

# PROMOTE INCLUSION

6

 SHERRY YELLIN®

 MARY CROWLEY  
CANCER RESEARCH  
HOPE LIVES HERE™

  
SHERRY YELLIN®

## 5 Questions

01

In what situations are you likely to have self-doubt?

02

Where is an area of your life where you find yourself blaming, criticizing, comparing, or condemning?

03

What is a goal you would like to accomplish by the end of the year?

04

What is a decision you need to make?

05

Where in your life could you really use some help?

You need to study people who have already achieved the result you're after.

**In other words, success leaves clues.**

If a person has sustained success in any long-term ambition – whether it was losing weight, growing a business, sustaining an extraordinary relationship –

luck has nothing to do with it.

**They're doing something *different* than you are.**





If we study what is merely  
average...  
we will remain merely  
average.

Shawn Achor



## 5 Questions

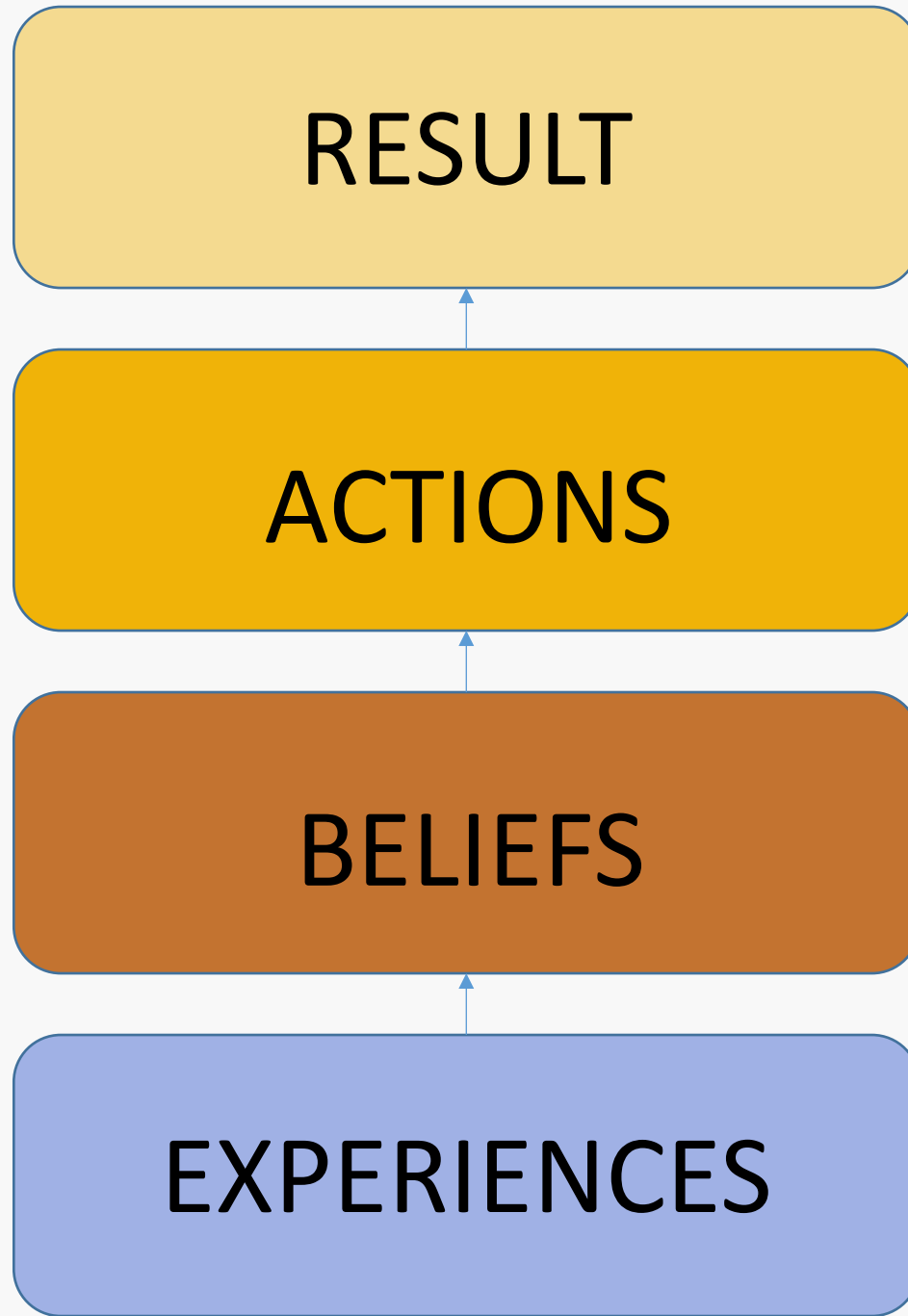
01

In what situations are you likely to have self-doubt?



INTELLIGENT  
PRODUCTIVITY

**Habit 1:**  
Make friends with their doubt



Make

**FRIENDS**

with their doubt

# A GROWTH MINDSET

“In a growth mindset, people believe that their most basic abilities can be developed through dedication and hard work—brains and talent are just the starting point. This view creates a love of learning and a resilience that is essential for great accomplishment.” (Dweck, 2015)

UPDATED EDITION

CAROL S. DWECK, Ph.D.

## mindset

THE NEW PSYCHOLOGY OF SUCCESS

HOW WE CAN  
LEARN TO FULFILL  
OUR POTENTIAL

2  
MILLION  
COPIES  
IN PRINT

\*parenting  
\*business  
\*school  
\*relationships

“Through clever research studies and engaging writing, Dweck illuminates how our beliefs about our capabilities exert tremendous influence on how we learn and which paths we take in life.”

—BILL GATES, *GatesNotes*

## **FIXED MINDSET**



- I avoid mistakes
- I need to be right
- I give up
- Life is happening to me
- Challenges stress me out
- There's no solution
- I avoid and ignore feedback
- I am threatened by the success of others
- The earth is flat

## **GROWTH MINDSET**



- I learn from mistakes
- I don't know
- I'll never give up
- Life is happening for me
- I seek and thrive on challenges
- There's always a solution
- I seek and embrace feedback
- I celebrate the success of others
- The earth is round



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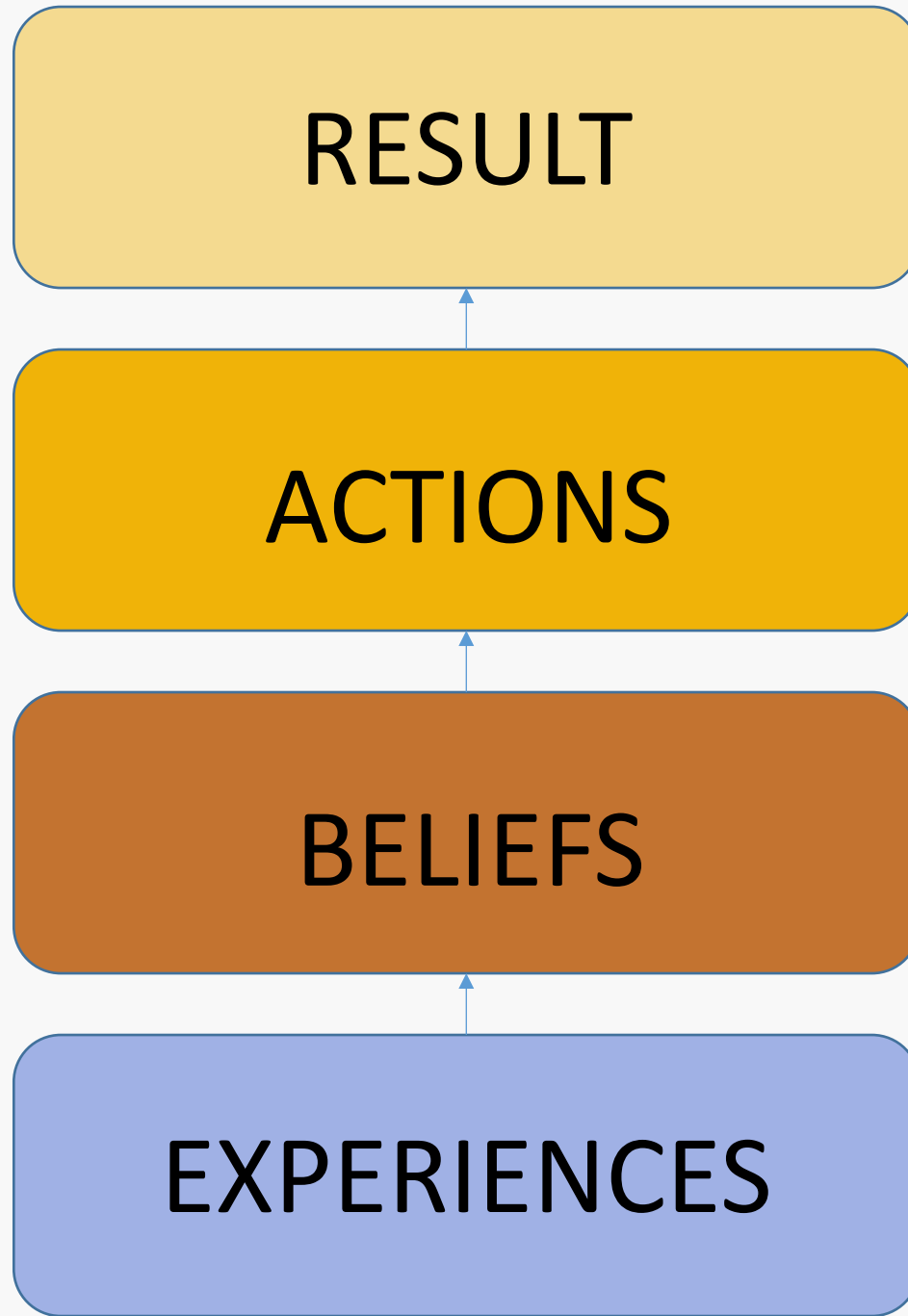
05



INTELLIGENT  
PRODUCTIVITY

## **Habit 2:**

Take responsibility for every  
area of their life



Take

**RESPONSIBILITY**

for every area of  
their life

If you don't take  
responsibility for  
**EVERYTHING** in your life

You're not going to be  
able to change  
**ANYTHING** in your life



Chris Sajnog, Retired Navy SEAL Instructor

# See



# Own



# Act



# Review



How am I creating this?



What is mine to own?



What problem needs to be solved?



What options are available?



What actions do I need to take?  
(who can help?)



What is the learning?  
(learning is winning)

**LINE OF ACCOUNTABILITY,  
RESPONSIBILITY, SELF-AWARENESS**



Who/what can I blame?



Who/what can I criticize?



Who/what can I condemn?



Who is going to save me?



How am I a victim?





- ☞ What is mine to own?
- ☞ What isn't mine to own?
- ☞ Is this my story to write?
- ☞ Is this my problem to solve?
- ☞ By saying 'yes,' to over owning, what am I saying 'no' to?
- ☞ Is my over owning depriving someone else of growth?

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INTELLIGENT  
PRODUCTIVITY

## **Habit 3:** Set goals



Health

Custom

Mindset

DOES IT FIT?

Professional

Spiritual

Material

Social

5 h 22 min  
366 miles



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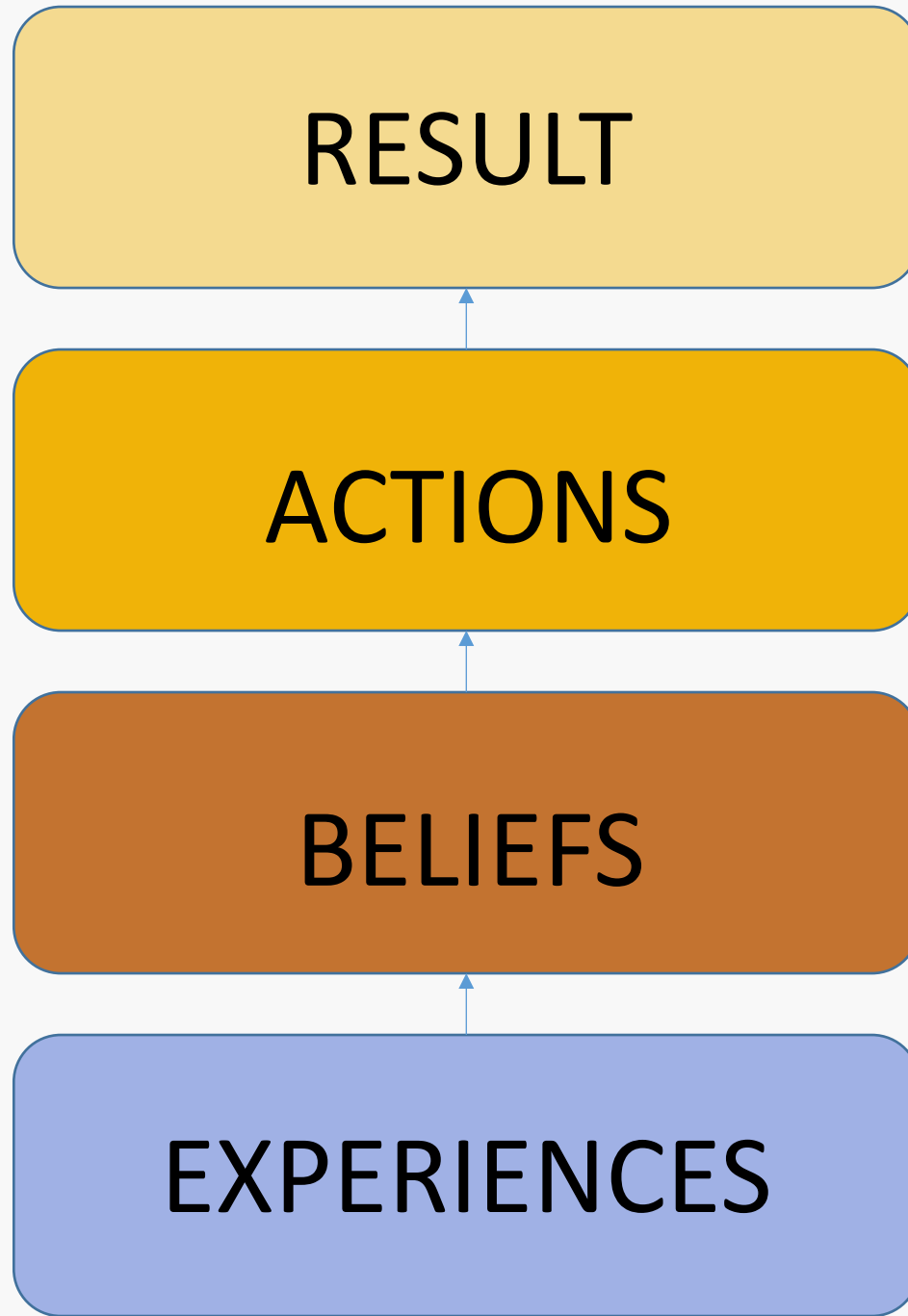
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INTELLIGENT  
PRODUCTIVITY

**Habit 4:**  
Make decisions



Make  
**DECISIONS**



- Based on where they want to **be** rather than where they are
- Based on what they **want** rather than what they don't or what feels familiar
- Based on the **consequences** they want to live with
- Based on the belief that a 'wrong' decision is not **failure...but feedback**

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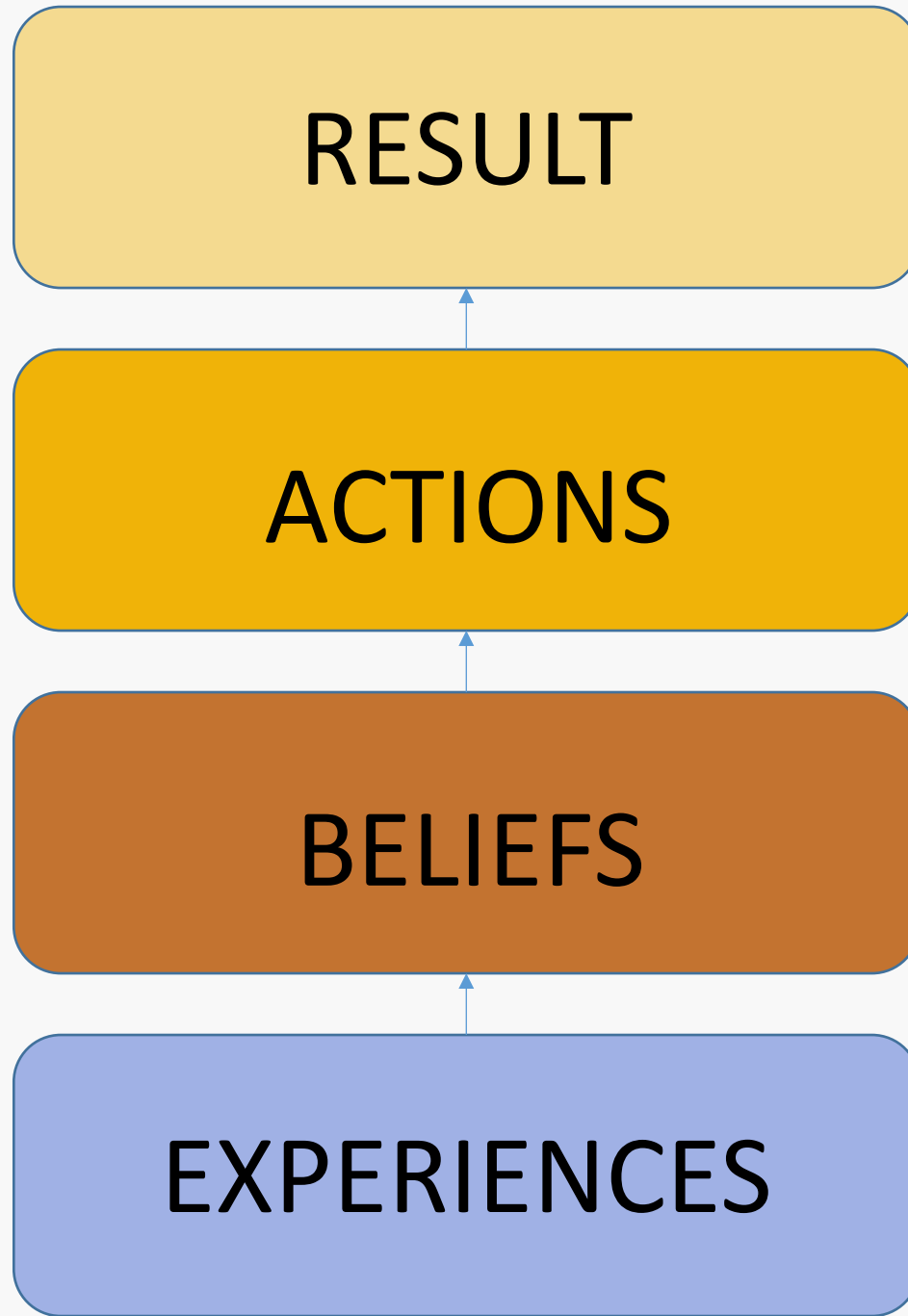
Where in your life could you really use some help?



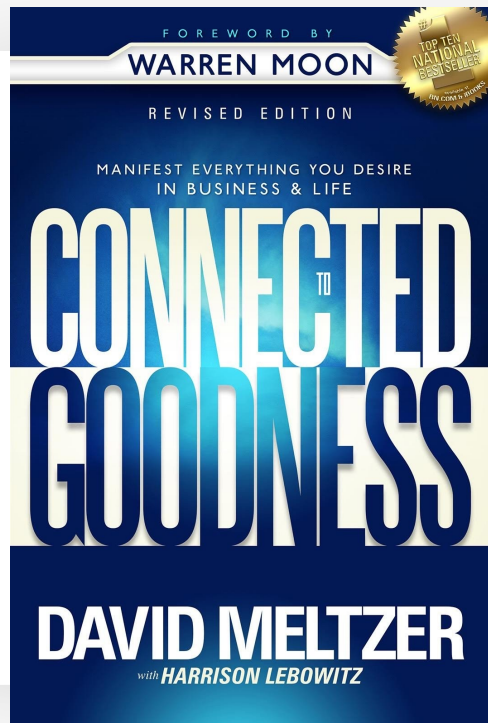
INTELLIGENT  
PRODUCTIVITY

**Habit 5:**  
Ask for help





Ask for  
**HELP**



High performers wake up every morning and ask two questions:

Who can I serve?

Who can help me with...?



INTELLIGENT  
PRODUCTIVITY

**Habit 6:**  
Their brand is  
by design – not default



## Personal Brand is...

The individual and collective perception you project into the minds of others through how you “show up” to the world

Your unique promise of value

Who you are when you're not in the room







We all have one

The 'right' brand helps us –

The 'wrong' brand hurts us





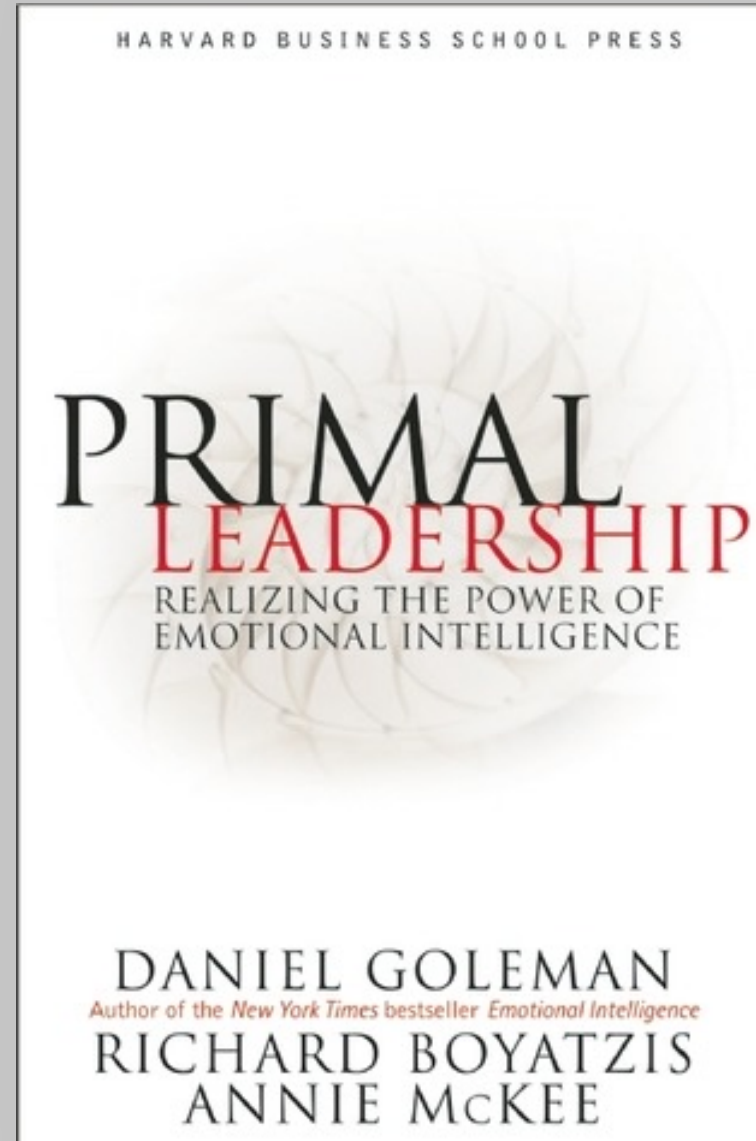
## What about YOU?

- What do you want your personal brand to be?
- How well do you think you are living that out?
- What are you doing to get feedback about your personal brand?

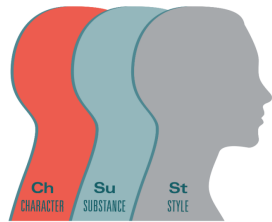
If culture drives business results,  
what drives culture?

Roughly 50-70% of how  
employees perceive their  
organization's culture can  
be traced to the actions  
of one person:

**their immediate leader.**



The Dimensions of Executive Presence



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Bates ExPI™ Model of Executive Presence

Character	Substance	Style
Authenticity	Practical Wisdom	Appearance
Integrity	Confidence	Intentionality
Concern	Composure	Inclusiveness
Restraint	Resonance	Interactivity
Humility	Vision	Assertiveness

THE MISSING LINK BETWEEN MERIT AND SUCCESS

# EP

EXECUTIVE PRESENCE

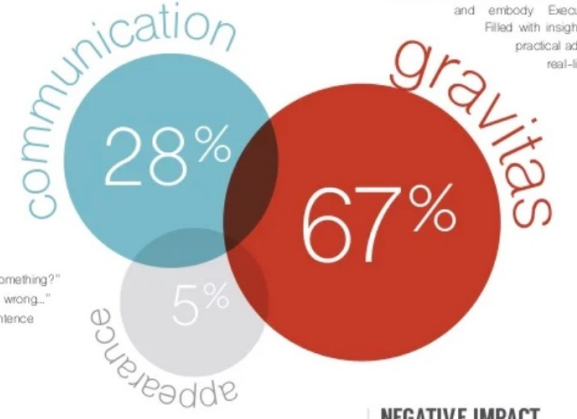
SYLVIA ANN HEWLETT

## EXECUTIVE PRESENCE

is a dynamic mix of 3 things:  
 GRAVITAS (how you act),  
 COMMUNICATION (how you speak) &  
 APPEARANCE (how you look).



- Choose Your Words Wisely
- Drop "Just"
  - Drop "Actually"
  - Drop "Can I take a minute to say something?"
  - Don't say "What I'm saying may be wrong..."
  - Don't substitute a question for a sentence



How do Professionals With Strong Executive Presence act? They...

Are composed  
 Establish strong connections  
 Stay "in the moment"  
 Communicate confidence  
 Speak with impact  
 Communicate clearly  
 Stay on point

Source: Business Insider, 7 Traits of Executive Presence

**7 TRAITS OF EXECUTIVE PRESENCE: THE KEY TO WINNING PEOPLE OVER**  
 Resource: Business Insider

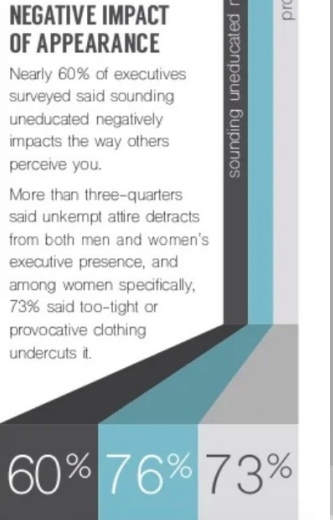
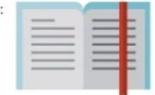
Highlights 7 traits that professionals with strong executive presence display and how these traits can be learned through personal reflection, practice, and coaching (composure, connection, charisma, confidence, credibility, clarity, and conciseness).  
<http://read.bi/1yYvcUQ>

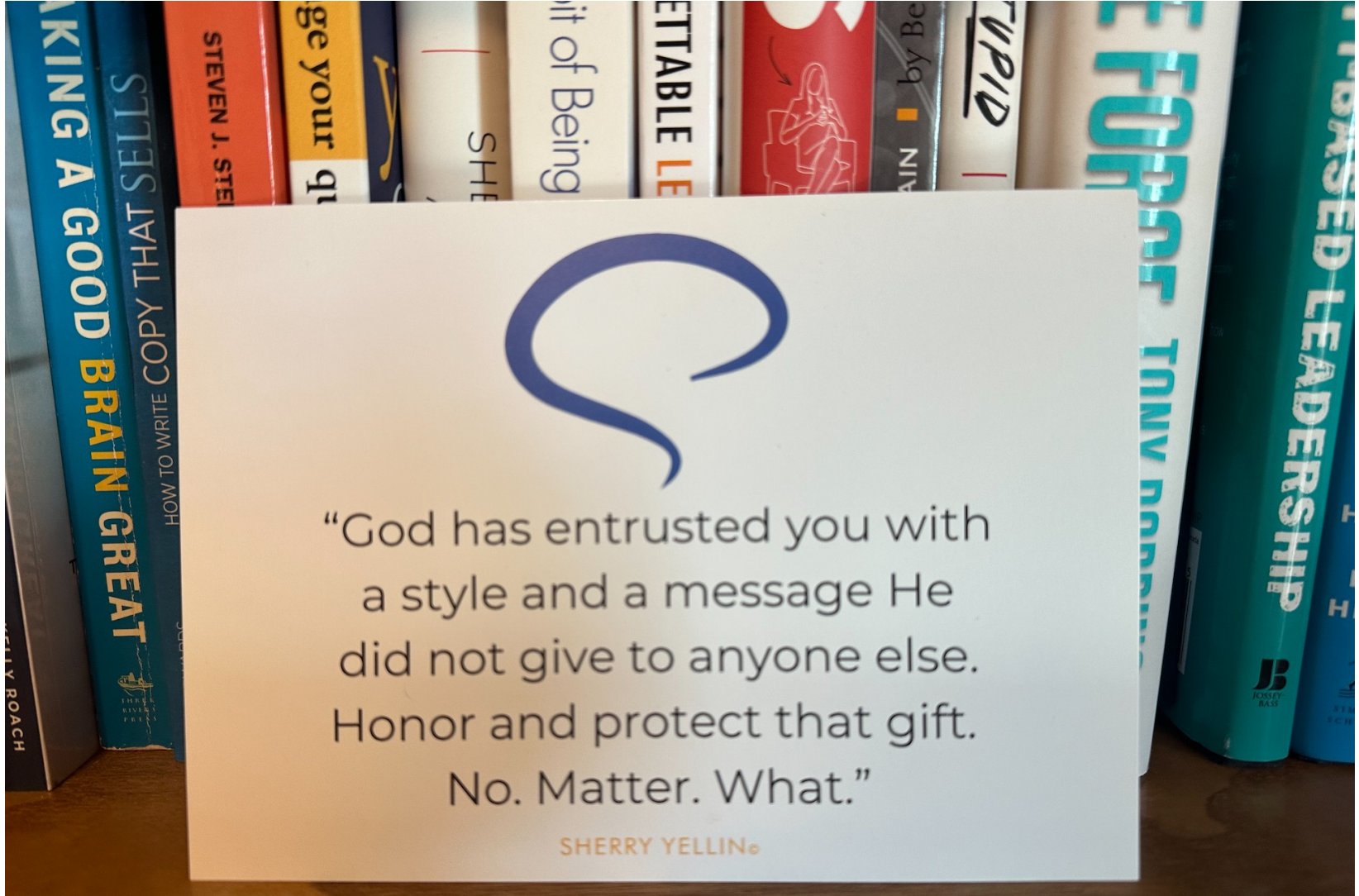


**East Tenth Group Inc.**  
[info@easttenthgroup.com](mailto:info@easttenthgroup.com) | [www.easttenthgroup.com](http://www.easttenthgroup.com)  
 646.809.0112

**Executive Presence: The Missing Link Between Merit and Success**  
 by Sylvia Ann Hewlett

Sylvia Ann Hewlett, a noted expert on workplace power and influence, shows you how to identify and embody Executive Presence. Filled with insights, analysis, and practical advice, mixed with real-life examples.









YOU





**BRAND**



**Blindspots**





01

**Seek feedback**

02

**Evaluate your results**

03

**Take full ownership**

04

**Ask**

“How do you see me limiting myself”

“If I could improve one thing that would make a valuable difference, what would you suggest?”

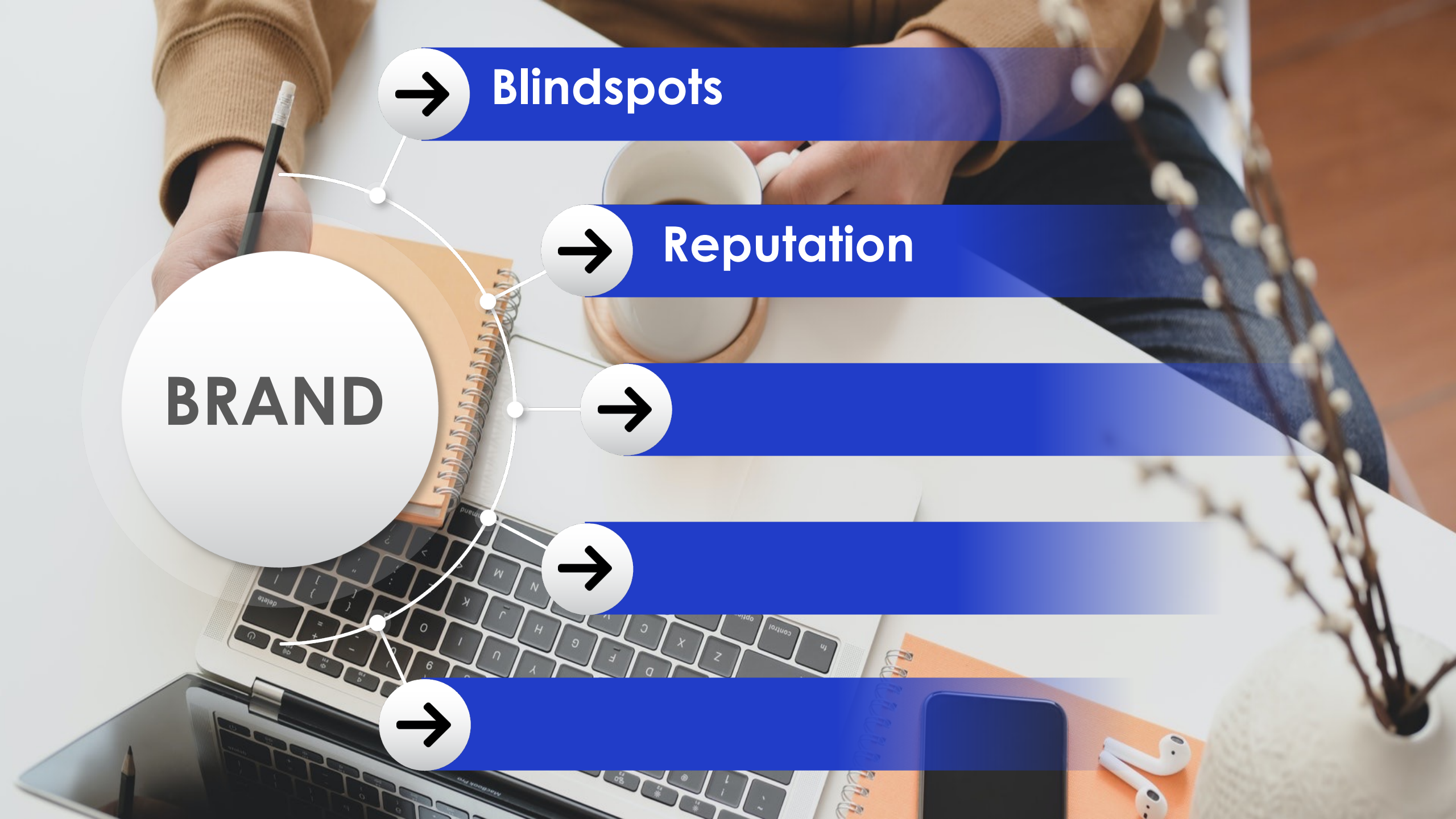
**BRAND**



**Blindspots**



**Reputation**



01

**Track record**

02

**Past experiences**

03

**Strengths**

04

**Struggles**

“What have I taught people to expect of me?”

“Where do you see me adding the greatest value?”

**BRAND**



**Blindspots**



**Reputation**



**Appeal**





01

**Appearance**

02

**Attitude**

03

**Mindset**

04

**Energy**

“If I can do one thing to improve my...

what would it be?”

**BRAND**



**Blindspots**



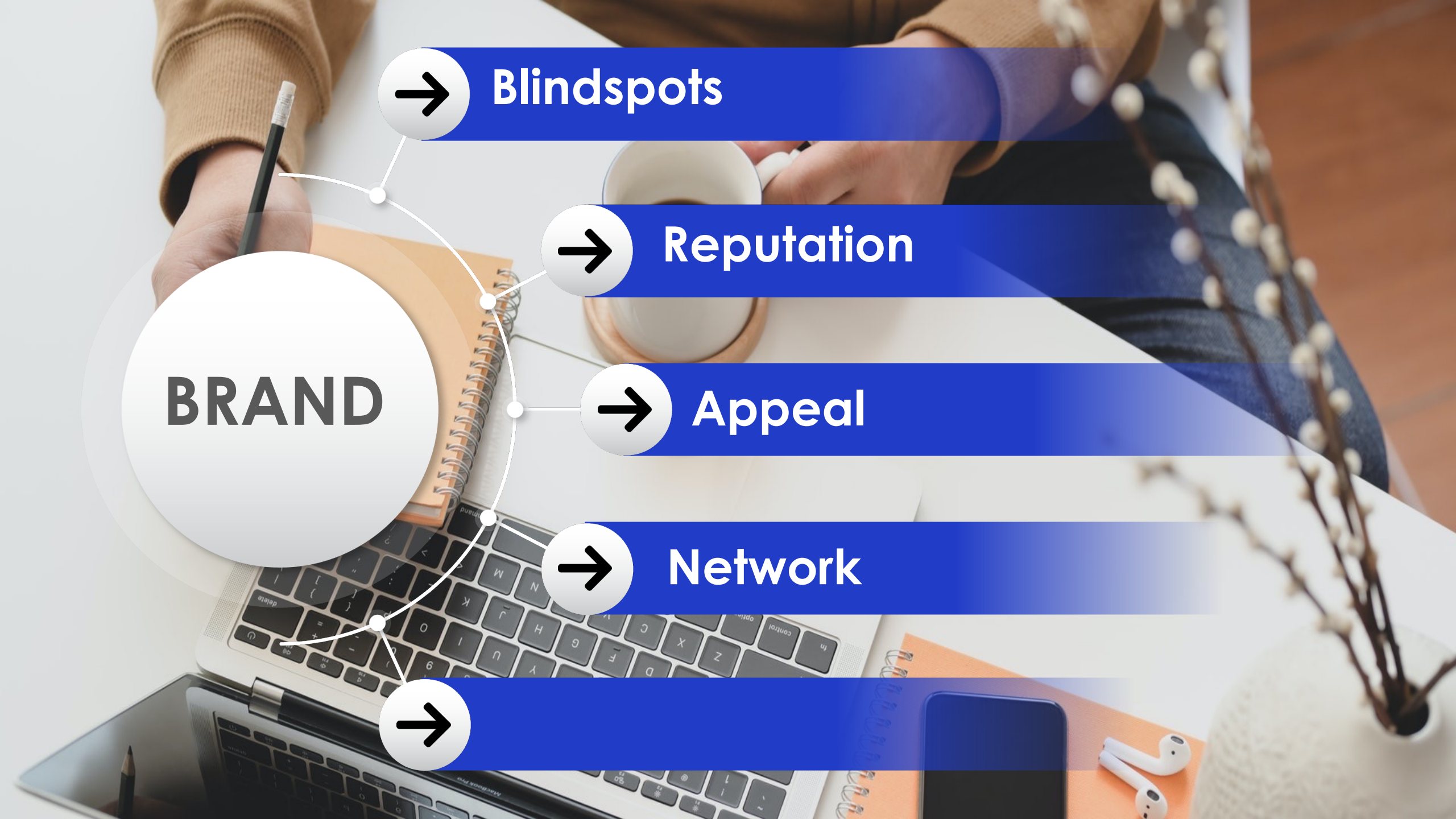
**Reputation**



**Appeal**



**Network**



01

**Network**

02

**Alliances**

03

**Stakeholders**

04

**Mentors**

Relationships are everything.

Who are you connected with?

Who do you need to connect with?

**BRAND**



**Blindspots**



**Reputation**



**Appeal**



**Network**



**Differentiator**

01

**What sets you apart?**

02

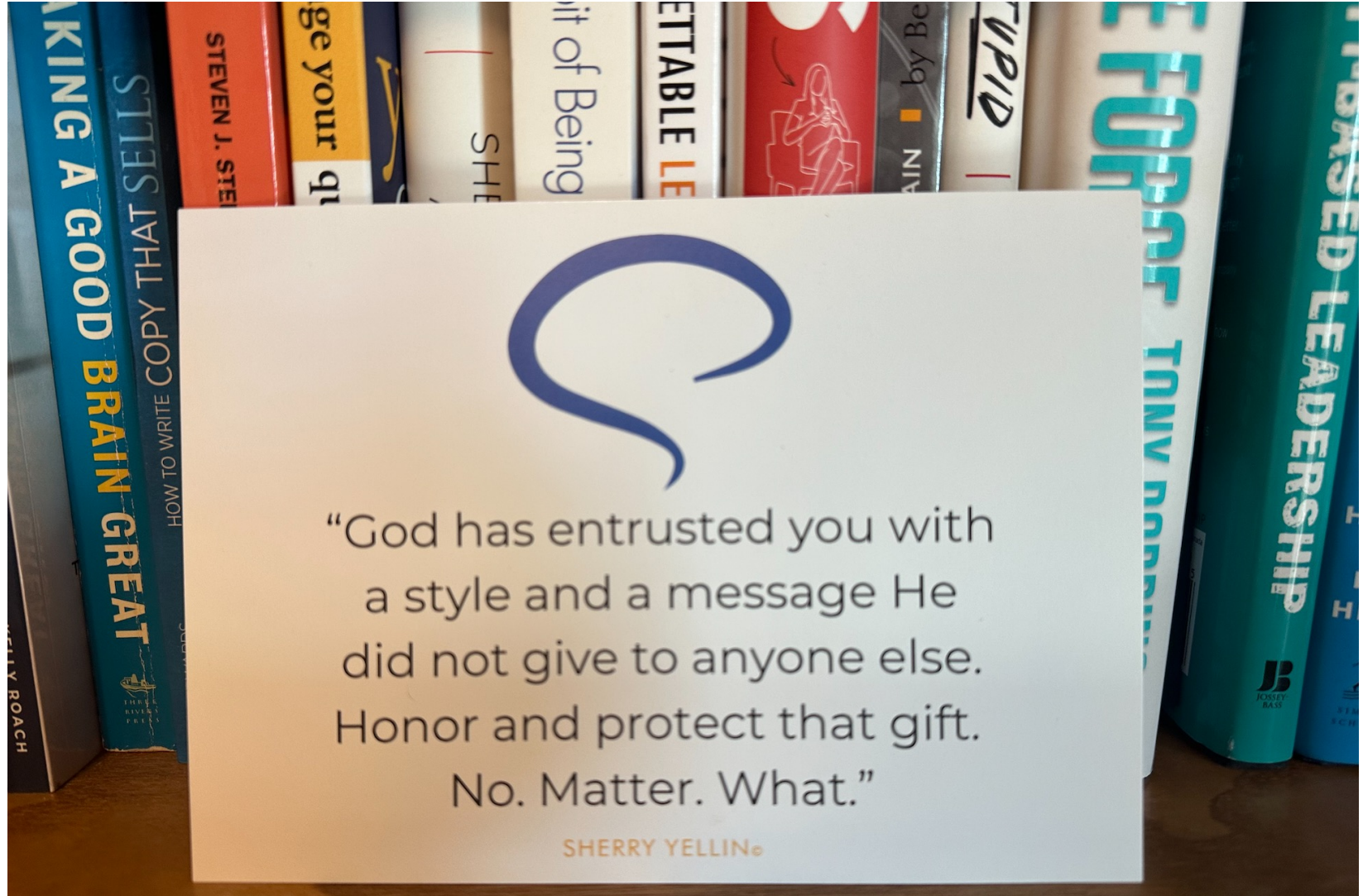
**Authenticity**

03

**Strengths**

If it's in my experience  
I am worthy of it and ready for it.







1

Why do you do what you do?

2

What do you want to do or have? (How do you want to grow? )

3

To do and have that...what do you need to start or stop?

4

To do and have that...what do you need to let go of?

5

To do and have that...who will you need to be?



- 1 Place your 'item of focus' in the center
- 2 Cut out words, pictures, phrases that capture your personal brand - who you aspire to be as a leader?
- 3 Paste onto your board
- 4 Keep the board visible

