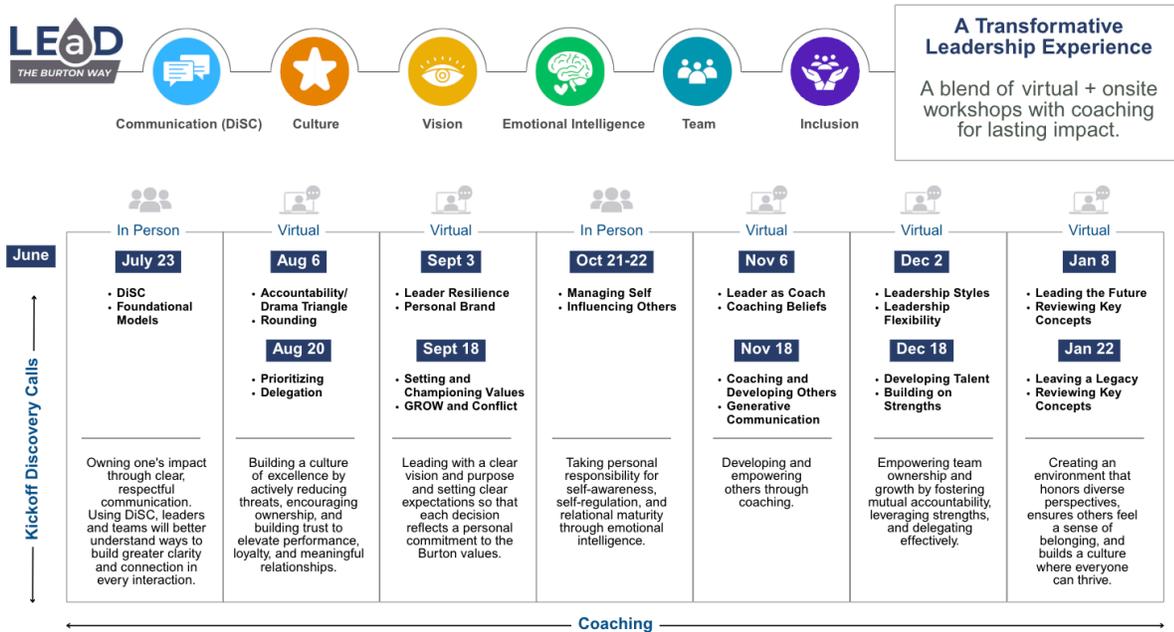


Breakthrough Beliefs

Session Four: September 3, 2025

Breakthrough Beliefs

- 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.



- What meaning am I giving this event?
- What meaning do I want to give this event?
- What do I know to be true?
- What serves the greater good?
- How do I respond in alignment with who I aspire to be?

Prioritizing

Eisenhower Box:

Q1	Quick Wins Emergencies	Q2	Major Projects Unique Value The Main Things Valuable relationships and goals
Q3	Fill in's Other People's Emergencies	Q4	Non-value add activities Time wasters

Structure your morning routine:

Recent research indicates a growing empirical correlation between a leader's structured morning routine and sustained productivity and success throughout the day. These routines typically involve components like mindfulness practices, exercise, planning, and journaling.

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

Strategies for Resetting a Hijacked PFC

Take accountability:



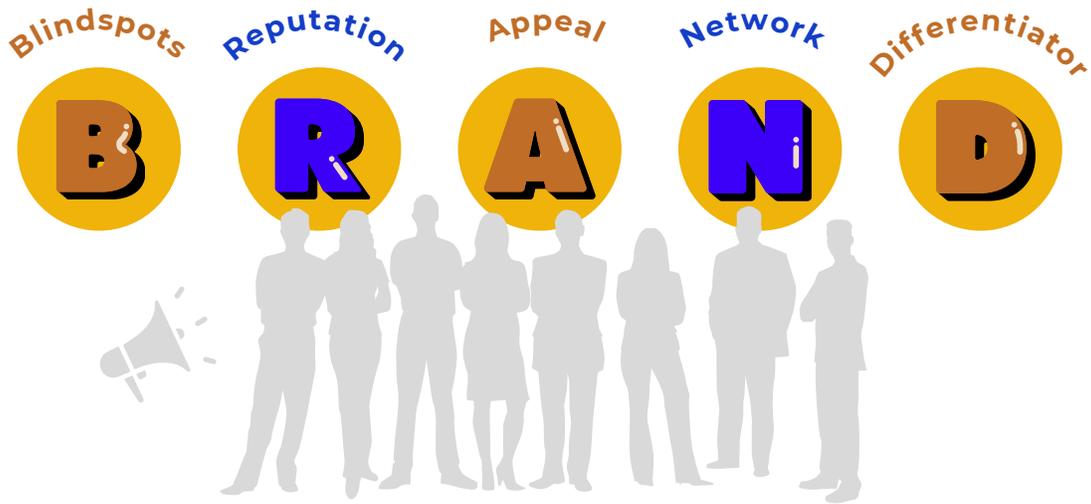
Release needs: Release the need to be liked, right, clear, in control, perfect

Think forward: What do you really want? Even better if?

Choose gratitude: How is this happening FOR me rather than TO me?

Make it fun: How would I approach this if it were fun?

Personal Brand



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...



Personal Brand



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?





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?



Personal Brand



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?

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Application

You can find all LEAD resources at: <https://yellingroup.com/burton-oil-resources-2025/>

I commit to:

The team commits to:



Resilience: *resilire* re- = “back” salire = “to leap” or “to jump”