

Build for the Future

Session Four: December 2, 2025



 **2025-2026**



September 22

- Kickoff
- Discovery Calls
- DiSC

October 13

- DiSC
- Foundational Models

October 30

- Brain and Threat
- Rounding
- Drama Triangle

November 11

- Brain and Trust
- Delegation

December 2

- Leader Resilience
- Personal Brand

December 16

- Living the values
- GROW and conflict

January 12

- Managing Self
- Influencing Others

February 5

- Leadership Styles
- Leadership Flexibility

February 19

- Coaching Cultures
- Leader as Coach

March 12

- Fostering Collaboration
- Generative Communication

March 26

- Leveraging Strengths
- Developing Talent

April 9

- Promoting Innovation
- Managing Stakeholders

April 23

- Recognizing bias
- Promoting Inclusion

May 4

- Leaving a Legacy
- Reviewing Key concepts

← Coaching →

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



© Yellin Group

TruValues

The Core Pillars of TruEnergy

You get what you give – always treat your teammates with kindness, courtesy, patience, humanity and give them the benefit of the doubt. In other words, follow the Golden Rule, treat others as you would have them treat you.



Start with Gratitude. When you're grateful for what you already have, you'll always find even more to be grateful for.



Constantly engaged in their work, seeking ways to improve their craft and offering their assistance to their teammates around them. Hard working engaged employees are esteemed and deeply valued.

We hire men and women of character. Integrity and trust are the fundamental starting point of any successful relationship. Integrity above reproach is the base requirement to work at TruEnergy, nothing is more destructive than energy without integrity.



When making decisions, take the long-term perspective. Step back from the needs of your person, or your site, and consider the good of the enterprise. As we witness the built-up progress of our colleagues, we will find opportunities to build the collective good and the pride of ownership.

Come before the team with a heart for service and a sense of humility. Always focus the best outcome for the customer and the company over being right. Never lose the desire to challenge your most deeply held beliefs. No matter how long we've been at it – we have more to learn and must approach life with curiosity, humility, and a commitment to personal growth.



Everyone is a leader, and everyone is a teammate. No matter your role with the company your actions matter. Somebody is always watching; somebody is always using your actions to justify their own; so, strive to inspire others. Put others first, lend a hand, push for the greater good.



Build for the Future

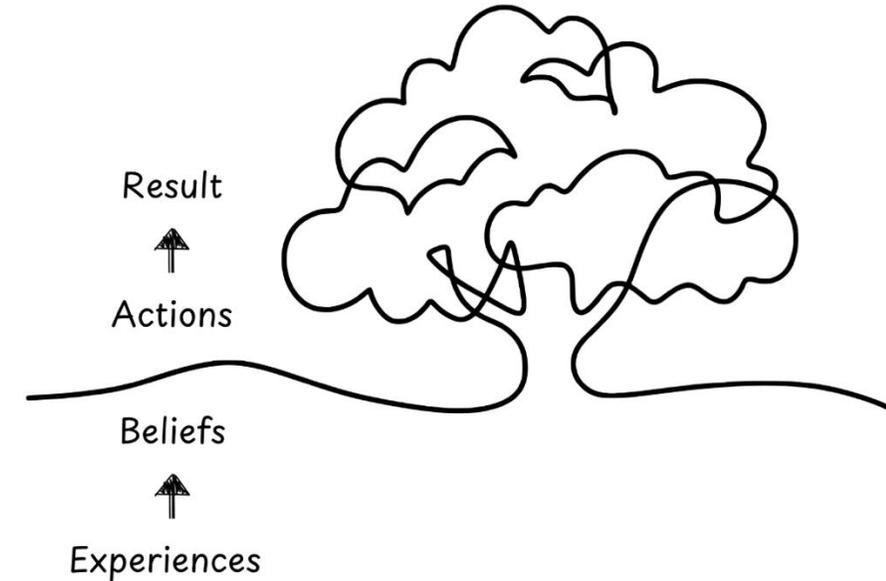
When making decisions, take the long-term perspective.

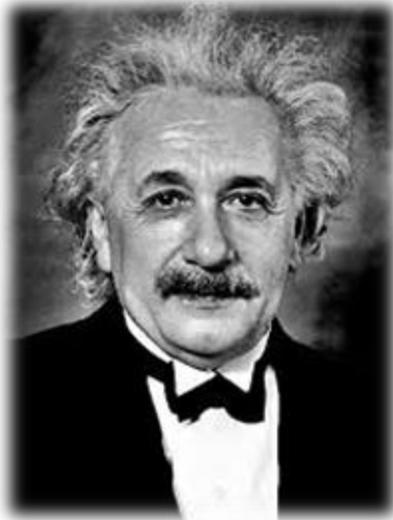
Step back from the needs of your person, or your site, and consider the good of the enterprise.

As we witness the built-up progress of our colleagues, we will find opportunities to build the collective good and the pride of ownership.

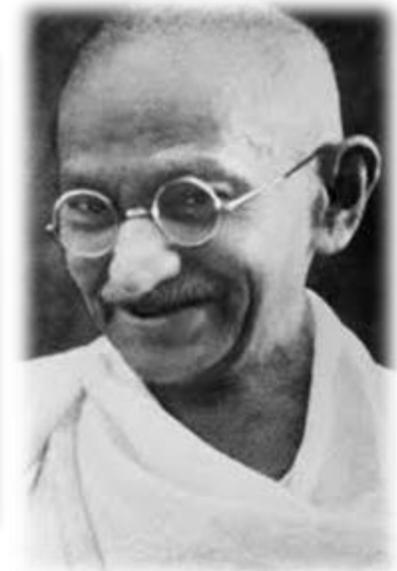
Session Four: Key Message

- *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.*



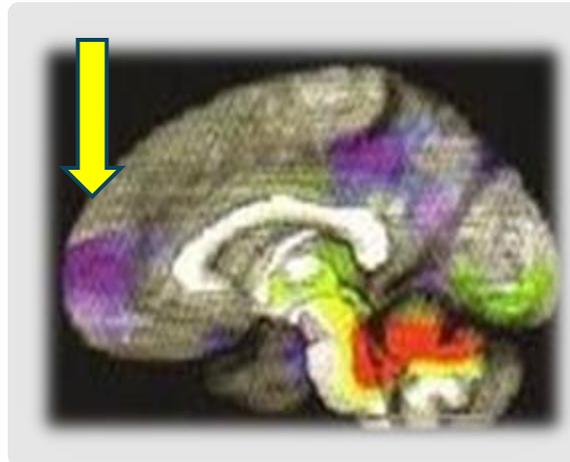
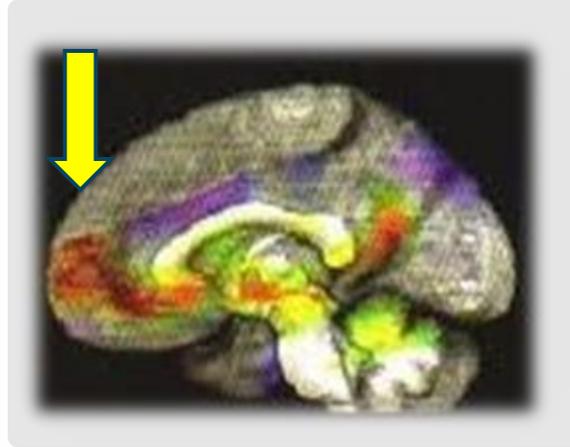


What do all of these visionaries have in common—both what you'd expect... and what you wouldn't?



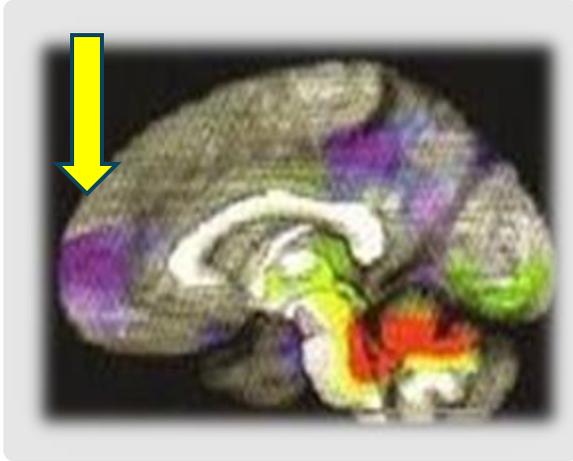
Brain on Trust

- 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

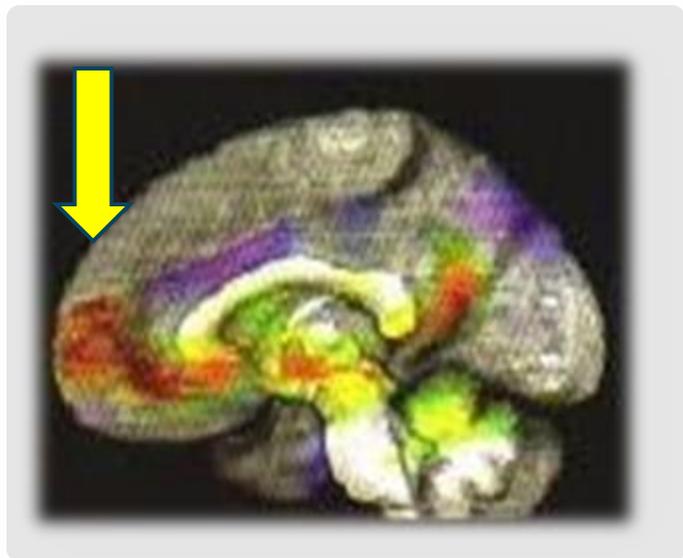


Resilience

Latin *resilire*

re- = “back”

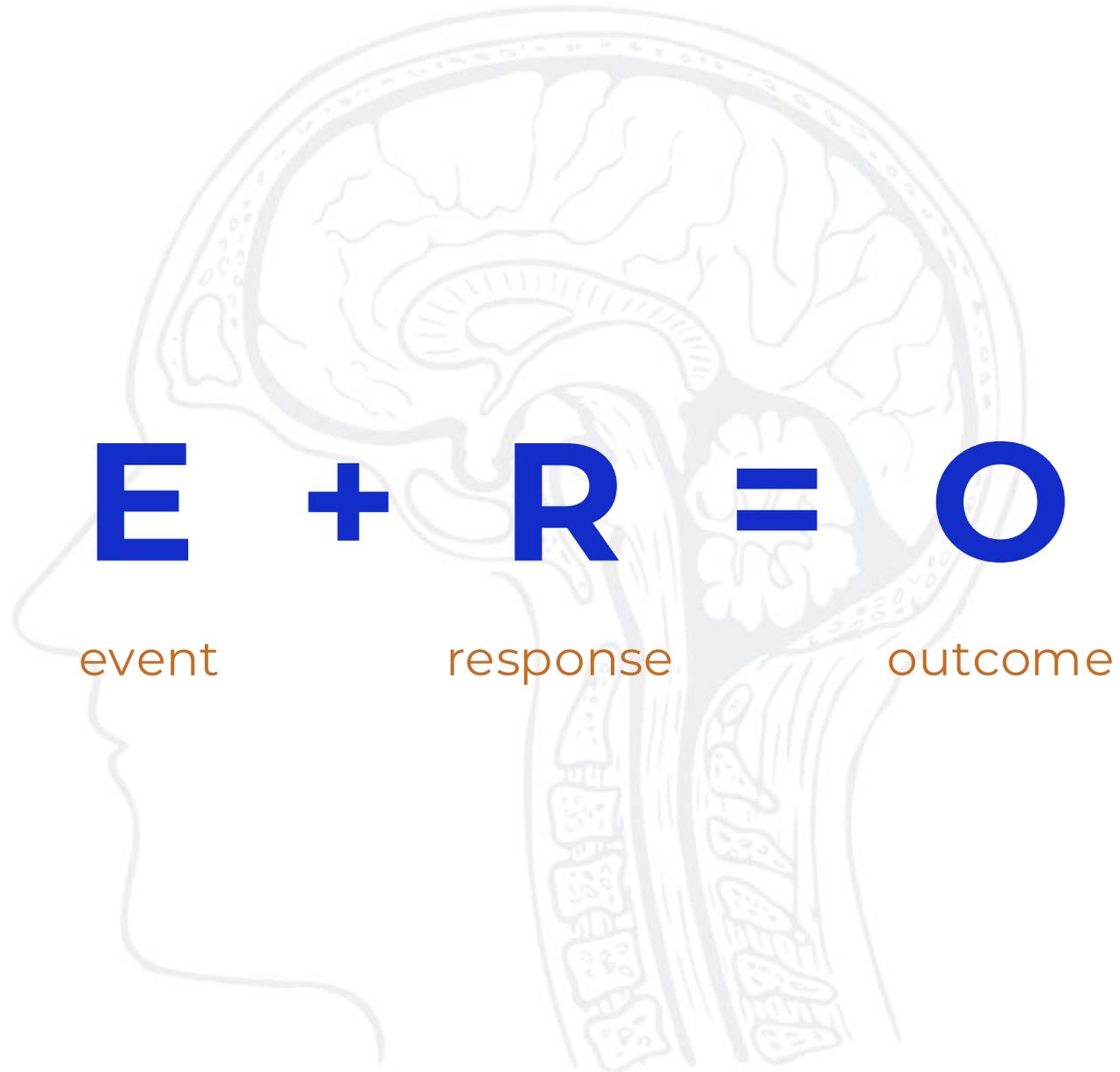
salire = “to leap” or “to jump”



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

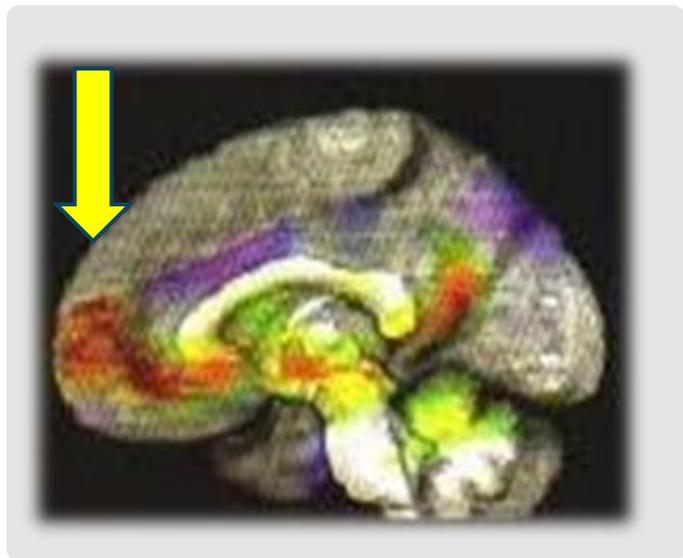
response

=

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: | Project 2: | Project 3: |
| | 3 big things I must do to move this project forward: | 3 big things I must do to move this project forward: | 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"/> |

| | | |
|----------------|--|--|
| People: | People I need to reach out to today. | People I'm waiting on. |
| | List the people you have to reach out to today no matter what. | List the people who you need something from to move forward. |
| | <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: |
| | <input type="text"/> | <input type="text"/> |
| | <input type="text"/> | <input type="text"/> |
| | <input type="text"/> | <input type="text"/> |

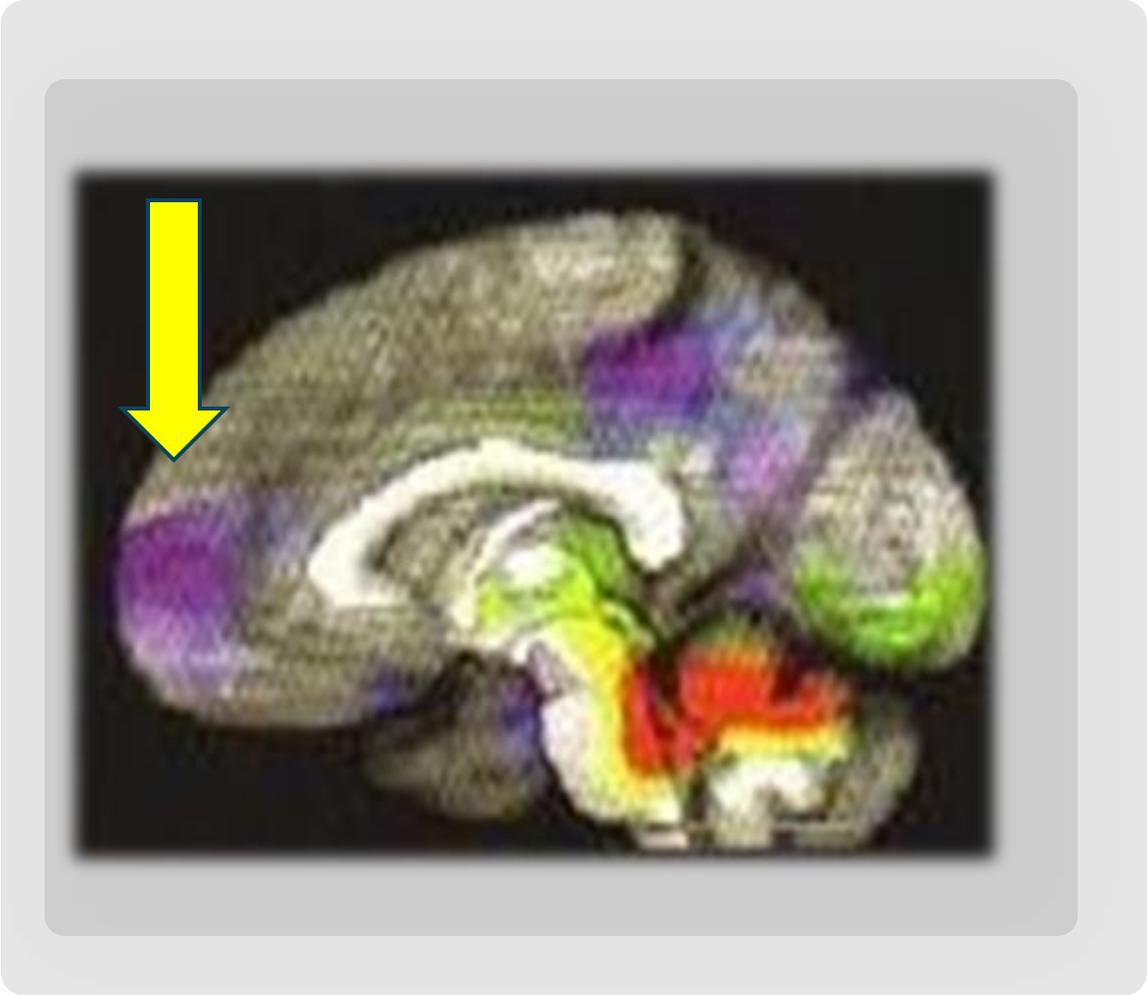
Presence: The way of being that is important for me to maintain today:

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

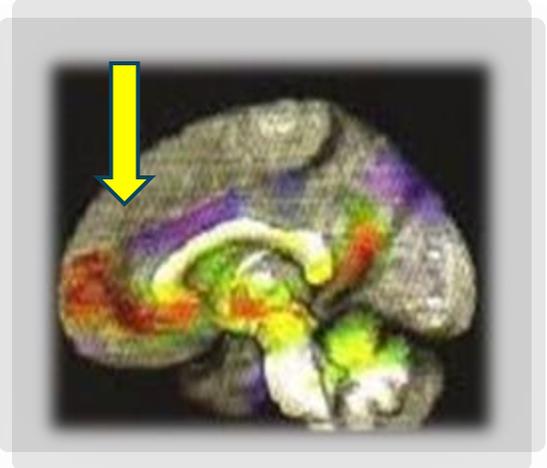
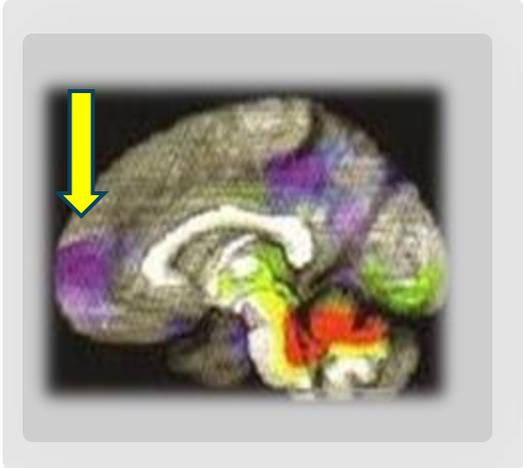
The inbox is nothing but a convenient organizing system for other people's agendas.

-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?

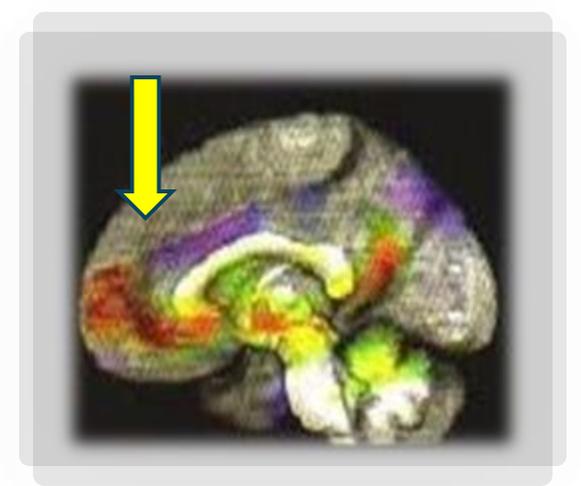
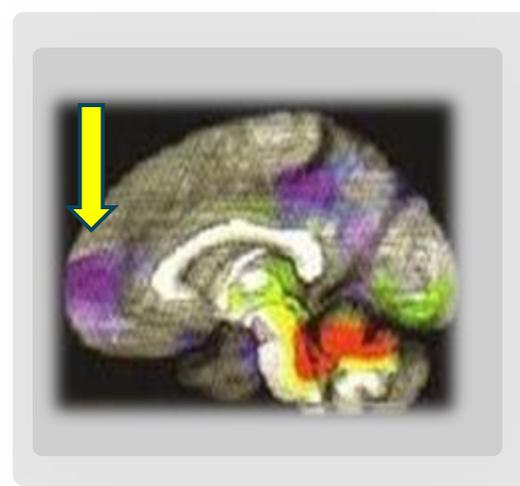


How am I a victim – who's fault is it?

Reset a Hijacked PFC

Release needs

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

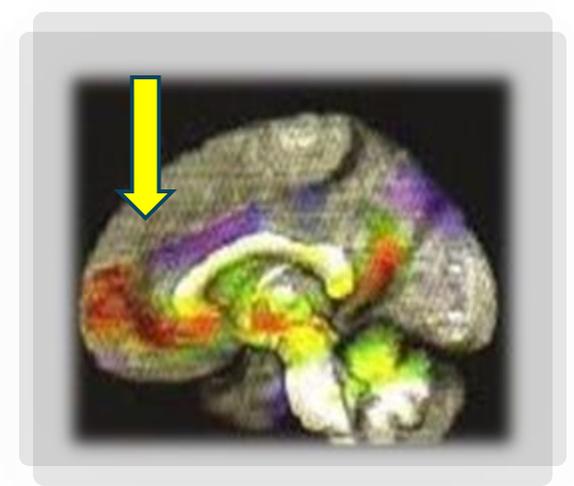
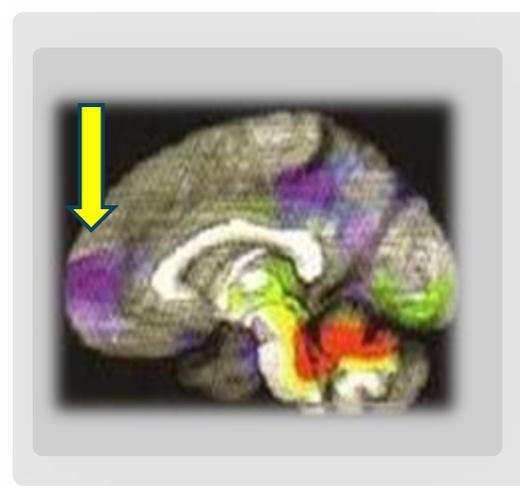


Reset a Hijacked PFC

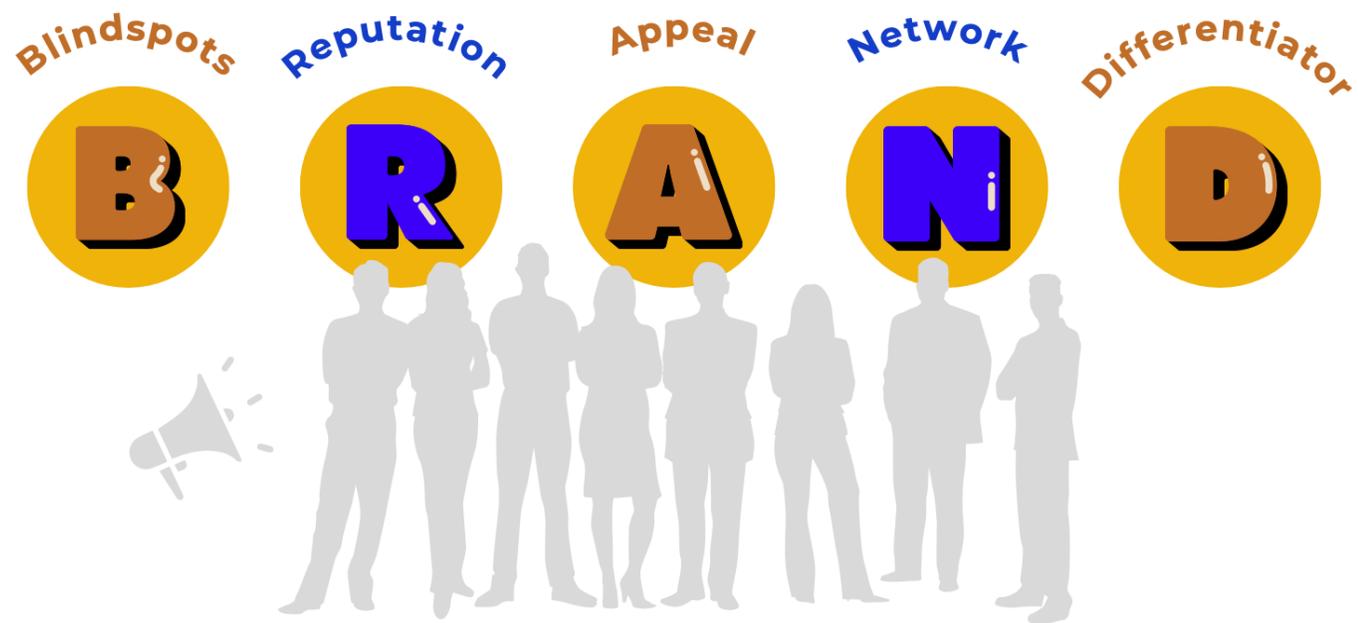
Think forward

Gratitude

Make it fun

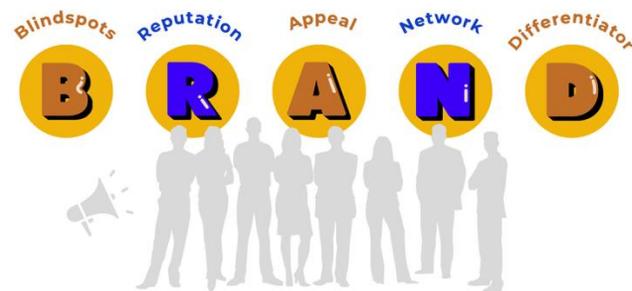


Personal Brand





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 in the reps

Personal Commitment

Team Commitment

LEADERSHIP

| Month | Day | Date | Time | Location | Cohort |
|-----------------|----------------|-------------|-------------------|-------------|------------------------|
| October | Monday | 10/13 | 10:00-2:00 | Norman OK | Leadership/Foundations |
| | Thursday | 10/30 | 9:00-10:30 | Zoom | Leadership |
| November | Tuesday | 11/11 | 9:00-10:30 | Zoom | Leadership |
| December | Tuesday | 12/2 | 9:00-10:30 | Zoom | Leadership |
| | Tuesday | 12/9 | 9:00-10:30 | Zoom | Leadership |
| January | Monday | 1/12 | 10:00-2:00 | Norman OK | Leadership/Foundations |
| February | Thursday | 2/5 | 9:00-10:30 | Zoom | Leadership |
| | Thursday | 2/19 | 9:00-10:30 | Zoom | Leadership |
| March | Thursday | 3/12 | 9:00-10:30 | Zoom | Leadership |
| | Thursday | 3/26 | 9:00-10:30 | Zoom | Leadership |
| April | Thursday | 4/9 | 9:00-10:30 | Zoom | Leadership |
| | Thursday | 4/23 | 9:00-10:30 | Zoom | Leadership |
| May | Monday | 5/4 | 10:00-2:00 | Norman OK | Leadership/Foundations |

FOUNDATIONS

| Month | Day | Date | Time | Location | Cohort |
|-----------------|----------------|-------------|-------------------|-------------|------------------------|
| October | Monday | 10/13 | 10:00-2:00 | Norman OK | Leadership/Foundations |
| | Thursday | 10/30 | 12:30-2:00 | Zoom | Foundations |
| November | Tuesday | 11/11 | 12:30-2:00 | Zoom | Foundations |
| December | Tuesday | 12/2 | 12:30-2:00 | Zoom | Foundations |
| | Tuesday | 12/9 | 12:30-2:00 | Zoom | Foundations |
| January | Monday | 1/12 | 10:00-2:00 | Norman OK | Leadership/Foundations |
| February | Thursday | 2/5 | 12:30-2:00 | Zoom | Foundations |
| | Thursday | 2/19 | 12:30-2:00 | Zoom | Foundations |
| March | Thursday | 3/12 | 12:30-2:00 | Zoom | Foundations |
| | Thursday | 3/26 | 12:30-2:00 | Zoom | Foundations |
| April | Thursday | 4/9 | 12:30-2:00 | Zoom | Foundations |
| | Thursday | 4/23 | 12:30-2:00 | Zoom | Foundations |
| May | Monday | 5/4 | 10:00-2:00 | Norman OK | Leadership/Foundations |

Professional Brand

How Your Presence Speaks When You are
Not in the Room

Wednesday, December 10
12:00-12:30

December 2, 2025

