

Leadership in Action

How to Outsmart,
Outserve, and Outlast the
Competition

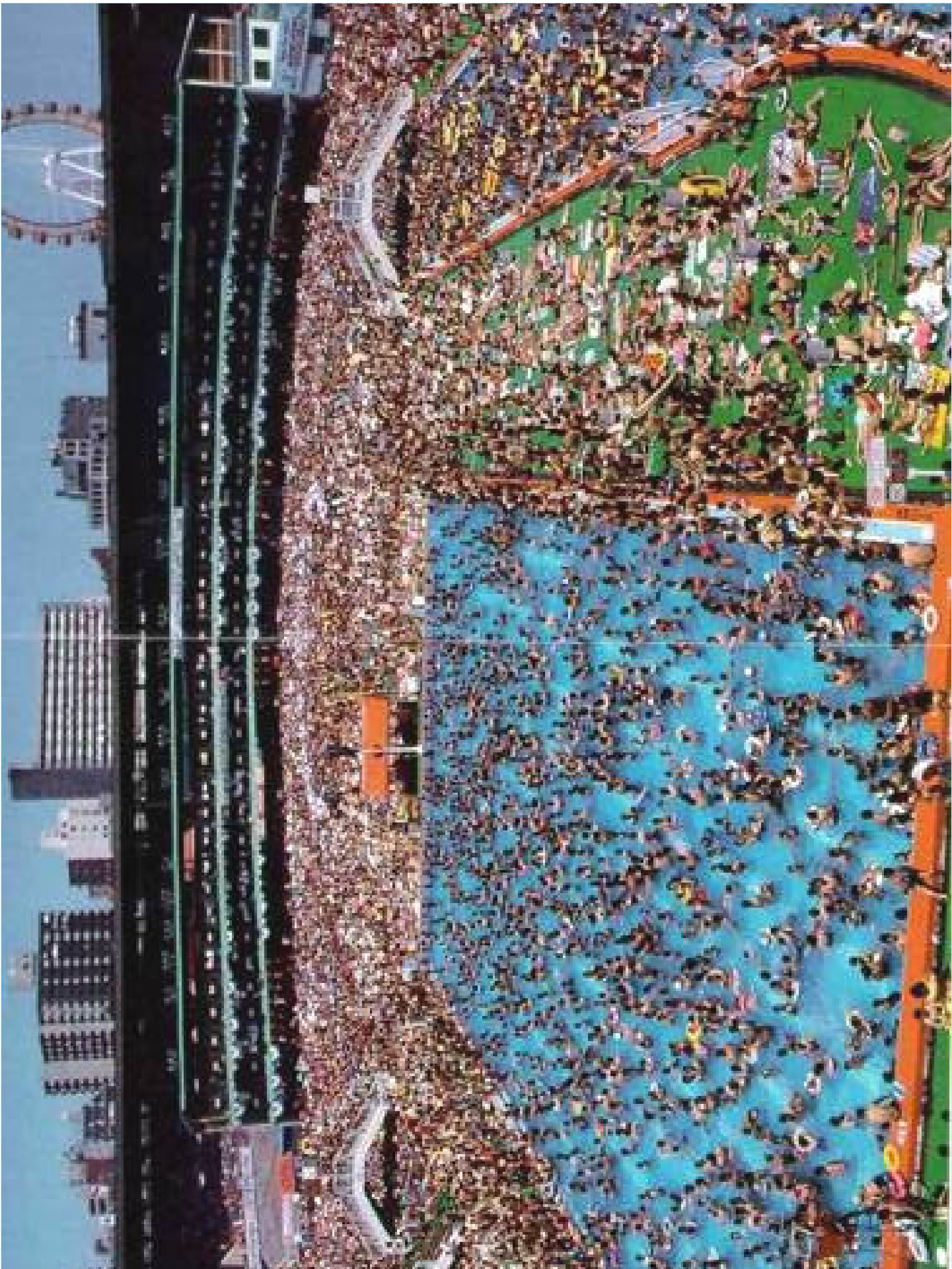
Four Global Trends

- The Internet - Instant Info Access
- The Intranet - Relationship Bonding
- Personal Branding - Quality/Value
- Service Ethic - Under promise/Over deliver

BUSINESS COMPETITION

2007

**A Hungry Immigrant,
with a Digital Assistant**



HUMAN CAPITAL

**Talent, Knowledge,
Skills, Experience,
Creativity,
Resourcefulness,
Attitude**

The Future Business Model

- Direct to Consumer
- Giving consumers what they want through customization
- Moving from “mass marketing” to “me marketing”

**Relationship
power, not
position power**

The Trends

- Direct, Direct, Direct
- Goods and services will be like publicly traded stocks
- Home-based businesses
- Waiting for walk-in business will put you out of business
- Florida USA (NORC)
- Health & Wellness a \$500 billion industry
- The online learning revolution
- Prepare for wireless, hand-held webcom and wi-fi

A Few Gazelle Businesses

- Wireless communication
- On-line shopping/finance
- Alternate health remedies
- Training & retraining
- Specialized staffing
- Professional employer organizations (PEOs)
- Day-care centers
- Assisted living
- Home-meal replacement
- Energy generation
- Personal and Business Security
- Women's sports
- Pet services
- Coffee/juice/salad bars

Increasing the Asset Value of Your Human Capital

- You must act self-employed from now on, moving from employee to entrepreneur
- You must view risk-taking as the only method of security-making
- You must focus on your core competencies, which is the key to success
- You must be willing to invest the time and effort the rest of the population won't consider

Important Individual Skills

- Must be able to communicate effectively in oral presentations and in writing
- Must be capable of concise, accurate analysis of problems and solutions
- Must be able to spell, without computer spell-check
- Must be computer literate
- Must be a self-motivated, lifelong learner

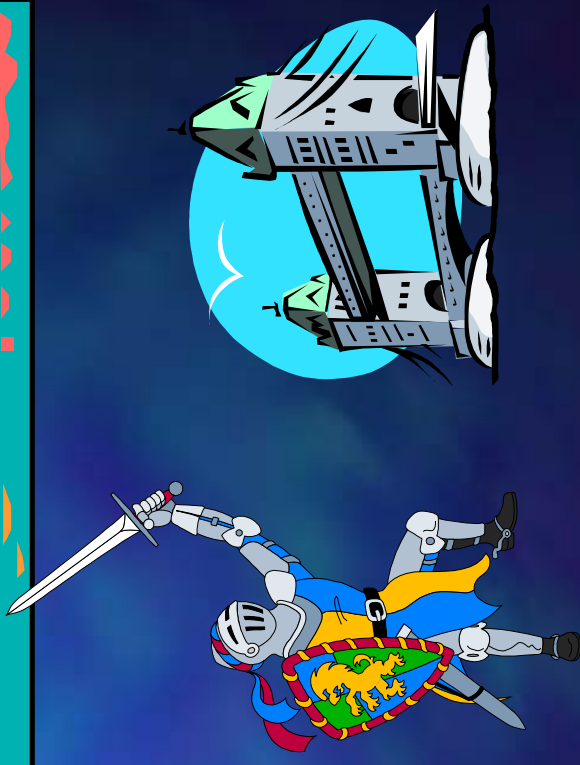
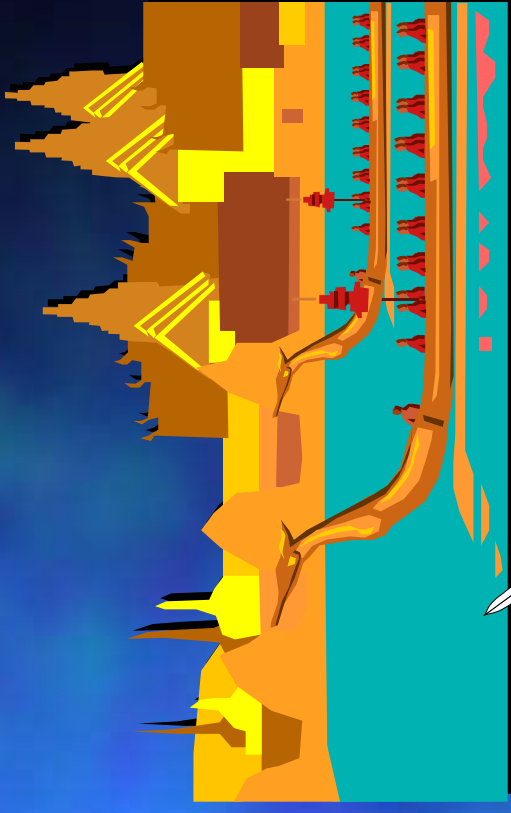
Important Individual Skills

- Must be comfortable with uncertainty and constant change
- Must be confident enough to risk making suggestions and mistakes
- Must be trustworthy
- Must be willing to “give first”
- Must be passionate and considerate

■ **“To know how other people behave takes intelligence, but to know myself takes wisdom.”**

Lao Tzu

KNOW THYSELF



BEHAVIOR

■ SUCCESS TRAITS

- Self-confidence
- Ambition to achieve
- Conceptual thinking
- Mental toughness

■ PROBLEM TRAITS

- Lack of self-control
- Inflexibility
- Over-emotionality
(most difficult to change because it is inborn or developed early in life)

Acceptance of responsibility

PREJUDICE

- LIMITS VISION
- STIFLES CREATIVITY
- PREVENTS PROBLEM SPOTTING
- RESTRICTS NEW INPUT

Setting Yourself Free

- Limits versus Limitations
- Mt. Everest, The 4-minute Mile, Sound Barrier
- The greatest limitations you will ever face are the ones you place on yourself
- You never outgrow the limitations you set.
You only set new ones within which you must live.

Setting Yourself Free

- Life is what you make it. It's not what happens that counts, it's how you take it.
- Past Conditioning = Present Behavior
- Present Inputs = Future Behavior
Past Conditioning and Performance

WHAT DO YOU CONTROL IN YOUR LIFE?

- Your Beliefs and Core Values
- Your Thoughts and Attitudes
- Your Goals
- Your Commitments to your Goals
- Your Priorities to which you are committed
- Your Role Models
- Your Knowledge Sources

What do you control in your life?

- Your Memberships
- Your Communications
- Your Free Time which is Prime Time
- Your Friendships
- Your Educational Level
- Your Discretionary Income
- Your Response to Daily Events

Taking Control

“Grant me the serenity to accept the things I cannot change, the courage to change the things I can, and the wisdom to know the difference.”

- Accept the Unchangeable
- Change the Changeable
- Remove yourself from the Unacceptable

ACTION REMINDERS

- Set your own internal standards
- Invest in your own knowledge and skills
- Understand the rewards and consequences of your choices
- Let others experience the rewards and consequences of their own choices, except for situations that are physically and emotionally harmful

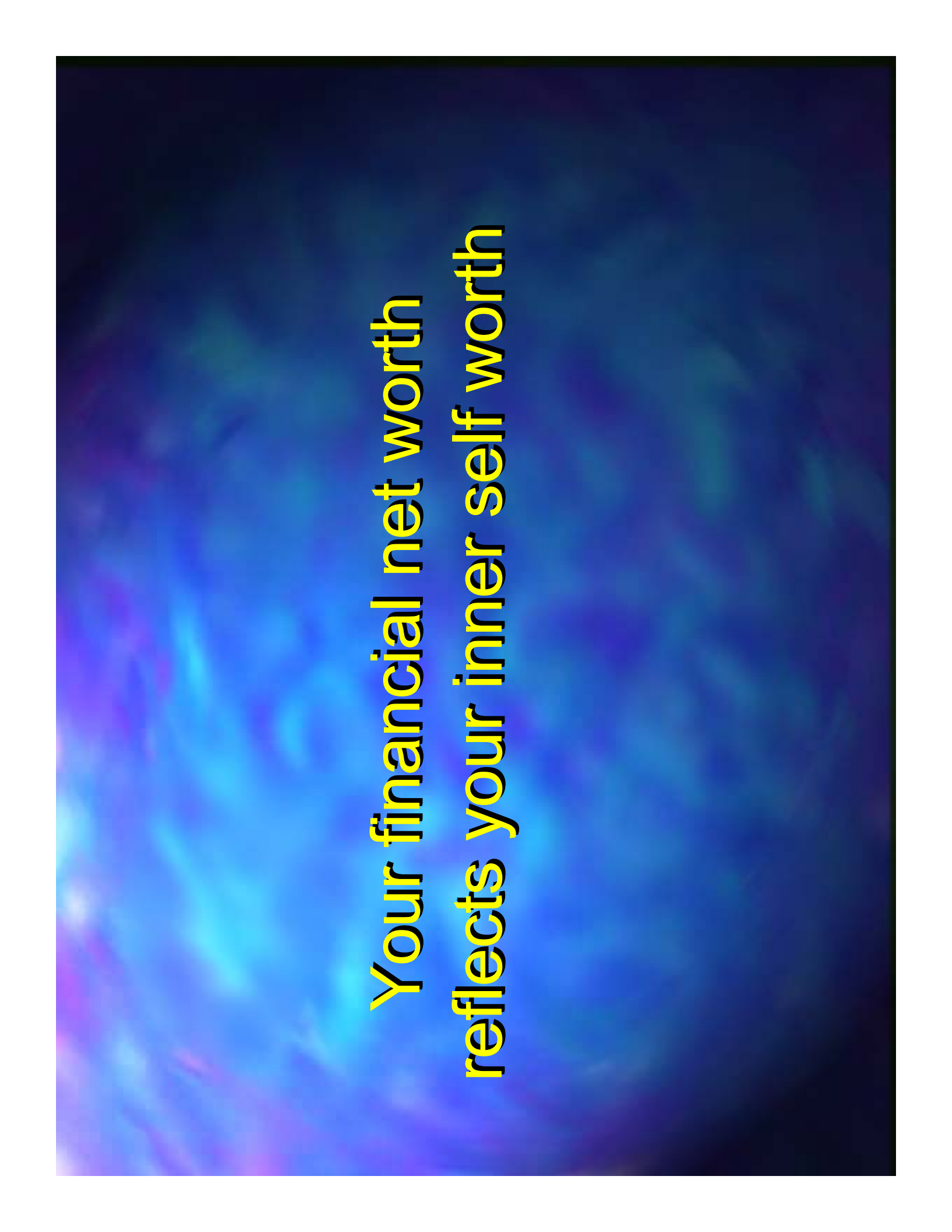
You must be the
CEO
of your life,
but also a team
player

THE EDGE

Seven Olympic Attributes

1. Winners Deserve to Win

**Your external
achievements are driven
internally**

The background is an abstract, ethereal image with a color palette of deep blues, purples, and magentas. A bright, glowing light source on the left side creates a radial gradient, with the most intense light appearing as a bright white-yellow glow that fades into the darker colors towards the right. The overall texture is soft and dreamlike, with subtle variations in tone and some faint, wispy patterns that suggest movement or energy.

**Your financial net worth
reflects your inner self worth**

SELF-ESTEEM

The Olympian Within: "Winners believe in their dreams, when that's all they have to hang on to".

SUCCESS ROADBLOCKS

- The Fear of Catastrophic Danger - The Unknown
- The Fear of Change - The Unfamiliar
- The Fear of Failure - Rejection of Others
- The Fear of Success - Self-Doubt & Guilt

FEAR IS False Evidence Appearing Real

- **Ignorance - “What will happen?”**
- **Prejudice - “I can’t forget what happened before”**
- **Premonition - “It will happen again”**

Overcoming Fears

- The Jungle is Neutral
- Knowledge, Training, Skills, Experience
- Role models, coaches and mentors
- Courage and confidence come with knowledge and training

**Self-Esteem is the deep
down, inside the skin feeling
of your own worth, regardless
of your current performance.**

SELF-ESTEEM

■ Belonging

- Winning family, team

■ Worthiness

- Unconditional love and built-in value

■ Identity

- Talents, strengths, and unique positive label

■ Competence

- Self-trust in your ability to solve problems

Characteristics of High Self-Esteem

- **Worth Based on Internal Values**
- **View Failures as Learning Experiences**
- **Take Differences of Opinion and Criticism (without feeling rejected)**
- **Laugh at Their Situations (without self-ridicule)**

Characteristics of High Self-Esteem

- Express Opinions, Even if Controversial
- Enjoy Being Alone, Without Loneliness
- Appreciate Others' Opinions and Achievements, Without Jealousy
- Express, Without Trying to Impress

The Key to Positive Self-Esteem

- Paying Value to Others
- Accepting Value Paid to Me

Building Self-Esteem

- Able to accept value comfortably
- Praise and critique performance
- Reinforce good behavior and help boost self-esteem after failures and setbacks
- Set example in hygiene and grooming
- Eye contact, personal communication style
- Demonstrate positive self-talk

BELIEVE IN YOURSELF

**The most important opinion you
will ever have is the one you hold
of yourself**

**TIP is an acronym. The
original meaning is “To
Insure Performance.”**

2. Winners Expect to Win

**The Passion of
Expectation Determines
Your Motivation**

Chase Your Passion, Not Your Pension

- Discover what you love to do
- Discover what you do well
- Find a need or problem that can use your talents and passion
- Develop skills around your talents
- Find successful role models and mentors

Losers and Winners

- Failure-prone
- Accident-prone
- Problem-prone
- Distress
- Illness
- Success-prone
- Performance-prone
- Solution-prone
- Eustress
- Wellness

Losers and Winners

■ **Distress (negative)** ■ **Eustress (positive)**

■ **Fear**

■ **Desire**

■ **Tension**

■ **Energy**

■ **Anxiety**

■ **Excitement**

■ **Exhaustion**

■ **Relaxation**

Fear and Desire

- Fear inhibits
- Fear compels
- Fear says “I can’t” or “I have to”
- Desire ignites
- Desire propels
- Desire says “I can” and “I want to”

Fortune is Self-fulfilling

You may not get what you want,
but in the long run, you will get
what you expect

Winners dwell on the rewards of success. Losers dwell on the penalties of failure.

You can't concentrate on the reverse of an idea

3. Winners Focus on Results

**The Gold Mine in Your
Goal Mind**

The Gold Mine in Your Goal Mind

- The mind deals with specifics, not vague ideas
- The mind stores as reality, that which has been vividly and repeatedly imagined
- Don't live on "Someday I'll"

Focused Self-Direction

- Purpose is the engine that powers our lives
- Purposeful and Purposeless People
- Viktor Frankl's "Search for Meaning"
- What Eric taught us about Goal Setting

Basic Goal Elements (SMART)

- **S** Set Goals that are Specific
- **M** Set Goals that can be Measured
- **A** Set Goals that are Achievable
- **R** Set Goals that are Real to You
- **T** Set Goals with Time Deadlines
- Also set Goals with Pulling Power, that pass the Win-Win test

4. Winners Exemplify Integrity

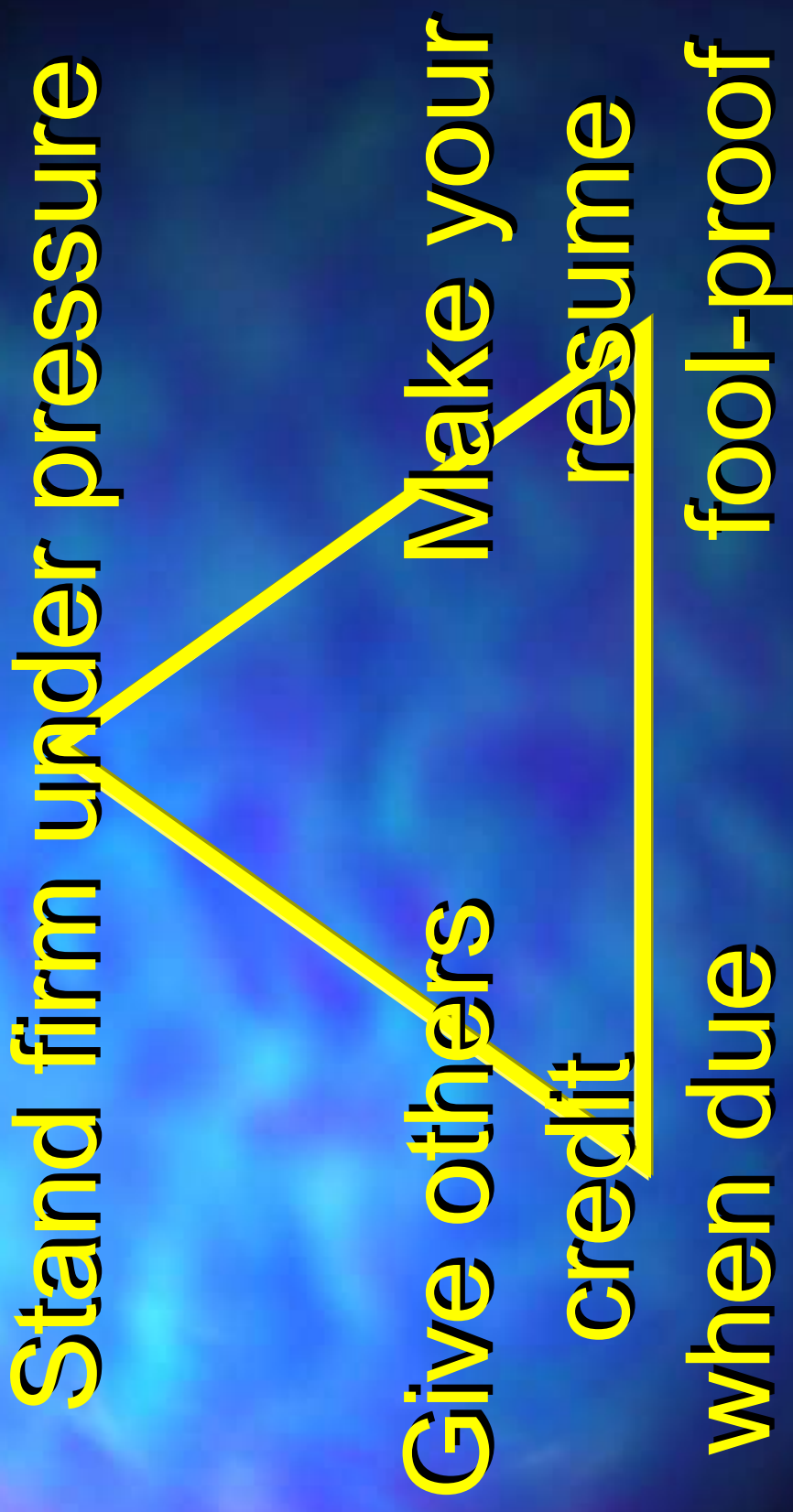
Non-situational honesty

24/7

The Integrity triad



The Integrity Triad



**Life is like
a field of
newly
fallen
snow...**

**Where I
choose to
walk every
step will
show**

5. Winners Visualize to Realize

**Mental Practice Makes
Material Permanence**

**Why do we do what we do
when we know what we
know?**

**Because we do what we've
learned, which becomes a
habit, even though we know
better.**

Resilient Self-Discipline

- Self-Discipline is doing within, while you are without
- First we make our habits, then our habits make us
- Habits are rarely broken, they are replaced
- We learn by observation, imitation and repetition

Autogenic Training

- My arms and legs are heavy and warm
- My stomach is warm
- My forehead is cool
- My heartbeat is slow and regular
- My breathing is relaxed and effortless

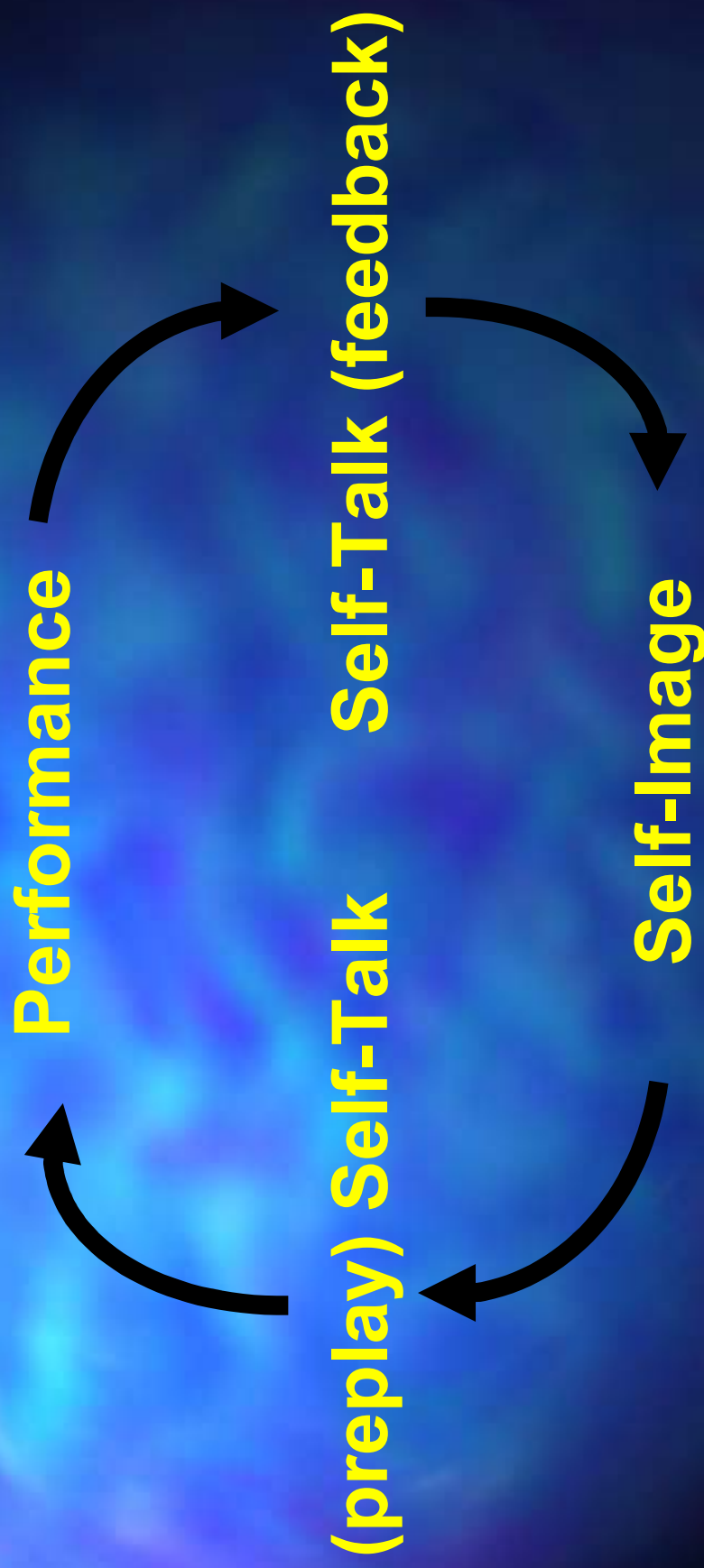
The Habits of Excellence

- Self-Imaging is goal rehearsal in a relaxed environment
- Verbal, visual and emotional scripting, in the present tense, as you see the achievement through your own eyes
- At the Olympic level, this is known as visuo-motor-behavioral rehearsal (VMBR)

If you do it right in drill, you'll do it right in life

- Practice makes permanent
- Simulation prevents the failure of the first attempt
- Olympians don't try to win, they reflex to win – Muscle Memory
- Winners in Life don't try to win, they recall what they have learned

Vicious Cycle or Victor's Circle



6. Winners Persevere Through Rejection

Failure is the Fertilizer of Success

Failure is a Learning Experience

- Jacques Cousteau
- Dan Gerber
- Ole Evinrude
- The Waffle Vendor
- Problems are Opportunities in Disguise
- The Riddle of the Reef

7. Winners Share the Glory

**Planting Shade Trees for
Future Generations**

**Your success will multiply by
embracing the Double Win**

“If You Win, I Win !”

**You're a Double Winner when you
think before speaking:**

**“I'll make you glad you
talked to me today!”**

**You're a Double Winner when
someone says to you:**

**“I like me best, when I'm
with you!”**