

VISION & VALUES

Strategic and Visionary Thinking

26. Actively seeks to understand trends and events that may impact the future

27. Spends time intentionally thinking about future possibilities

28. Plans in a long-term fashion

29. Prioritizes strategic business activities over tactical ones

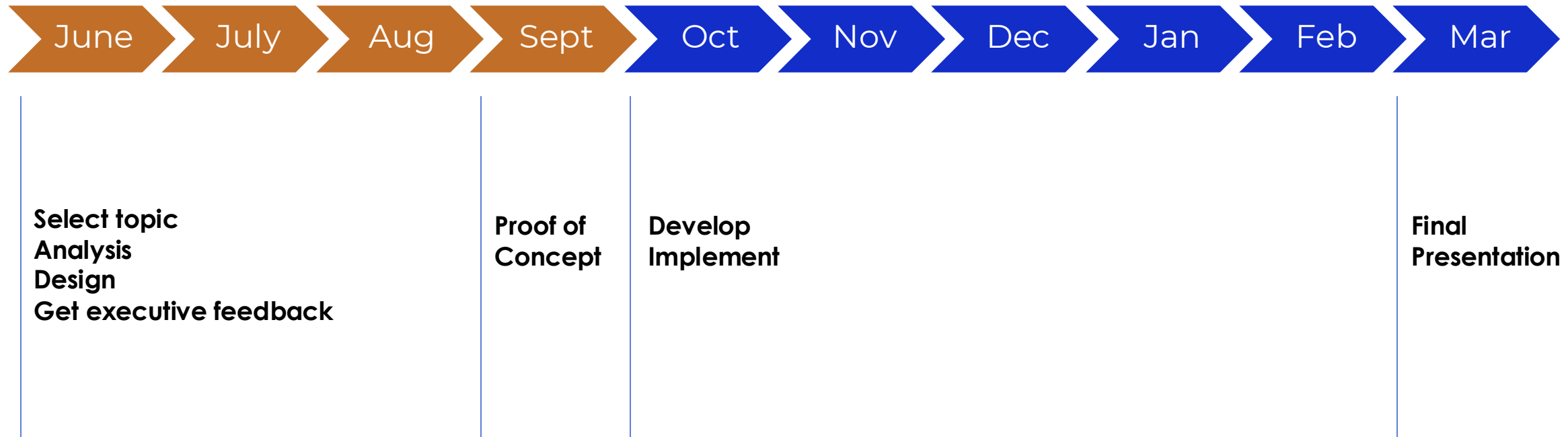
30. Thinks about the business in a systemic way

31. Maintains a big picture view of issues and problems



LEAD Project

LEAD Project Timeline





LEAD Project

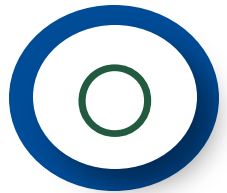
Proof of Concept



Clearly state your project goal.



Describe the current state.
Share what you have discovered so far.
Why is this important? How will it impact H&W?



What ideas or approaches have you considered?
What have you learned so far? Discoveries, key learnings, obstacles, surprises, etc.



What are steps/actions you will take between now and March?

Look for the **FUN**
in everything.

Treat everyone with
kindness & **RESPECT.**

Produce **QUALITY**
results, no matter
the task.

H&W VALUES

Be uncompromising &
proactive about **SAFETY.**

DO WHAT YOU SAY
you will do.

Pursue personal &
professional **GROWTH.**

Be active in our **COMMUNITY**
& support causes that do good.



H&W WAY



> THE WAY WE DO BUSINESS

When making employment
& business decisions,
**CULTURE TRUMPS
EVERYTHING.**



Act with **INTEGRITY.**
Do the right thing when
no one is looking.

DEMONSTRATE HUMILITY.

Understand that no member of our team is more important than another.

To be a true leader, you must encourage,
LISTEN carefully & be a **MODEL
OF BEHAVIOR.**

**THINK
LONG-
TERM.**

Spend the
company's
MONEY
like it's your own.



BUILD CONNECTIONS
with your work family,
clients & partners.

**COMMUNICATE & GIVE
FREQUENT FEEDBACK.**

Don't avoid difficult conversations & don't forget to celebrate good work.

Treat employees like adults.
BUILD TRUST.



Put the **TEAM**
above yourself.



Resilience

Latin *resilire*

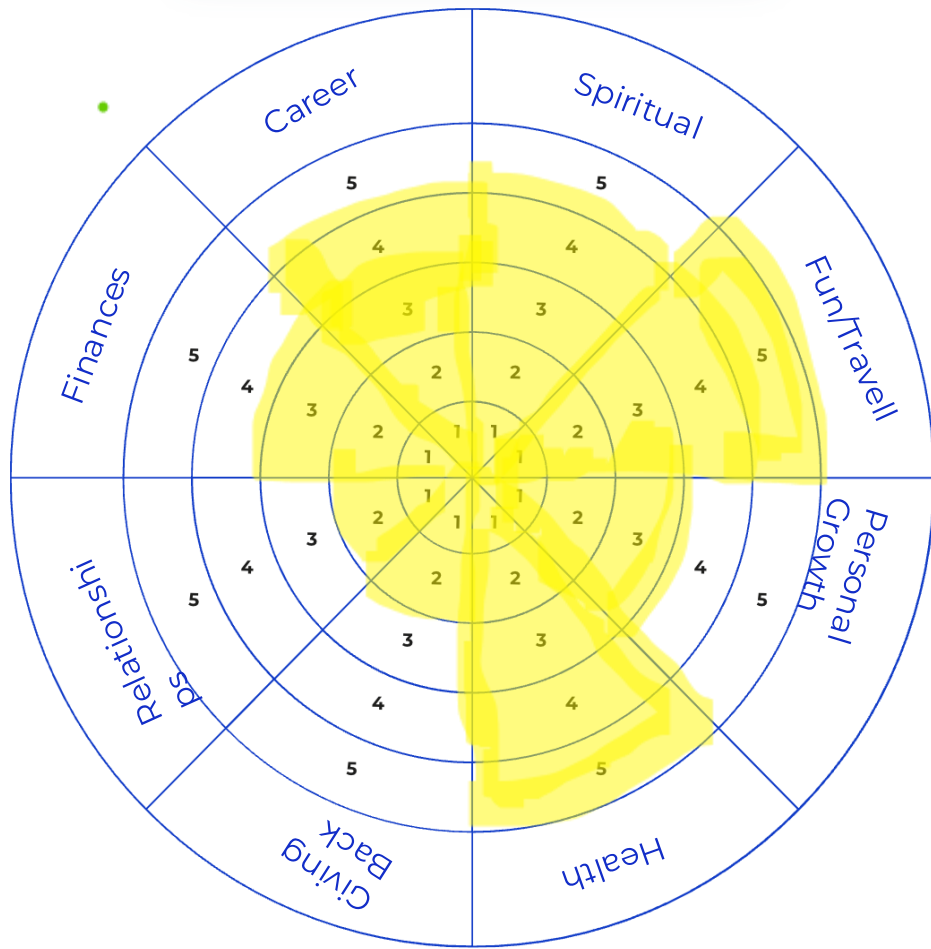
re- = “back”

salire = “to leap” or “to jump”



Resilience: 6 Tips

1. Prioritize

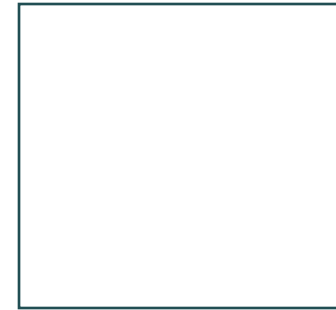
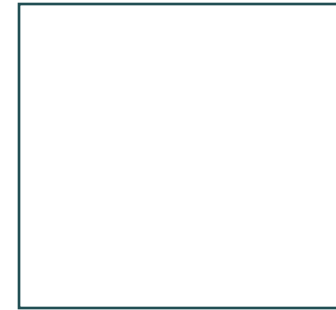


Important

Not Important

Urgent

Not Urgent

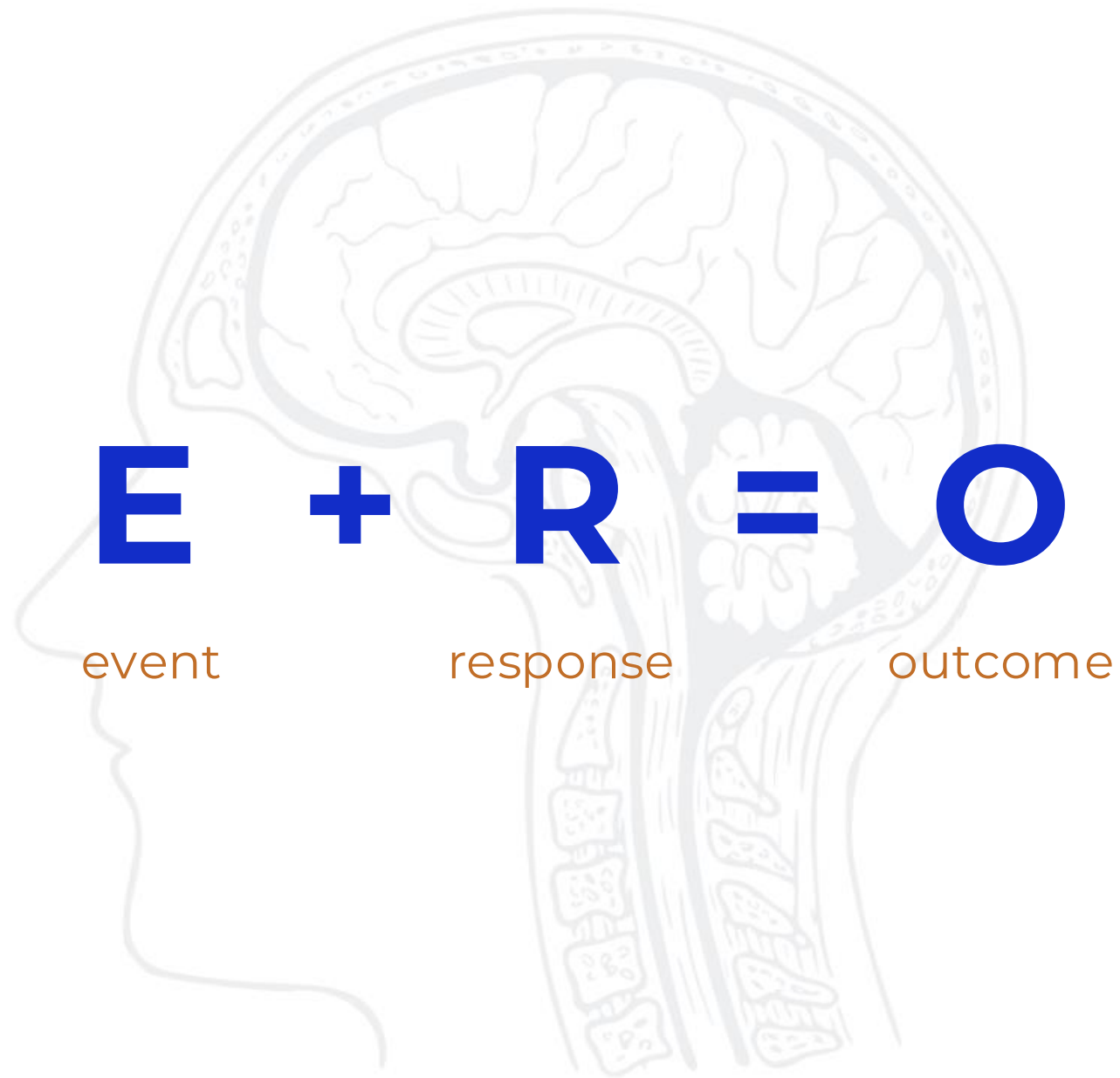




Resilience: 6 Tips

1. Prioritize
2. Manage the Story

<https://learningleader.com/colinobradys483/>



$$\mathbf{E} \text{ STORY} + \mathbf{R} = \mathbf{O}$$



Generalizations

Distortions

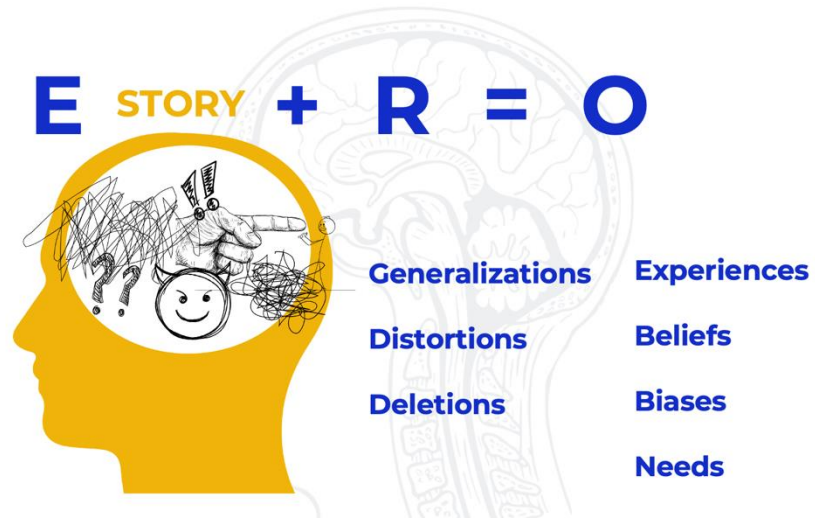
Deletions

Experiences

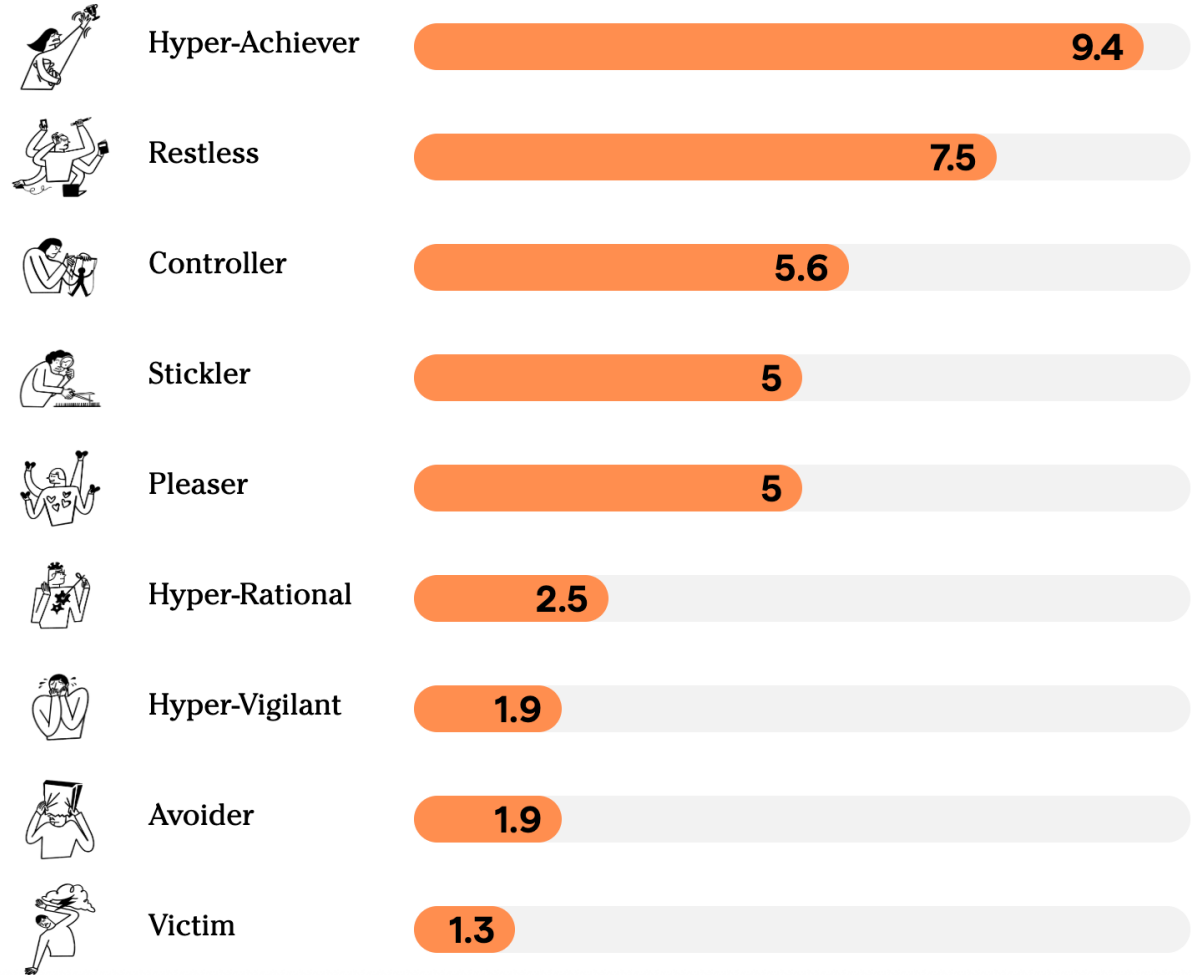
Beliefs

Biases

Needs



Sherry, here are your results



E

event

+

R

response

=

O

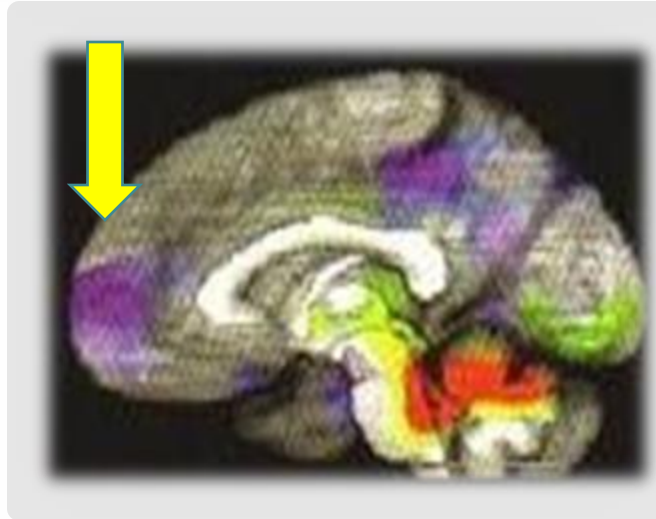
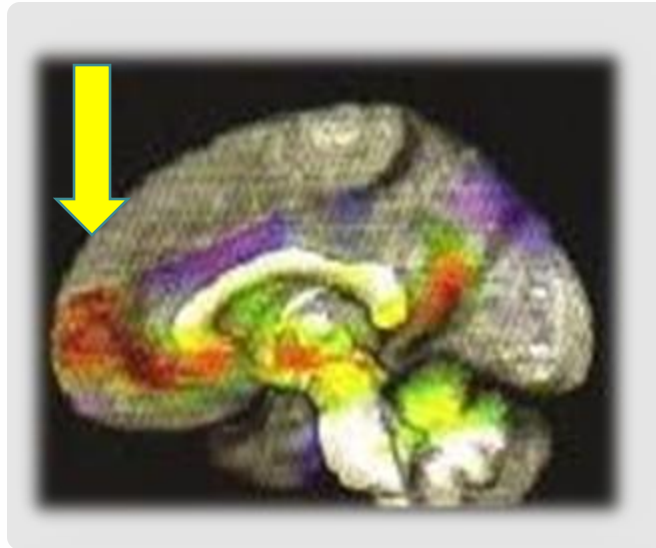
outcome

1. What meaning am I giving this?
2. What meaning do I want to give this?
3. What do I know to be true?
4. What is mine to own? (and what isn't)
5. Where do I need clarity for the next step? (who can help?)
6. Does this deserve my attention or my energy?
7. What serves the greater good?
8. How might this be happening FOR me rather than TO me?
9. How do I respond in alignment with who I want to be?



Active PFC

- Best self
- Willpower
- Perspective taking
- Flexible and fluid
- Curious and open
- Creative and innovative
- Focus and energy



Hijacked PFC

- Defensive
- Has to be right
- Reactive
- Compromised health
- Stuck (either/or)
- Protective of self
- Tunnel vision
- Missed opportunities

Daily Prioritizing

Projects:	Project 1: 3 big things I must do to move this project forward:	Project 2: 3 big things I must do to move this project forward:	Project 3: 3 big things I must do to move this project forward:
People:	People I need to reach out to today. List the people you have to reach out to today no matter what.	People I'm waiting on. List the people who you need something from to move forward.	
Priority:	The main things I must complete today, no matter what. List the priorities and to-dos that must be accomplished today and DO these before getting trapped in your inbox and other people's agendas.		
Praise:	3 things I'm grateful for:	People I can acknowledge or thank:	
Presence:	The way of being that is important for me to maintain today:		

This template is inspired by: Brendon Burchard. High Performance Academy.
<http://brendonburchard.tumblr.com>. (Great material! Highly recommend)

The inbox is nothing but a convenient organizing system for other people's agendas.

-Brendon Burchard

Resilience: 6 Tips

1. Prioritize
2. Manage the story
3. Take charge of your day

Unforgettable Leadership. Unforgettable Results.

Resilience: 6 Tips



Green Zone: Pedal to the Metal

Peak Focus. High Output. Strategic Work.

Best time to tackle hard tasks

This is your brain's high-performance gear - use it wisely.



Yellow Zone: Cruise Control

Reflect. Organize. Brainstorm.

Ideal for planning, processing, light collaboration, or creative think

Let your brain wander and connect the dots.



Red Zone: Pull Over

Low Energy. Foggy Focus. Time to Rest.

Schedule breaks, admin work, walks, naps, or brainless tasks.

1. Prioritize
2. Manage the story
3. Take charge of your day
4. Know your zones
5. Study your calendar

BRIGHT MINDS

The 11 major risk factors that harm the brain and steal your mind

RISK FACTORS

B **BLOOD FLOW**
Hypertension, stroke, transient ischemic attacks, heart disease, erectile dysfunction, sedentary lifestyle

R **RETIREMENT/AGING**
Over 65, retirement, limited new learning, social isolation, less than high school education, high blood ferritin (iron) level

I **INFLAMMATION**
Leaky gut, low omega-3 intake, gum disease, joint pain

G **GENETICS**
Family member with dementia or mental health issues, apolipoprotein E4 gene

H **HEAD TRAUMA**
One or more head injuries, loss of smell

T **TOXINS**
Alcohol, drugs, smoking, pollution, pesticides, mold, carbon monoxide, BPAs, personal product toxins (phthalates, parabens, etc.)

M **MENTAL HEALTH**
Depression, Post-Traumatic Stress Disorder, Bipolar, Chronic Stress

I **IMMUNITY/INFECTIONS**
Low vitamin D, autoimmune disorders, infections, such as Lyme

N **NEUROHORMONES ISSUES**
Thyroid, cortisol, testosterone, dehydroepiandrosterone, estrogen, progesterone, insulin

D **DIABESITY**
Pre-diabetes, diabetes, overweight, obesity

S **SLEEP ISSUES**
Sleep apnea, chronic insomnia, sleeping pills

INTERVENTIONS



LIMIT CAFFEINE, nicotine and dehydration, **EXERCISE** (especially racquet sports), **SUPPLEMENTS** - Brain and Memory Power Boost, **FOODS** - beets, cayenne pepper and rosemary



NEW LEARNING, daily 12-16 hours **FAST**, **DONATE** blood if ferritin is high, social support & volunteering, **SUPPLEMENTS** - Brain and Memory Power Boost, **FOODS** - cloves, oregano, shrimp



HEAL THE GUT, Boost **OMEGA-3s** (O3s), **FLOSS**, **SUPPLEMENTS** - Omega 3 Power, Brain Curcumins, Probrainbiotics, **FOODS** - walnuts, salmon, sardines



BE SERIOUS! EARLY screening! ELIMINATE all other risk factors, **SUPPLEMENTS** - Brain Curcumins, Neurovite Plus, **FOODS** - turmeric, blueberries, chocolate



PREVENT further head injuries, **HBOT** (hyperbaric oxygen therapy), **SUPPLEMENTS** - Brain and Body Power Max, **foods** - eggs, peppermint



LIMIT EXPOSURE, App - Think Dirty, Support 4 organs of detox: Liver - limit alcohol; Gut - add fiber; Kidneys - drink water; Skin - sweat with exercise/saunas, **SUPPLEMENTS** - Brain and Memory Power Boost, **FOODS** - brassicas (cauliflower, Brussels sprouts, broccoli, cabbage)



KILL THE ANTS, meditation, exercise, **SUPPLEMENTS** - Omega 3 Power, Sertotonin Mood Support, SAMe, **FOODS** - wild fish, 8 servings of fruits and vegetables, chocolate



BOOST vitamin D, elimination diet, treat infections, **SUPPLEMENTS** - Vitamin D3, **FOODS** - garlic, onions, mushrooms



REGULARLY TEST and **OPTIMIZE** hormones, **AVOID** hormone disruptors (BPAs, phthalates, parabens), **SUPPLEMENTS** - zinc, L-tyrosine, DHEA, **FOODS** - oysters, fiber, flaxseeds



BRAIN HEALTHY, low-glycemic, high-fiber, calorie-smart diet, **SUPPLEMENTS** - Craving Control, Vitamin D, **FOODS** - cinnamon, spinach, lentils, green peas



TARGET 7-8 hours a night, evaluate and treat sleep apnea if present, **LIMIT** caffeine, digital exposure after dark, noise, light, **ADD** blue light blockers to gadgets, **SUPPLEMENTS** - Restful Sleep, **FOODS** - don't eat within 2 hours of bedtime

Resilience: 6 Tips

1. Prioritize
2. Manage the story
3. Take charge of your day
4. Know your zones
5. Study your calendar
6. Maintain a healthy brain

Strategies for Resetting a Hijacked PFC



Reset a Hijacked PFC

Take responsibility

Ask better questions



How did I
create this?



What is mine
to own?
What isn't
mine to own?



What problem
needs to be
solved?



What options
are available to
solve this
problem?



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 or
complain
about?



How can I be
superior to
everyone else?



Who is going to
save me – who
is going to fix
this?



How am I a victim
– who's fault is it?

Reset a Hijacked PFC

Release needs

- ✓ Right
- ✓ Liked
- ✓ Clear/Safe
- ✓ Control
- ✓ Perfect

Reset a Hijacked PFC

Think forward

What do I want?

Even better if?

Reset a Hijacked PFC

Gratitude

How is this
happening FOR me
rather than TO me?

Reset a Hijacked PFC

Make it fun

How would I
approach this if it
were fun?

Rounding

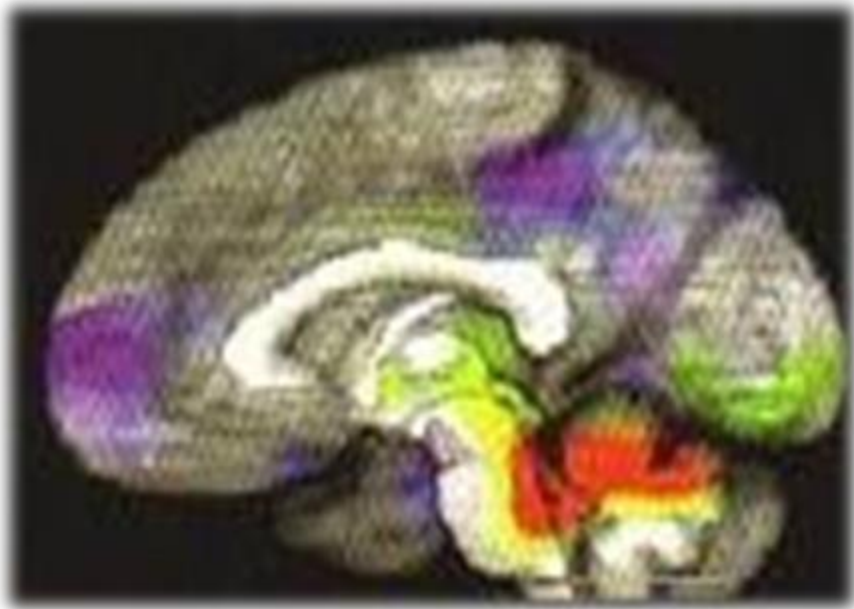
Team Rounding



Stakeholder Rounding



Rounding minimizes all 10 threats



01

Social rejection

02

Lack of honesty or trust

03

Unclear expectations

04

Change

05

Lack of resources

06

Risk of loss

07

Perceived favoritism

08

Micromanagement

09

Humiliation

10

Lack of meaningful work

Rounding impacts all markers on Communicating Vision and Values

Communicating Vision and Values

32. Creates opportunities to communicate the vision and values

33. Communicates the vision and values in a clear and concise way

34. Adjusts communication based on stakeholders and audience

35. Role models the company values

36. Creates events to reinforce the values

37. Holds people accountable to living out the values and vision

The Golden Circle

Look for the **FUN** in everything.

Treat everyone with kindness & **RESPECT**.

Produce **QUALITY** results, no matter the task.

H&W VALUES

Be uncompromising & proactive about **SAFETY**.

DO WHAT YOU SAY you will do.

Pursue personal & professional **GROWTH**.

H&W WAY

 **HILL & WILKINSON**
GENERAL CONTRACTORS

> THE WAY WE DO BUSINESS

When making employment & business decisions, **CULTURE TRUMPS EVERYTHING.**

Act with **INTEGRITY**. Do the right thing when no one is looking.

DEMONSTRATE HUMILITY.
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To be a true leader, you must encourage, **LISTEN** carefully & be a **MODEL OF BEHAVIOR.**

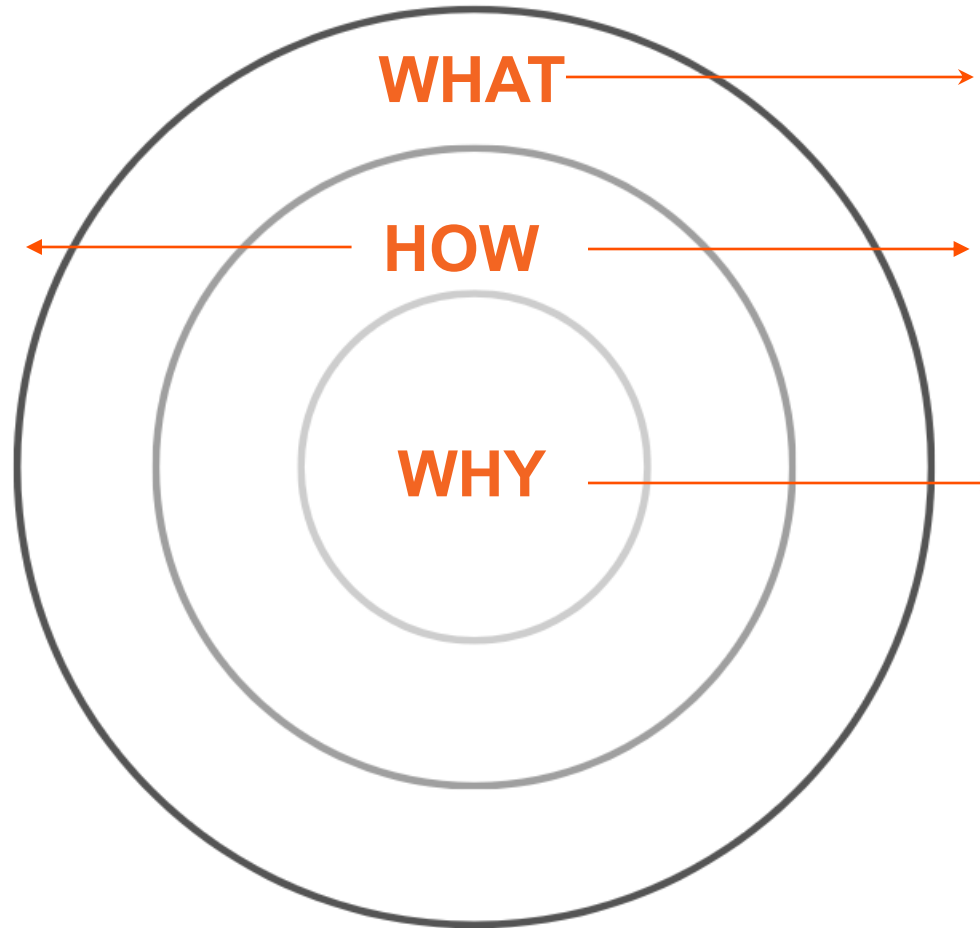
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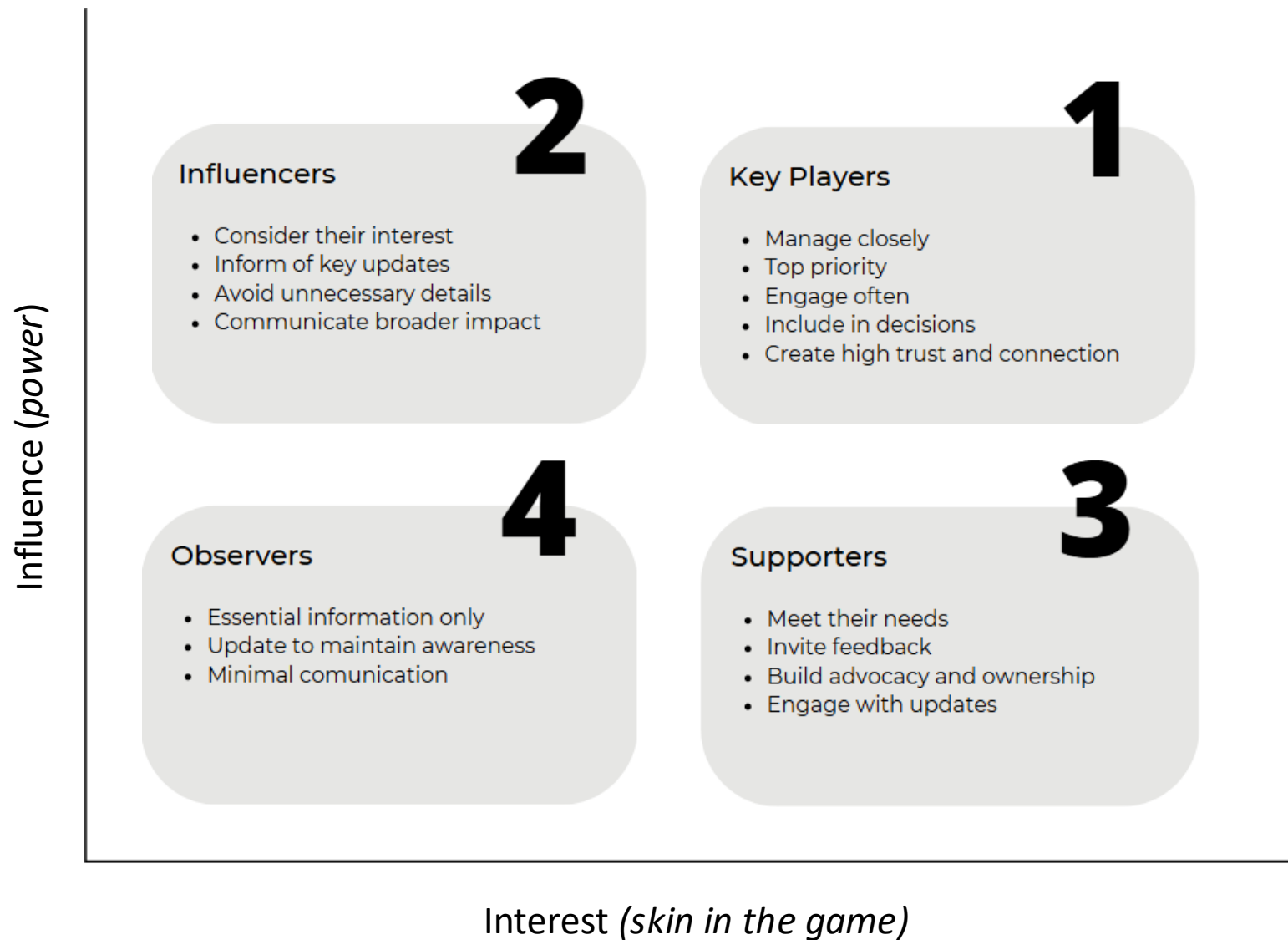
COMMUNICATE & GIVE FREQUENT FEEDBACK.
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Put the **TEAM** above yourself.



Stakeholder Mapping



Stakeholder Mapping

1

Key Players

- Manage closely
- Top priority
- Engage often
- Include in decisions
- Create high trust and connection

Group 1: Key Players

These are top-priority stakeholders to engage closely and regularly. Pay close attention to their needs and preferences.

What do they want to know, how, and how often?

Communication Ideas: Personalized messages, detailed updates, and direct involvement in planning and decisions.

Examples: Executive briefings, leadership meetings, strategic workshops

Stakeholder Mapping

2

Influencers

- Consider their interest
- Inform of key updates
- Avoid unnecessary details
- Communicate broader impact

Group 2: Influencers

These stakeholders can significantly influence outcomes but do not want to be involved in the details to keep satisfied with key updates.

Communication Ideas: Keep them informed of broader impact and outcomes and high-level details.

Examples: Executive summaries, milestone reports, concise dashboards

Stakeholder Mapping

3

Supporters

- Meet their needs
- Invite feedback
- Build advocacy and ownership
- Engage with updates

Group 3: Supporters

These stakeholders have a high interest in your project or services but relatively little power or influence over decision-making.

Communication Ideas: Engage with updates, invite feedback, and build advocacy and ownership.

Examples: Newsletters, workshops, focus groups, surveys, email updates, 1:1 conversations

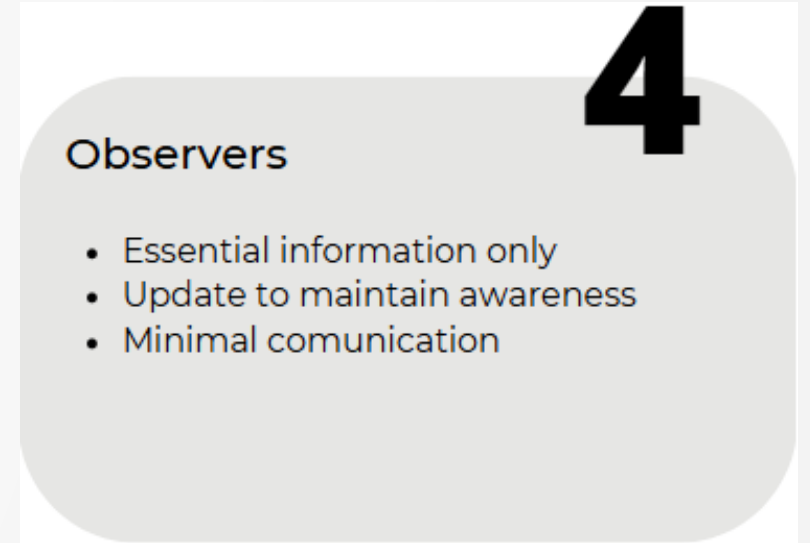
Stakeholder Mapping

Group 4: Observers

These stakeholders want essential information only and require minimal communication.

Communication Ideas: Updates to maintain awareness.

Examples: Public updates, website notices, occasional emails



VISION & VALUES