

Vision

Session Four: September 3, 2025



TRUST

Personal Trust Assessment

Directions: Using a 1 through 4 scale, rate each statement by considering how frequently you display the ability described. There are no right or wrong answers. Try not to spend too much time on any one statement.

Almost Never	Rarely	Often	Almost Always
1	2	3	4

1.	I keep promises and honor commitments.	1	2	3	4
2.	I acknowledge and apologize for mistakes.	1	2	3	4
3.	I am loyal to the absent.	1	2	3	4
4.	I seek to understand others' needs and concerns.	1	2	3	4
5.	I say what I feel in a way that shows respect for others' opinions.	1	2	3	4
6.	I seek constructive feedback.	1	2	3	4
7.	I am open and honest with information.	1	2	3	4
8.	I involve people in decisions that affect them.	1	2	3	4
9.	I encourage others to openly contribute ideas and opinions.	1	2	3	4
10.	I give credit where credit is due.	1	2	3	4
11.	I share decision making with team members and support the collective decisions.	1	2	3	4
12.	I view mistakes as learning opportunities.	1	2	3	4
13.	I act on information only after hearing and understanding all the facts.	1	2	3	4
14.	My actions are consistent with my words regardless of the person or my stress level.	1	2	3	4
15.	I communicate clear expectations.	1	2	3	4
16.	I honor confidential and sensitive information.	1	2	3	4
17.	I make eye contact and address others by name.	1	2	3	4
18.	I promote our team's reputation with others.	1	2	3	4
19.	I am fully present and listen to understand.	1	2	3	4
20.	I stay curious and assume good intent.	1	2	3	4

Boundaries
Reliability
Accountability
Vault
Integrity
Non-judgement
Generous assumption



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Communication (DiSC)



Culture



Vision



Emotional Intelligence



Team



Inclusion

A Transformative Leadership Experience

A blend of virtual + onsite workshops with coaching for lasting impact.

June

Kickoff Discovery Calls

In Person

July 23

- DiSC
- Foundational Models

Owning one's impact through clear, respectful communication. Using DiSC, leaders and teams will better understand ways to build greater clarity and connection in every interaction.

Virtual

Aug 6

- Accountability/ Drama Triangle
- Rounding

Building a culture of excellence by actively reducing threats, encouraging ownership, and building trust to elevate performance, loyalty, and meaningful relationships.

Aug 20

- Prioritizing
- Delegation

Virtual

Sept 3

- Leader Resilience
- Personal Brand

Leading with a clear vision and purpose and setting clear expectations so that each decision reflects a personal commitment to the Burton values.

Sept 18

- Setting and Championing Values
- GROW and Conflict

In Person

Oct 21-22

- Managing Self
- Influencing Others

Taking personal responsibility for self-awareness, self-regulation, and relational maturity through emotional intelligence.

Virtual

Nov 6

- Leader as Coach
- Coaching Beliefs

Developing and empowering others through coaching.

Nov 18

- Coaching and Developing Others
- Generative Communication

Virtual

Dec 2

- Leadership Styles
- Leadership Flexibility

Empowering team ownership and growth by fostering mutual accountability, leveraging strengths, and delegating effectively.

Dec 18

- Developing Talent
- Building on Strengths

Virtual

Jan 8

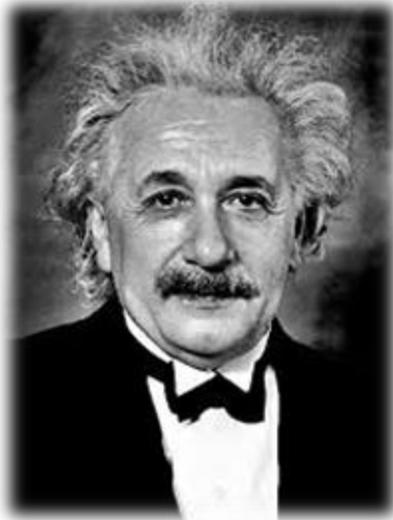
- Leading the Future
- Reviewing Key Concepts

Creating an environment that honors diverse perspectives, ensures others feel a sense of belonging, and builds a culture where everyone can thrive.

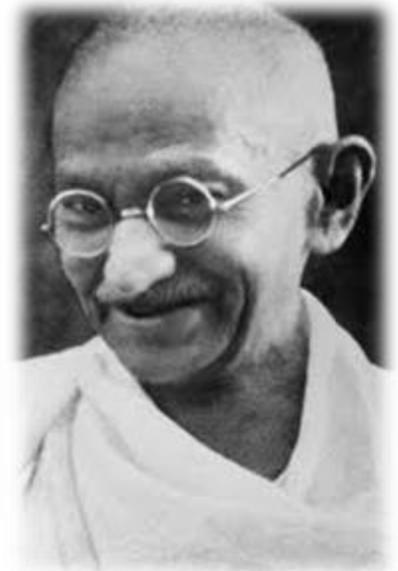
Jan 22

- Leaving a Legacy
- Reviewing Key Concepts

Coaching

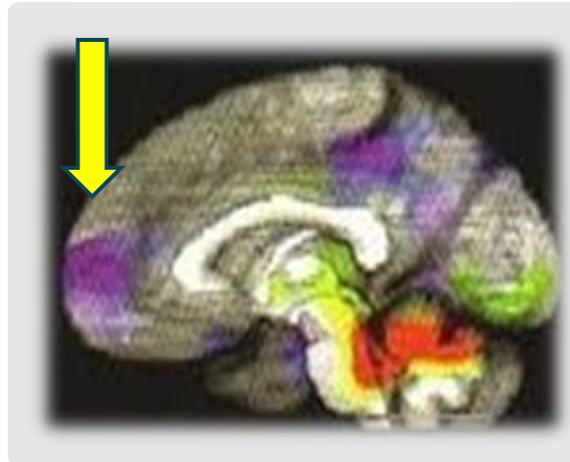
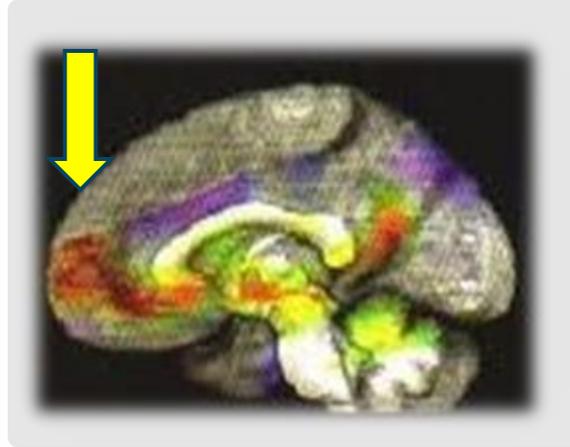


What do all of these visionaries have in common—both what you'd expect... and what you wouldn't?



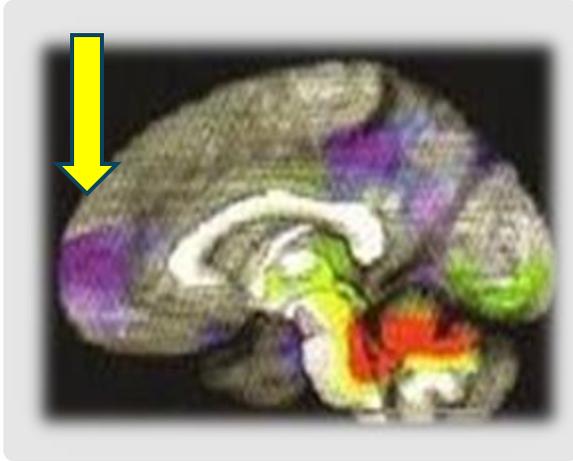
Brain on Trust

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



Brain on Threat

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



Negative Threat

- Confusion or uncertainty
- Little voice or choice
- Predict a negative outcome
- Uncomfortable

TODAY'S KEY MESSAGES:

- You don't have the capacity to lead others with vision if you aren't leading yourself
- Your team doesn't need a perfect leader. They need a resilient leader.
- Your personal brand is who you are when you're not in the room.



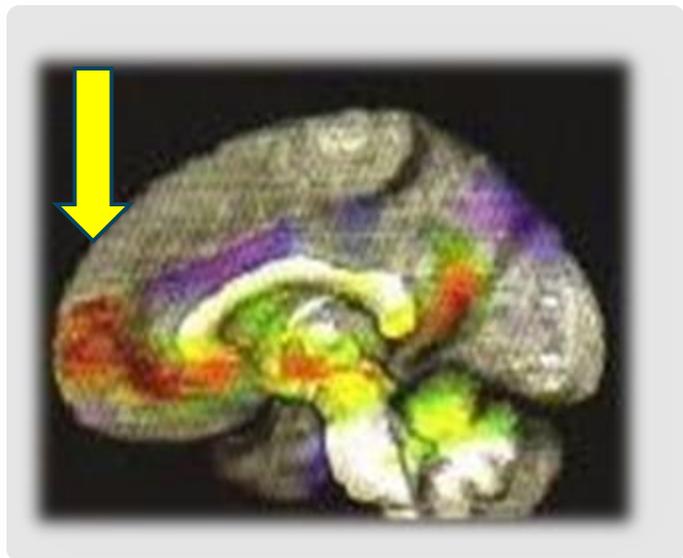


Resilience

Latin *resilire*

re- = “back”

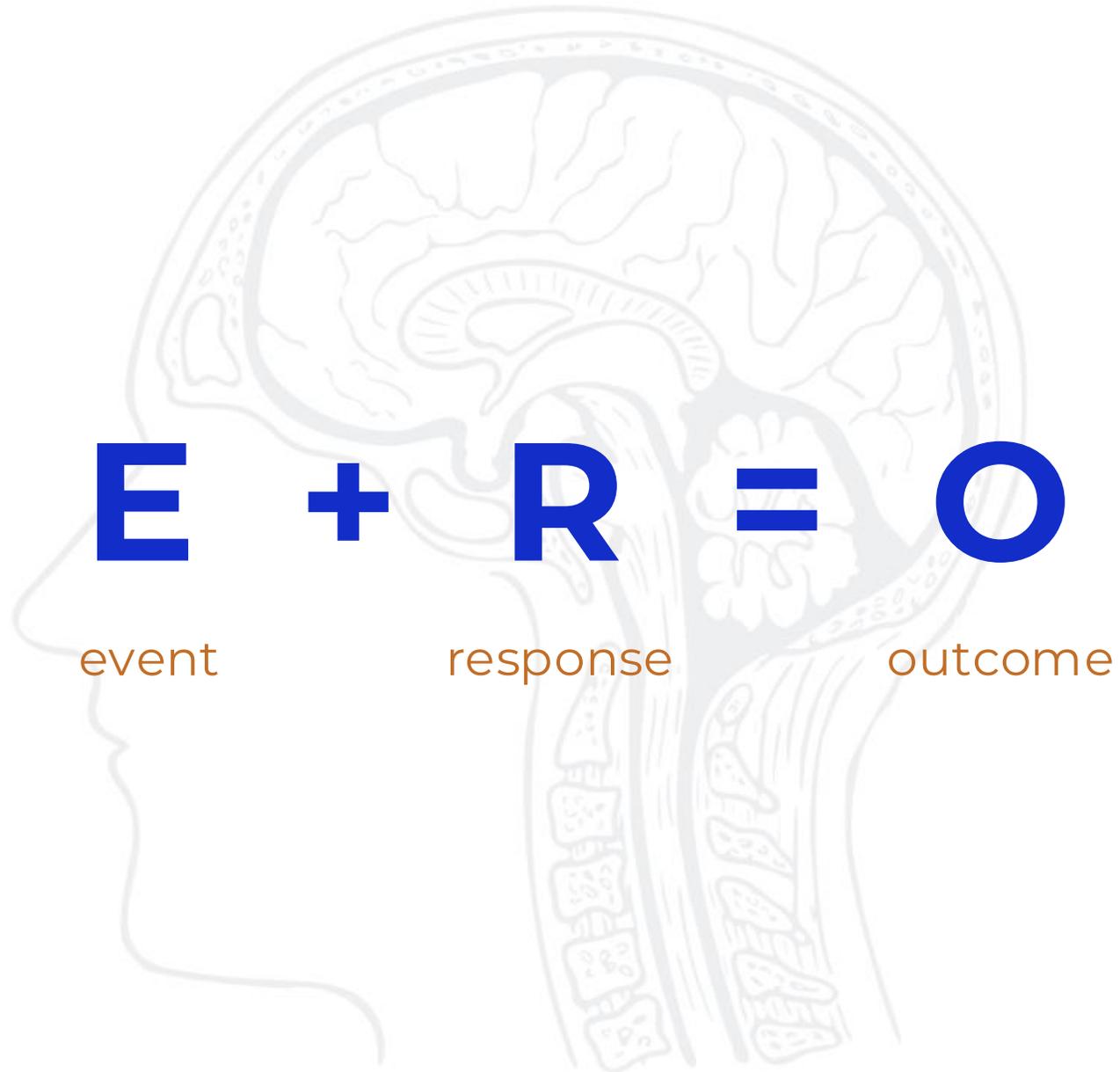
salire = “to leap” or “to jump”



Manage Big Deal #1:

Your Prefrontal Cortex is Priceless

1. Manage the story



E STORY + **R** = **O**



Generalizations

Distortions

Deletions

Experiences

Beliefs

Biases

Needs





E

event

+

R

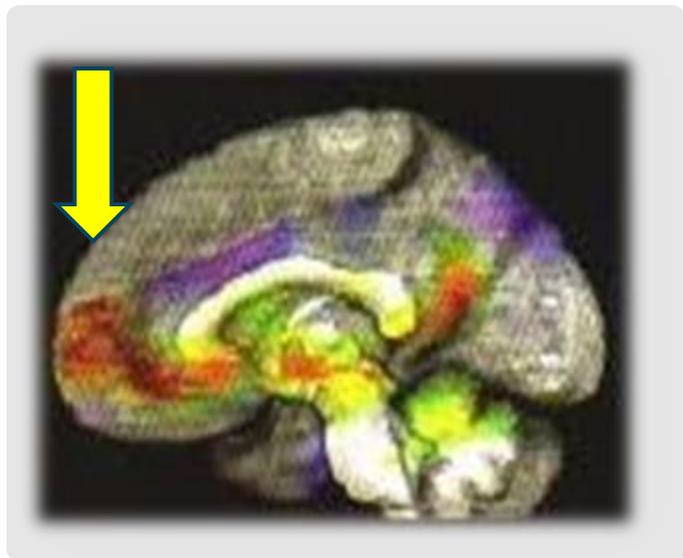
response

=

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?



Manage Big Deal #1:

Your Prefrontal Cortex is Priceless

1. Manage the story
2. Tell your day where to go

Eisenhower Box



Daily Planning

Projects

Project 1

Project 2

Project 3

Next step

People

Reach out

Waiting on

Priorities

Praise

Presence

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:
	<input type="text"/>	<input type="text"/>	<input type="text"/>
	<input type="text"/>	<input type="text"/>	<input type="text"/>
	<input type="text"/>	<input type="text"/>	<input type="text"/>

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.
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	<input type="text"/>	<input type="text"/>
	<input type="text"/>	<input type="text"/>

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:
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	<input type="text"/>	<input type="text"/>
	<input type="text"/>	<input type="text"/>

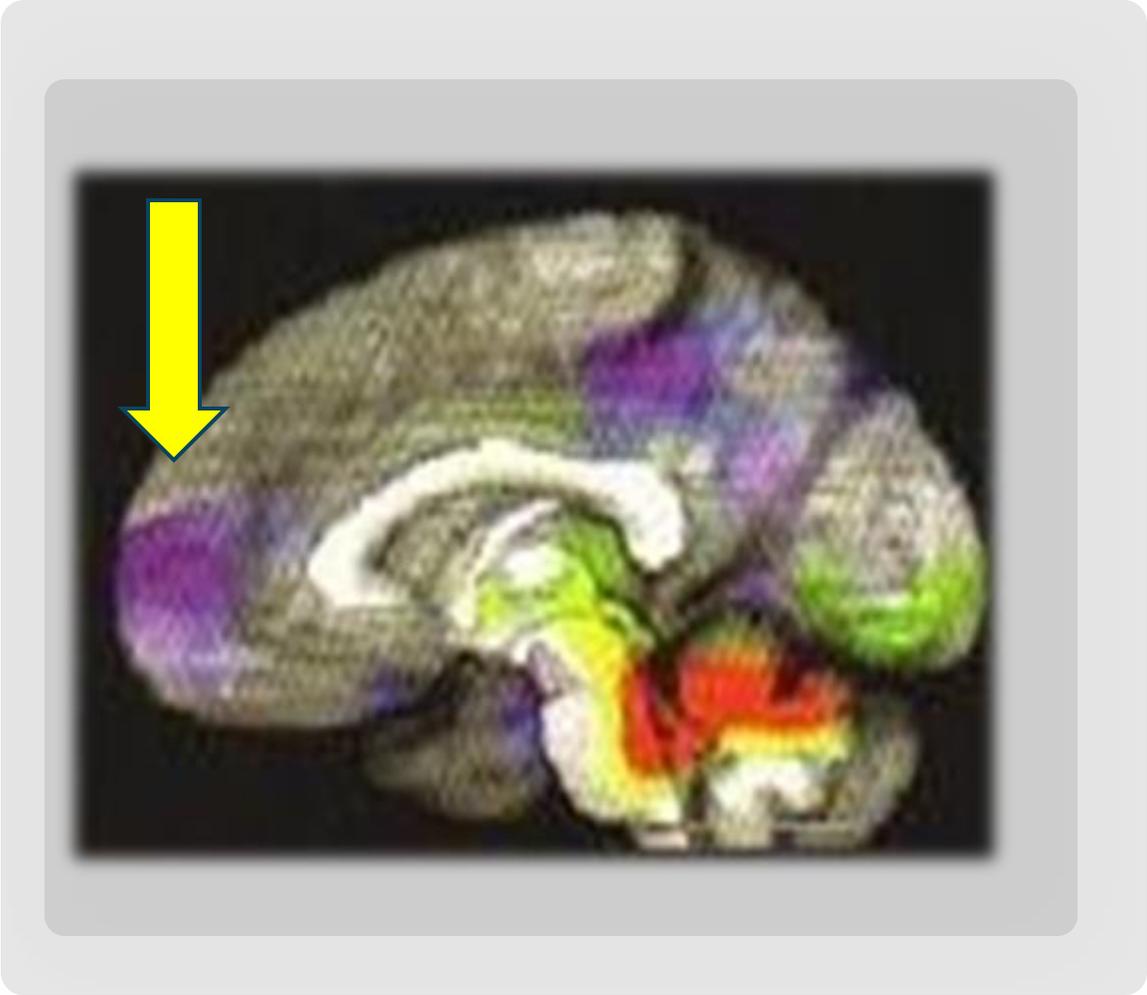
Presence: The way of being that is important for me to maintain today:

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

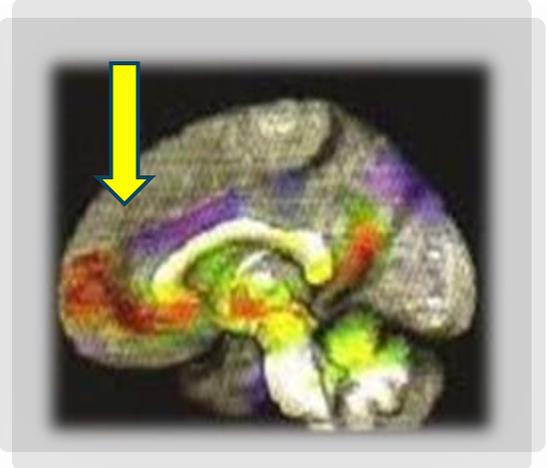
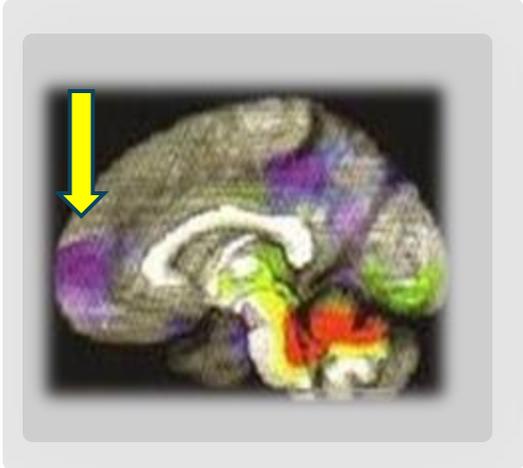
The inbox is nothing but a convenient organizing system for other people's agendas.

-Brendon Burchard

Strategies for Resetting a Hijacked PFC



Reset a Hijacked PFC



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?

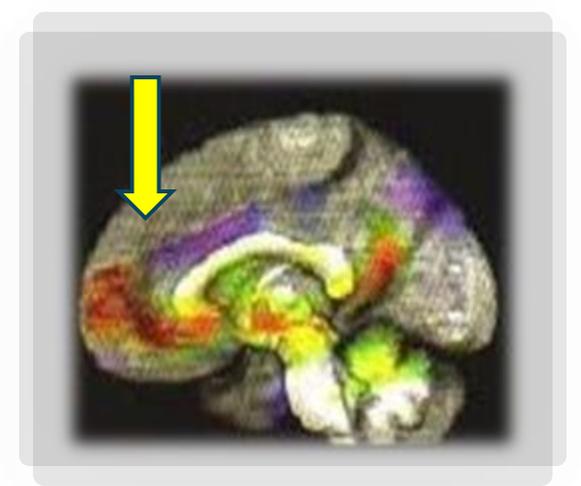
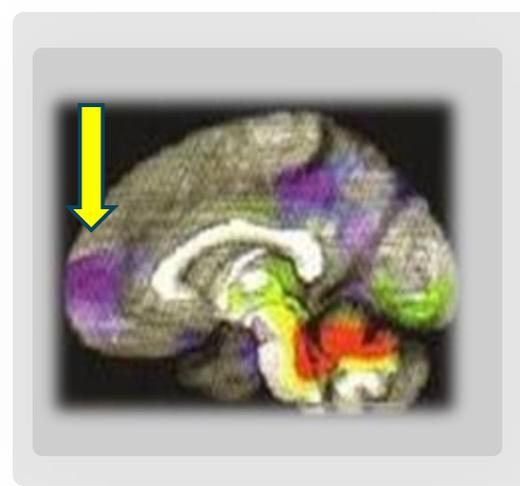


How am I a victim – who's fault is it?

Reset a Hijacked PFC

Release needs

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

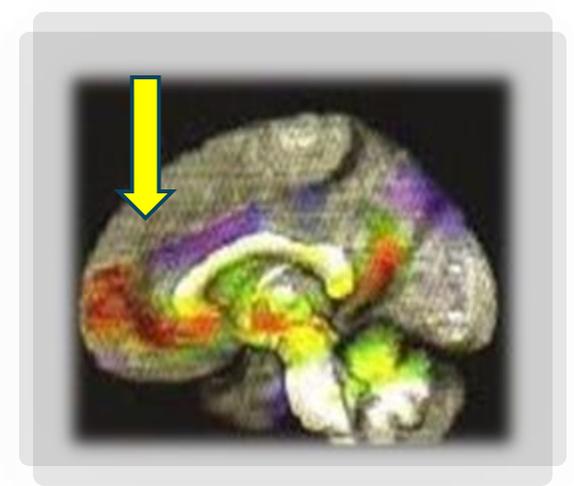
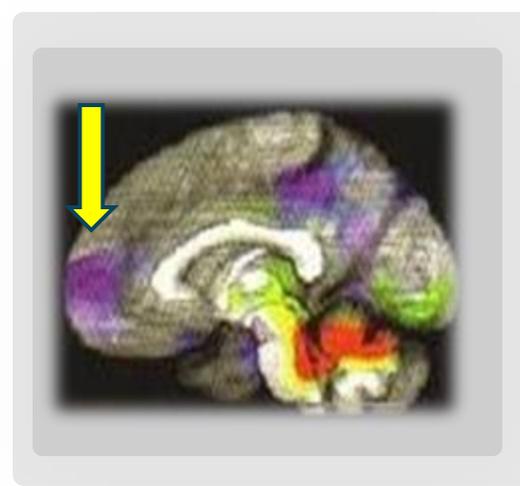


Reset a Hijacked PFC

Think forward

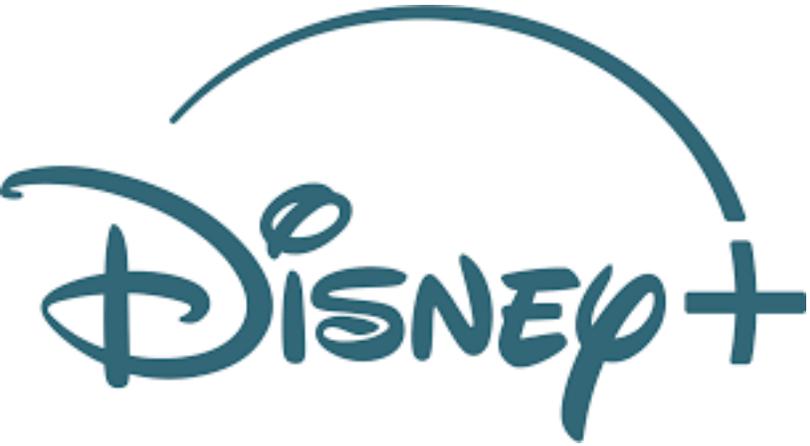
Gratitude

Make it fun



Personal Brand





YOU?



B **Blindspots:**

- Gather feedback (and don't argue with it)
- Look at the results – success leaves clues – so does struggle
- Take full ownership
- Ask the people around you:
- How do you see me limiting myself?
 - If I could improve one thing that would make a valuable difference to my personal brand, what would you suggest?
 - Even better if...





Reputation:

- What is your track record? (your accomplishments)
- What are past experiences people have had with you?
- How might your way of being be misinterpreted?
- What have you taught people to expect from you?
- Who are you the 'go to' person for?
- Who are the "don't go to" person for?
- What are your strengths?
- Where do you struggle?



Personal Brand



A Appeal:

- How would others describe your attitude?
- Do you encourage and inspire others?
- In what situations and with whom do you drop 'below the line'?
- Are you a lifetime member of the "ain't it awful" club?
- Do you have an executive presence when you walk in the 'room'?
- Does your dress represent the personal brand you aspire to?
- Does your communication represent the personal brand you aspire to?





N **Network:**



- Who is in your network?
- Who are your most important stakeholders?
- How are you getting to know your most important stakeholders?
- How are you building/fostering/nurturing your network? (tip: people who want to see you succeed are people who are willing to help you succeed)
- Who are you learning from?
- Are you in community with those who hold you accountable and give you honest, direct feedback?



Differentiator:

- What is your unique promise of value?
- What sets you apart?
- How would others describe you?
- How do you want to be remembered when you are not in the room?



Put it into practice

Personal Commitment

Team Commitment

