors, not assumptions. Coaches help people become successful. Coaches need to concentrate on competence, productivity, and improvement.**

### **Coaching and Delegating**

**Delegating is a coaching skill. It is the process of assigning and entrusting endeavors and responsibilities to others. By giving others a share in the responsibilities of assignments you will extend influence over them. Delegating creates commitment to the endeavor and produces results. You can, through delegating, entrust people to get the job done! This empowers to be creative and to get results. You don't breathe down their necks and look over their shoulders. You should provide and training that they need and hold them accountable for results. People do better because they have a stake in your coaching efforts.**

### **What Do You Gain When You Delegate?**

- Increased productivity.
- Development of people.
- Strengthen the skills and abilities of people.
- Allows you to get more done with the help of others.
- Leads to more creativity from people.
- Better use of your time.
- More speed to results and solutions.
- Less stress on you.

#### **What You Should Not Do When You Delegate to Others?**

- You don't communicate the expected results.
- You tell someone how to do the job.
- You don't let go of control.
- You get in the way by second guessing.
- You delegate a task that is beyond a person's capability.
- You do not review progress and results.
- You give responsibility without giving support.

#### **Delegating in Action—What To Do**

- Describe what needs to be done.
- Describe the purpose of what needs to be done.
- Define the boundaries of what is to be done.
- Define what is acceptable and not acceptable methods of getting it done.

- Provide any support when needed.
- Make sure the person understands what you want.
- Provide feedback and positive reinforcement.

## Motivation and Inspiration in Coaching

Motivation and inspiration is about passion and enthusiasm in what you are trying to do. Passion is infectious. Enthusiasm is contagious. Both case people to gravitate toward you. They will listen and participate in any activity that you want them to do. Enthusiasm and passion for something, can drive people to great performance.

What people are passionate and enthusiastic about.

- Teaching others.
- Being creative.
- Solving problems.
- Helping others.
- Becoming an authority.
- Making a contribution.
- Taking risks.

Use the proceeding things that people are passionate and enthusiastic about, to motivate people. Work to create opportunities to tap into these passions. If you motivate this way it will lead to outstanding performance and results.

## Motivation and Morale in Coaching

## How to Achieve It

- Create self- esteem in people.
- Train people with respect.
- Abandon all of your assumptions.
- Avoid negativity.
- Encourage feedback from people.
- Be a cheerleader.
- Praise and reward people for a job well done.
- 

## 9 Questions to Ask Yourself for Inspiration

By: Dan Waldschmidt

In need of a little inspiration? Ask yourself these probing questions to discover what really matters to you and how to go about getting it.

- What would you do if you learned you had only 6 months to live? Time has a way of focusing your mind on what really matters. Are you wasting your time pursuing insignificant goals?
- Are you doing what you should be doing? You are the only one who can decide what's right for you. And deep down, you know if you're on the right course.
- Do you currently have the skills required to fulfill your goals? There is always something new to be learned. The truth is that you can't be "clueless" and be a champion at the same time.
- What difference would it make if you were successful? How would it feel? What would be different in your life? The journey is tough, but it keeps you going to know why it is worth it.
- What would do if you won \$1 million and had no limitations in what

you could be? Money changes everything in life. Are you allowing the lack of it to hold you back?

- Do you need any help achieving your goals? Be brutally honest with yourself. Can you do this all by yourself? Or do you need the contacts, strategy and financial support of others/
- What are the 5 most important values? Beliefs matter. They make you powerful, and they make decisions easier. If you don't believe in anything, you won't achieve anything.
- Do you have enough time to reach your goal? If you can't get your plane in the air before you reach the end of the runway, you will crash. Your plans won't matter if you don't give yourself enough time to complete them.
- What have you always dreamed of doing but been too afraid to try? It could be something "crazy." Maybe it's time to start working on that dream. Maybe that's what you've been missing.

#### Training—Steps in Training- Hyper Training

- Prepare to present what the training exercise is to learn the skill.
- Present the training exercise to those you are training.
- Make sure those you are training know the skill they are learning.
- Prepare to demonstrate the skill to be learned.
- Demonstrate the skill to be learned.
- Have those who are being trained, practice the skill they are to learn.
- Observe the person being trained as they perform the skill.
- Keep your hands off-let them do it!
- Repetition-Repetition-Repetition.

- Observe the repeated practice of the skill that is being trained.
- Praise the person as they are improving.
- Reinforce the skill that is being learned.
- Enable the person to perform the skill that is being learned.
- Repetition-Repetition-Repetition.
- Allow the person to master the skill.
- Praise and reinforce the mastery of the skill.
- Mastery leads to independence-The person can outstandingly perform the skill each and every time without your training or assistance.

### Hyper Training

Allows a person to NOT just learn a new skill but MASTER a new skill.

Here are the 4 stages of Competence that person goes through to MASTER a new skill.

### The Model for Learning and Mastering a New Skill

By: Noel Burch and Abraham Maslow

- Unconscious Incompetence

An individual does not possess a given skill and does not know that they do not possess the skill. He or she may deny that the skill is useful. The individual has to recognize his or her incompetence and acknowledge the value of the skill in order to move to the next stage. An individual will tend to remain in this stage until prompted to learn the skill.

- Conscious Incompetence

While an individual does not possess the skill, he or she does

**recognize his or her incompetence as well as the value of the new skill. This stage is characterized by the making of mistakes in an effort to acquire the skill.**

- **Conscious Competence**

**The individual has acquired the skill but requires a certain amount of mental concentration to demonstrate the skill. Breaking the skill into steps or conscious actions facilitates performance of the skill.**

- **Unconscious Competence**

**The individual has mastered the skill to such a degree that has become “second nature” and can be easily and swiftly performed. The skill is so engrained that the individual may be able to perform the skill simultaneously with other tasks. The individual can teach the skill to others.**

## 23. Leadership

What is the difference between Leadership and Management? What are the qualities and skills to do both? What are the characteristics that cause people to follow you, when you are in a position of Leadership?

## **Leadership**

### **What is it?**

**Leadership is a set of qualities and skills that cause people to follow. In most cases leadership requires a leader and followers. Leadership is about the ability to inspire people. It is about being trustworthy and acting in a consistent manner. It is about motivating them by words and deeds.**

**Leadership is not just about what a leader does, but what leadership is! Leadership is the willingness to accept responsibility and accountability of having people follow you. It is the ability to develop the skills and training to become a leader. It is about the commitment to do what it takes. You need to practice and train yourself to learn what it takes to be a great leader. Finally, every person has the potential to be a leader. Leaders are not born. You have to choose to be a leader. You have to choose, with investing in personal leadership, to make leadership traits and qualities influence your character and conditioning. It will only be a matter of time before you are recognized as a leader.**

### **The Difference Between Leadership and Management**

**You manage things... How to accomplish things.**

**You manage people...How to work with people and their emotions**

**You manage yourself, but you can also lead yourself!**

**Managers do things right, but leaders do the right things.**

**Warren Bennis**

**Just because you are in a leadership position does not make you a leader.  
“You need to prepare to be a leader. Leaders are not born they are made  
through training and experience”. Pepper Pettit**

## **Management**

### **What is it?**

- **Getting things done through others.**
- **Making something you planned happen**
- **You can't manage others until you learn to manage yourself**

**Managing is about implementing. It is about taking action. You get things done. You don't procrastinate. You persuade and influence people to do things and take action. Managing is also about problem solving. Managing is about organizing, planning, and making decisions. Management is about order out of chaos.**

### **Functions of Management**

- **Energize people**
  - Get people excited**
  - Motivate**
  - Inspire**
- **Empower people**
  - Allow people “to do their thing”**
  - Get consensus**
  - Encourage new ideas**
- **Support**
  - Praise-Coach-Mentor-Train**

- **Communicate**  
**Information**  
**Expectations**  
**Transparency**

### **Leadership and Management Partners in Success**

**Leadership requires a variety of skills.**

**Management requires a variety of skills.**

**To be a good leader, you need to be a good manager, and to be a good manager, you need to be a good leader. You need to be both! You need to lead yourself and you need to manage yourself. You also need to lead others and you need to manage others.**

**You can prepare for leading your audience by preparing yourself.**

### **Leadership and Management—Success by Doing Both**

**If you master both you become a trailblazer. You don't follow the path most followed or least followed, you blaze new paths! You are not just successful but you are significant. You not only can manage yourself but you can manage others. You become of leader that can solve problems and implement solutions. People will beat a path to your door. You will become a leader of leaders. You will be the one that can make a difference!**

**There are no born leaders. Leadership is a set of skills and talents that are acquired and learned. These skills are as follows:**

- **Inspire action**
- **Commit to a vision**
- **Communicate expectations**

- Praise
- Support
- Encourage
- Facilitate

#### **Leadership Traits:**

- Integrity
- Optimism
- Confidence and Decisiveness

#### **Leadership--Qualities Shared By Great Leaders**

- You are flexible.
- You know how to listen.
- You acknowledge who you really are.
- You learn from mistakes.
- You don't command you lead.
- You think of the needs of others, not your own.
- You are a teacher, mentor, and coach.
- You don't take yourself too seriously.
- You have a sense of humor.
- You understand that there are shades of gray.

#### **Characteristics of a True Leader**

- True leaders are eagles.

- True leaders are honest.
- True leaders are persuasive.
- True leaders are influential.
- True leaders are responsible.
- True leaders are resourceful.
- True leaders are cheerful.
- True leaders are courageous.
- True leaders are accountable.
- True leaders are assertive.
- True leaders are supportive.
- True leaders are humble.
- True leaders are giving.

### **How to Learn Leadership Skills**

- **Prepare—Get your mind right and commit. Acquire information, tools and methods**
- **Keep an open mind—Develop skills, vision, goals**
- **Give speeches—This helps you to put yourself out there. To persuade**
- **Develop discipline—Develop plans, Execute missions, Reach goals.**
- **Meet deadlines—Set and enforce deadlines. Time management.**
- **Seek out relationships—Set meetings, keep in touch with people.**

- **Remember to listen—Develop listening skills. Be a sponge!**
- **Cooperating with people—Inspire people to cooperate. Build consensus.**
- **Always put others before yourself. Don't be selfish, the needs of others are more important, give to others and provide support.**
- **Volunteer—This is a great way to give back and to assume leadership positions.**

### **Skills of a Decisive Leader**

- **They are great at making decisions.**
- **They are great at setting a direction or course of action.**
- **They are great at arbitration and mediation when necessary.**
- **They are great at facilitating.**
- **They are great cheerleaders!**

### **Styles of Leadership**

- **Directing**
- **Coaching**
- **Supporting**
- **Delegating**

**All of these styles are effective. Pick the style that best fits your personality and implement that style. However, each person that you are leading may require a different leadership style. The key is to find which style is the most effective for the person that you are leading. Great leaders make the adjustment to their audience and react to the situation or circumstance in front of them.**

## **Actions of a Great Leader**

- **Be knowledgeable. "Knowledge is power".**
- **Be smart. Knowing what you need to do.**
- **Be vocal. Tell people what needs to be done.**
- **Be determined. The commitment to make things work.**
- **Be urgent. Have a sense of desperation.**
- **Be consistent. Behave the same way in the same situation.**
- **Be flexible. Sometimes a different route is necessary.**
- **Be dependable. First one there. Last one to leave.**
- **Be trustworthy. Inspire people through trust and loyalty.**

## **Effective Leadership Makes You Likable**

- **You ask questions.**
- **You put your phone away when you talk to people.**
- **You are genuine and honest.**
- **You don't judge people, you encourage them.**
- **You are not an attention grabber.**
- **You are consistent.**
- **You display positive body language.**
- **You leave a great first impression.**
- **You remember a person's name.**
- **You smile.**
- **You know when to share.**

- You know how to touch appropriately .
- You know how to have fun, but also be serious.

### Behaviors of Great Leaders

- A leader does the right thing.
- They know what is right.
- They do what is right.
- A leader is more concerned with “we” rather than “me”.
- A leader demonstrates an unshakeable positive attitude.
- Displays enthusiasm.
- Projects cheerfulness.
- Their attitude is contagious.
- A leader accepts responsibility.
- They don’t disappear and hide.
- They don’t become speechless.
- They don’t blame others.
- They own their failures.
- A leader is a goal setter.
- “What gets measured, gets done”
- Sets the desired outcome.
- Plans on how to get there.
- A leader has a passion for winning.
- Getting by is never good enough.

- They want to be the best.
- They want to produce the best.
- They want to bring out the best in others.
- A leader has a passion for winning with others.
- They build teams.
- They give credit to others.
- A leader builds relationships.
- They are not an island.
- They reach out to connect with people.
- Is relational and not transactional.
- Strong relationships build their success.
- A leader celebrates.
- Celebrate with others to build enthusiasm.
- A leader know how to make a positive difference.
- It allows them to be a cheerleader!
- A leader exhibits calmness in rough waters.
- The leader is the anchor for all around them.
- If the leader is calm, everybody else will be calm.

#### **Great Leaders Possess The Following Traits**

- **“Courage under fire”.**
- **Generous to a fault.**

- **What steps can you take to accomplish your goals?**
- **What knowledge do you need?**
- **Who do you know that can assist you on your journey?**

**“Personal Leadership” is Believing in Yourself and Believing in Others So Together You Can Accomplish Anything!**

**“Leadership” is Other People Believing in You and Willing to Follow Your Ideas, Suggestions and Directions!**

**“Leaders Take People To Where They Have Never Been Before”!**