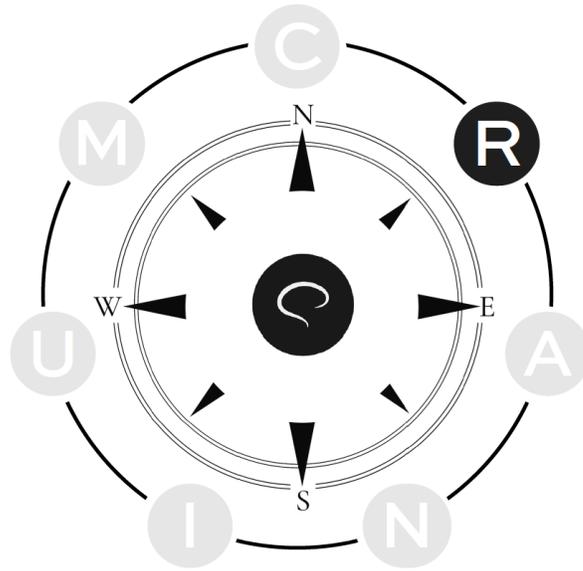


# THE RELEVANCE STRATEGY



**LEAD WITH VISION. BUILD ON STRENGTHS.**

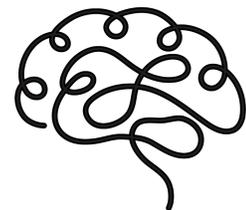
## THE BIG IDEA



Imagine a culture defined by clarity and alignment, with all team members using their individual strengths to drive a united purpose.

## BREAKTHROUGH BELIEFS

- Every brain is tuned into the station WII-FM.
- The brain doesn't resist change. It resists confusion.
- Clarity lives on the other side of the phrase "and here's why."



# GROW for Strengths and Interests



## GOAL

### Goal Questions

- What do you aspire to do?
- Where in your current role do you want to grow?
- If you could pursue a different position within Connect what would that be?
- What contribution would you like to make to Connect?



## REALITY

### Reality Questions

- What do you enjoy doing?
- What do people ask for your help with?
- What skills/experience have you developed in previous roles?
- What have been some of your favorite work experiences?
- What education/certifications do you have?
- Outside of work, what do you enjoy doing?



## OPTIONS

### Options Questions

- What formal learning opportunities would be helpful? (training certifications, conferences, etc.)
- What relationships would be helpful (mentoring, peer group, etc.)
- What experiences would be helpful? (job shadowing, projects, meetings, etc.)

*Explore formal training, relationships, and experiences. Remember the 70/20/10 development rule - 10% formal training, 20% relationships, and 70% experiences*



## WAY FORWARD

### Way Forward Questions

- What are your next steps (specific, measurable, achievable, relevant, and time-bound)?
- What could get in the way?
- How can I support?

# The Science of Relevance



Every brain is tuned into the station WII-FM.

Relevance encompasses providing the \_\_\_\_\_, building on the learner's prior \_\_\_\_\_, and leveraging \_\_\_\_\_

*If it doesn't matter (to me), it doesn't matter*

- Every brain is tuned in the station WII-FM
- The brain learns best \_\_\_\_\_ to \_\_\_\_\_
- The brain learns best by building on familiar, existing neural networks
- The more unfamiliar the content, the more important Relevance becomes



**Neurons that fire together...wire together.**



Every brain craves meaning and purpose.

## Your Brain on Threat

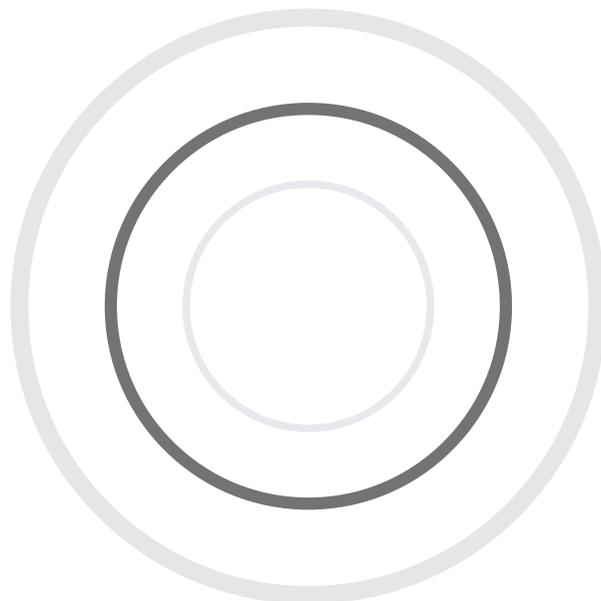
1. Hijacks the Prefrontal Cortex (PFC)
2. Triggers a Cortisol Stress Surge
3. Diminishes Creativity and Innovation
4. Distorts Perspective
5. Impairs Emotional Regulation
6. Reduces Learning and Memory Capacity
7. Elevates Risk of Physical and Mental Illness
8. Destroys Trust
9. Triggers flocking
10. Increases Resistance to Change

## Top 10 Threats:

1. Social rejection
2. Lack of honesty or trust
3. Change
4. Unrealistic expectations
5. Lack of resources
6. Risk of loss
7. Humiliation
8. Micromangement
9. Perceived favoritism
10. Lack of meaningful work



**When we know THE WHY,  
we find freedom and meaning IN THE HOW**



Start With Why  
Simon Sinek

[https://www.youtube.com/watch?v=U4ZoJKF\\_VuA](https://www.youtube.com/watch?v=U4ZoJKF_VuA)

# Delegation



© Yellin Group

## Clarity

What do you want the delegate to do?

*1-2 sentence description of what you want done – begin with a verb.*

What does “done” look like?

*Clearly describe what a win looks like.*

What is the “why” of this delegation?

*Give any context necessary to give the bigger picture.*

## Level

Consider the nature of the **task** and the **skill/experience** of the delegate.

1	Do as I say	Do exactly as I have asked.
2	Research and report	Research the delegation & report findings. We will discuss before moving forward.
3	Research and recommend	Research the delegation & make a recommendation after weighing pros & cons.
4	Decide and inform	Do the research, make a decision, and inform me on what you decided.
5	Decide and act	Make whatever decision you think is best with no need to report back.

<https://michaelhyatt.com/the-five-levels-of-delegation/>

## Expectations

What are any essential, non-negotiable requirements or expectations you have? (cost, expectations, attitude, etc.)

## Accountability

What is the timeline? How will you hold each other accountable? List deadlines & check-in points.

## Repeat & Review

Repeat what you heard.

Did you get the results you wanted? What could you improve for next time?

# Prioritizing

Eisenhower Box:

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

**Q1: Important and Urgent (DO)**

Activities that are time-bound and aligned with your goals and values. Can become addictive.

**Q2: Important and Not Urgent (DEDICATE)**

Activities that are important investments in self, others,, and projects. Easy to give away this time to Q1 and Q3.

**Q3: Not Important and Urgent (DELEGATE)**

Activities that are important but not necessarily to you. Often the best activities to delegate to someone else.

**Q4: Not Important and Not Urgent (DELETE)**

Activities that are time-wasters.

# The Relevance Strategy

## Application

**I commit to:**

**Recommended Reading: The Relevance Chapter, pages 66-103**

*The Science of High-Performance Leadership: 7 Brain-Based Strategies to Become a Leader Worth Following*

**TEAM TALK**

Schedule conversations with team members to discover their strengths and interests (use the GROW questionnaire).

Watch Simon Sinek's *Start With WHY* together as a team and discuss if the team is clear on the why and how well that why is regularly reinforced.

Teach the Eisenhower Box to your team and use it to prioritize and determine opportunities for delegation.

Utilize the CLEAR framework for delegating. Teach the framework to your team.

To access a micro course on delegation, go to [yellingroup.com/resources](http://yellingroup.com/resources).



100% of what you do NOW, gets done.