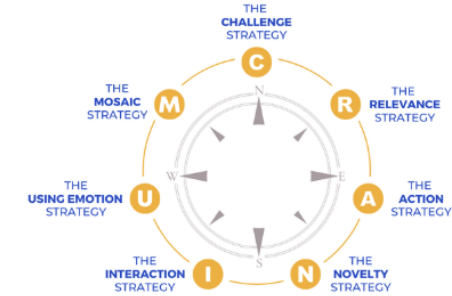


CONNECT TO **LEAD** TO CONNECT

Session Seven: July 7, 2026

CONNECT TO LEAD TO CONNECT



January

January 6

Kickoff

Discovery calls

February

February 3

Challenge

Decrease threat.
Increase trust.

**All-Staff
Grab & Grow**

March

March 3

Relevance

Lead with vision.
Build on strengths.

March 27

Action

Embrace limitations.
Debunk myths.

April

April 7

Novelty

Challenge convention.
Nudge imagination.

May

May 5

Interaction

Give choice and voice.
Let go and grow.

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July 7

Using Emotion

Engage emotions.
Prioritize people.

August

CliftonStrengths

1:1 debrief

**All-Staff
Grab & Grow**

September

Retreat

September 29-October 1

CliftonStrengths

1:1 debrief

Mosaic

Value differences.
Create belonging.

October

Check-In

November

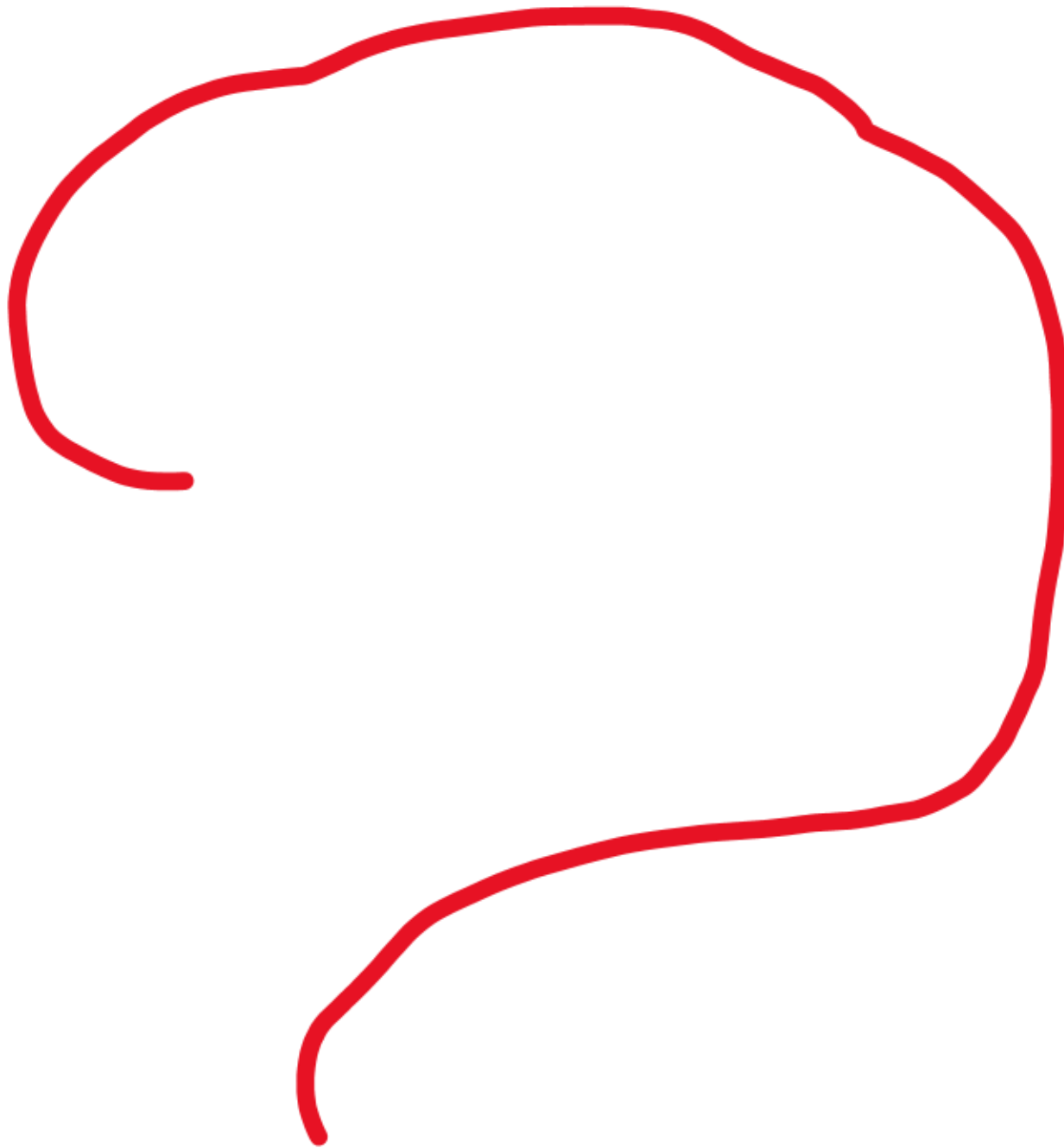
Check-In

**All-Staff
Grab & Grow**

December

Check-In

← Coaching →



Grab & Grows

page 11

2026 GRAB & GROWS

February 18, 2026

Responsive Communication: How to CONNECT in a Digital World

In today's remote and hybrid workplaces, your brand is no longer built in hallways. It's built in inboxes, on screens, and through response time. Every message you send, every meeting you attend, and every delay in follow-up either builds trust or erodes it. The question is not whether you are communicating. The question is whether you are connecting.

This session explores the neuroscience and strategy behind responsive communication. You'll discover how your digital presence, your words, and your follow-through shape how others experience you. Learn practical tools for showing up, speaking up, and stepping up.

Outcomes:

- Explore what diminishes credibility
- Understand how digital presence shapes your professional brand
- Increase engagement and influence in virtual meetings
- Apply simple strategies to communicate with clarity and build trust

May 20, 2026

3 Essentials to Building Radical Trust and Cooperation

Ever experienced the pain and agony of trying to get results when there was low trust and little cooperation? The reality is this: when threat is high and trust is low, everything is unnecessarily difficult. We pay unnecessary taxes in time, energy, and productivity. The greatest one thing we have learned in all of our years of working with thousands of people in premier organizations is the invisible variable that makes all the difference. This session shares three essentials to building radical trust and cooperation.

Outcomes:

- Discuss unnecessary taxes that result in low trust cultures
- List the behaviors that lead to trust
- Address how to think trust, speak trust, and live trust
- Discover power words and phrases that instantly build trust

August 19, 2026

The Hidden Superpower: How Listening Builds Trust, Influence, and Impact

In a world full of noise, listening is rare and powerful. It's more than hearing words; it's about creating connection, uncovering insight, and transforming relationships. This session explores what neuroscience reveals about how the brain responds when we feel truly heard, and how poor listening triggers threat, defensiveness, and disengagement. You'll learn how to listen beyond the words, reduce distraction, and respond in ways that build trust, collaboration, and influence.

Outcomes:

- Understand how listening (or not listening) impacts the brain and relationships
- Learn practical tools to reduce mental distractions and listen with full presence
- Apply powerful listening techniques to increase trust and influence

November 18, 2026

Habits of High Performers: What High Performers Do Differently (and Daily)

"If we study what is merely average, we will remain merely average." Shawn Achor. If our goal is to be a high performer, let's study what high performers do. Success leaves clues. So does struggle. This session reveals surprising habits of exceptional performers, and how those habits impact results.

Outcomes:

- Discuss how current rules are driving current results
- Explore five surprising habits of high performers
- Apply the habits to a real-life challenge
- Create a personal action plan

LEAD Resources

<https://yellingroup.com/connect-insurance-lead/>



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APPROACH

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(214) 505-5623



Connect
INSURANCE

CONNECT TO

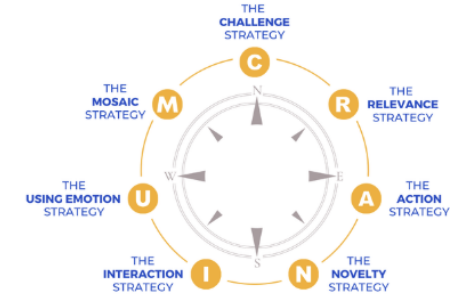
LEAD

TO CONNECT

Book Your Coaching Sessions

Name	Phone	Email	Calendar	Zoom
Lance Blakley	214-403-3060	lance@yellingroup.com	Lance 30-minute Coaching Session	Lance Zoom Link
Callie Yellin	214-733-0818	callie@yellingroup.com	Callie 30-minute Coaching Session	Callie Zoom Link

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← Coaching →

Scenario #1

During a routine mission review, engineers questioned whether debris that struck a spacecraft during launch had caused serious damage.

They requested additional imaging, but leadership believed the risk was low.

The request wasn't pursued.

Those with concerns hesitated to push further, and the mission continued.

Scenario #2

Just before surgery, a member of the care team noticed information that didn't seem to align.

The team appeared confident, and the procedure was already moving forward.

The concern was never fully voiced, and no one challenged the plan.

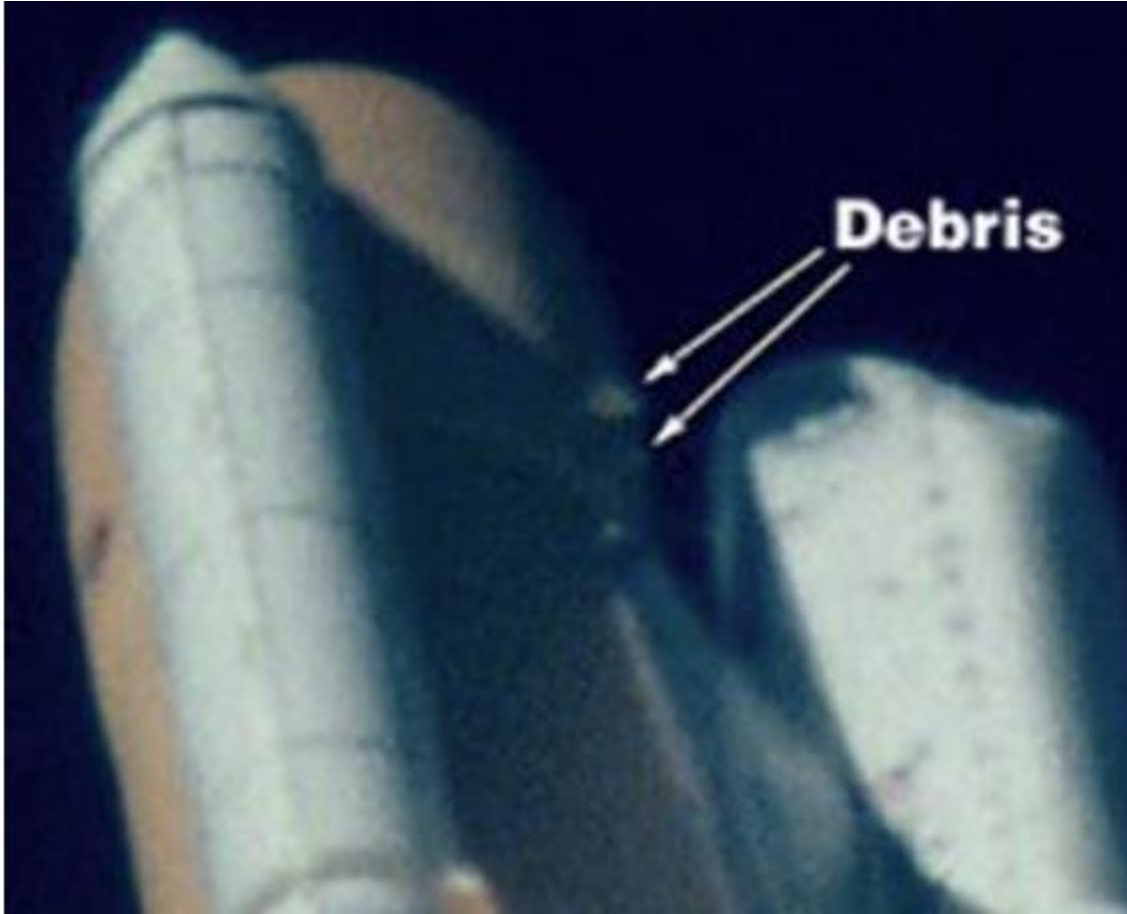


Why didn't they speak up?

What might have caused the silence?

What beliefs may have kept them from speaking up and escalating their concerns?

Where have you seen similar dynamics at Connect?



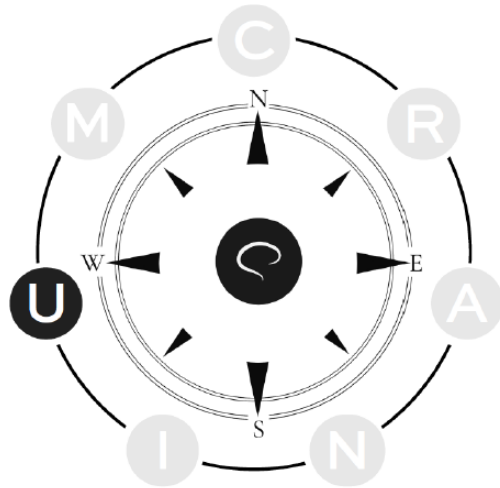
Takeoff: January 16, 2003
Re-entry: February 1, 2003

Austria: Doctor fined for amputating wrong leg of patient

1 December 2021



THE USING EMOTION STRATEGY



**ENGAGE EMOTIONS.
PRIORITIZE PEOPLE.**

THE BIG IDEA



We are all in the relationship business, and the currency of success is connection. Leaders worth following embrace emotional intelligence, recognizing that relationships drive results.

BREAKTHROUGH BELIEFS

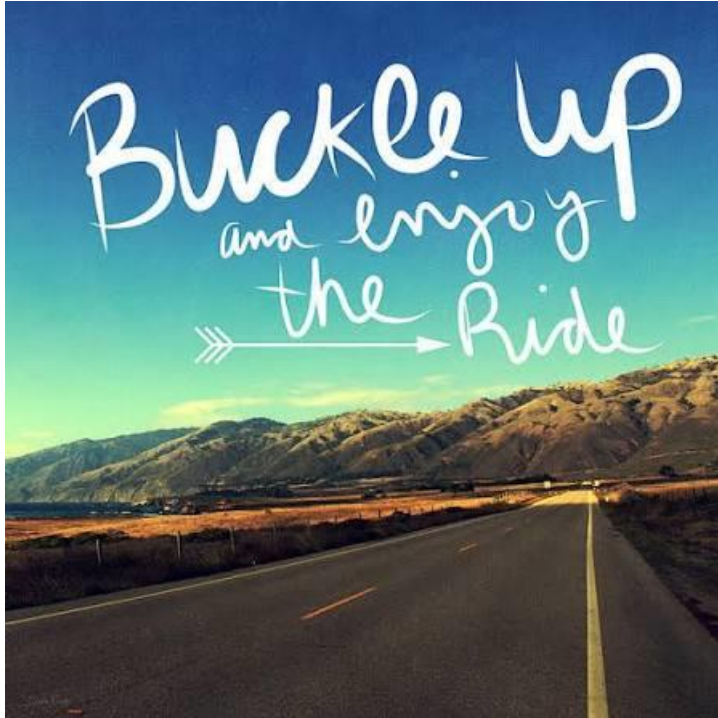
We aren't thinking individuals who happen to have emotions; we are emotional individuals who happen to think.

The question isn't, "How smart are you?"

The question is, "How are you, smart?"

Where a problem exists, the solution exists.



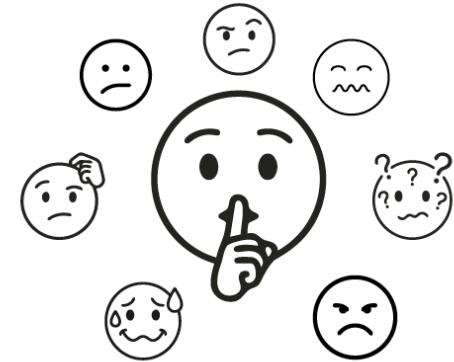


- **The cost of silence**
- **Why the brain chooses silence**
- **What do do about it (especially when giving feedback gets hard)**
- **Next steps on the Trail to Retreat 2026!**



Silence triggers FOBU

- Fear of Being Unpopular
- Fear of Being Uncertain
- Fear of Being Uncomfortable



Silence triggers negative threat

Negative threat, the kind that debilitates rather than motivates, typically meets at least three criteria:

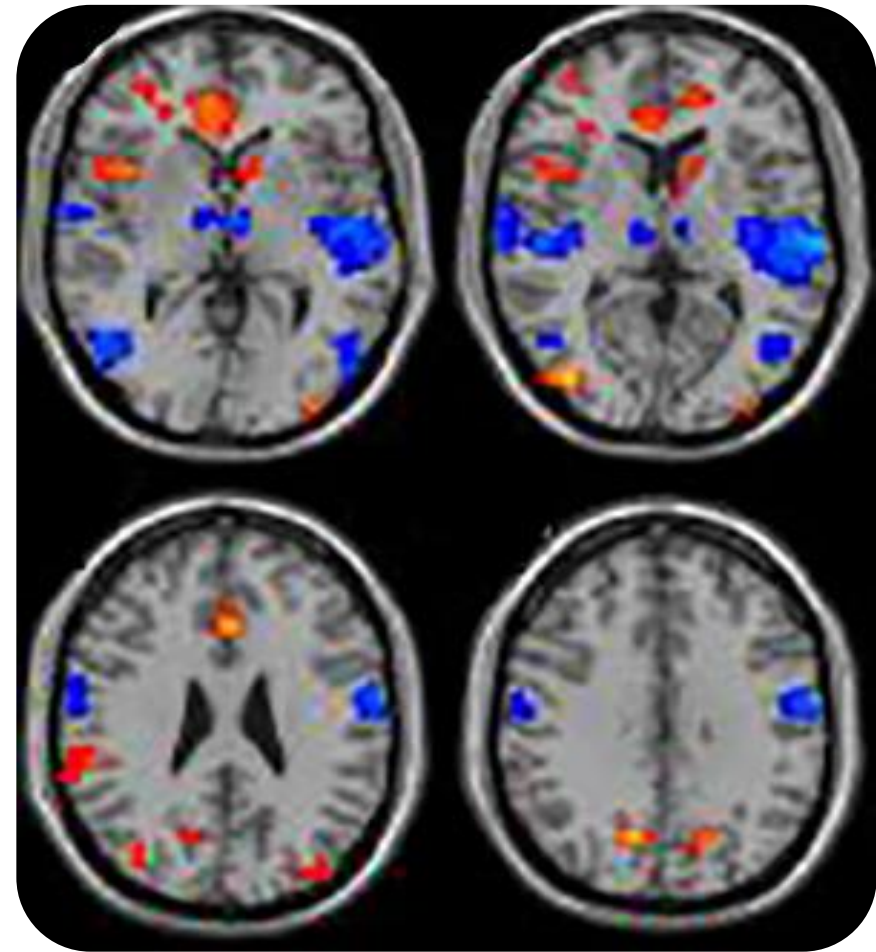
- Confusion: We have more confusion than clarity.
- Control: We feel we have little agency, control over or say in the situation.
- Consequences: We anticipate a negative consequence.

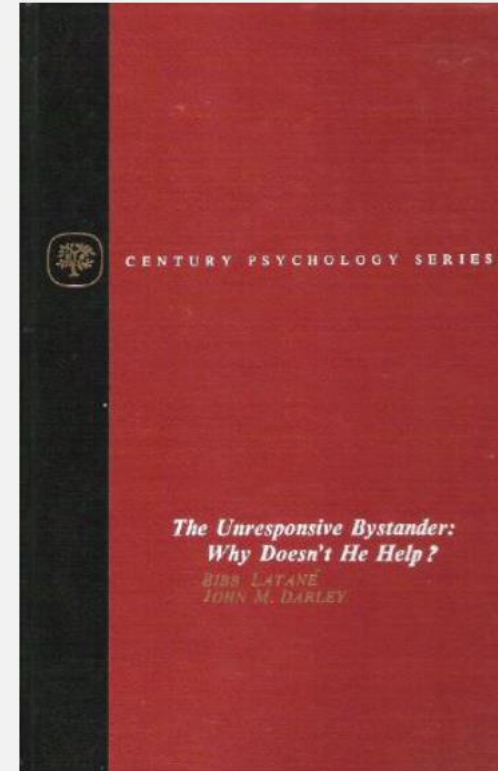
Silence is the brain's default

Diffusion of Responsibility: the tendency for individuals to feel less accountable for action when others are present, leading them to assume "someone else will handle it."

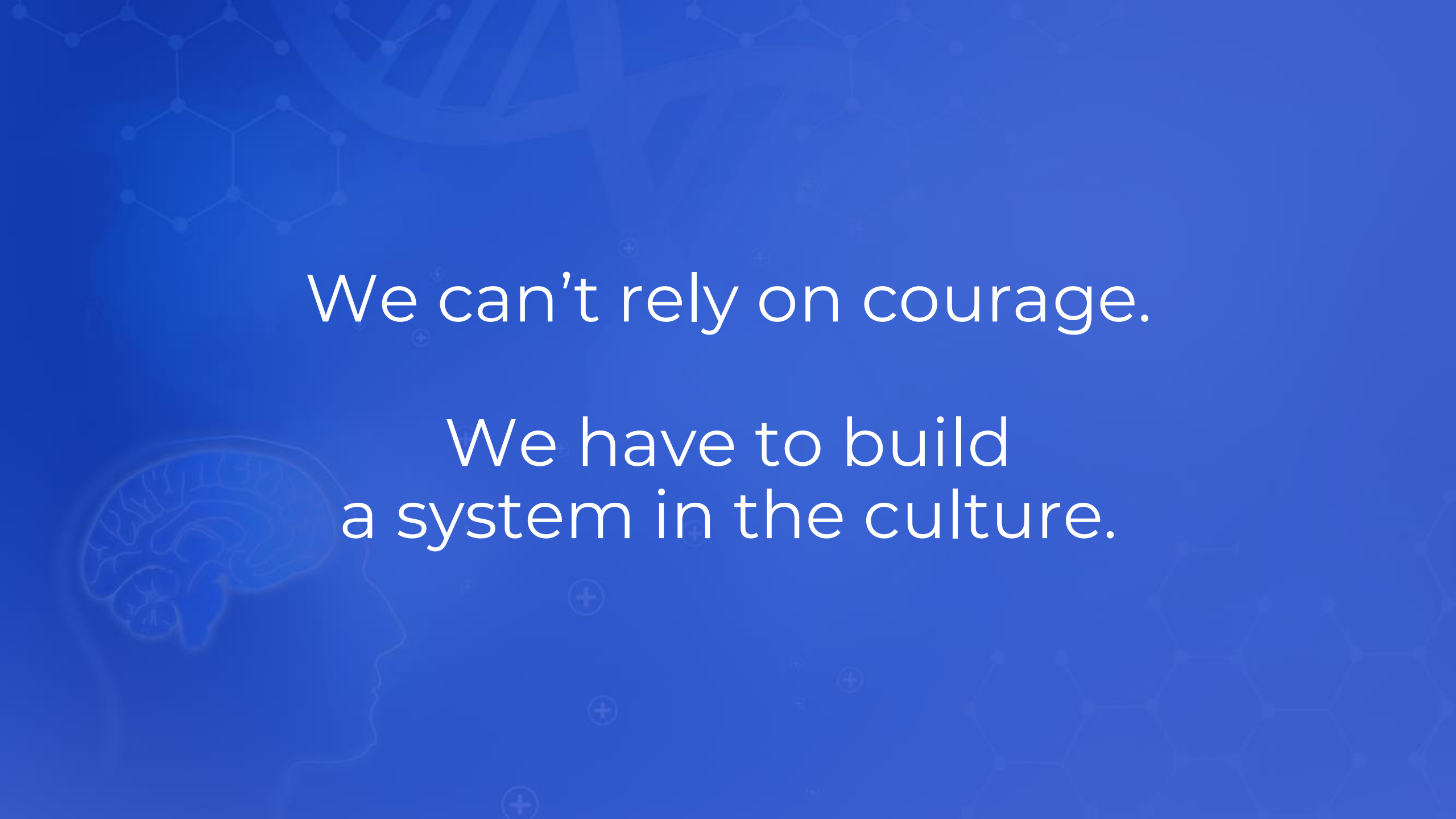
“

Because of this, we can't rely on courage in the moment. We have to build a system that forces the invisible to become visible.



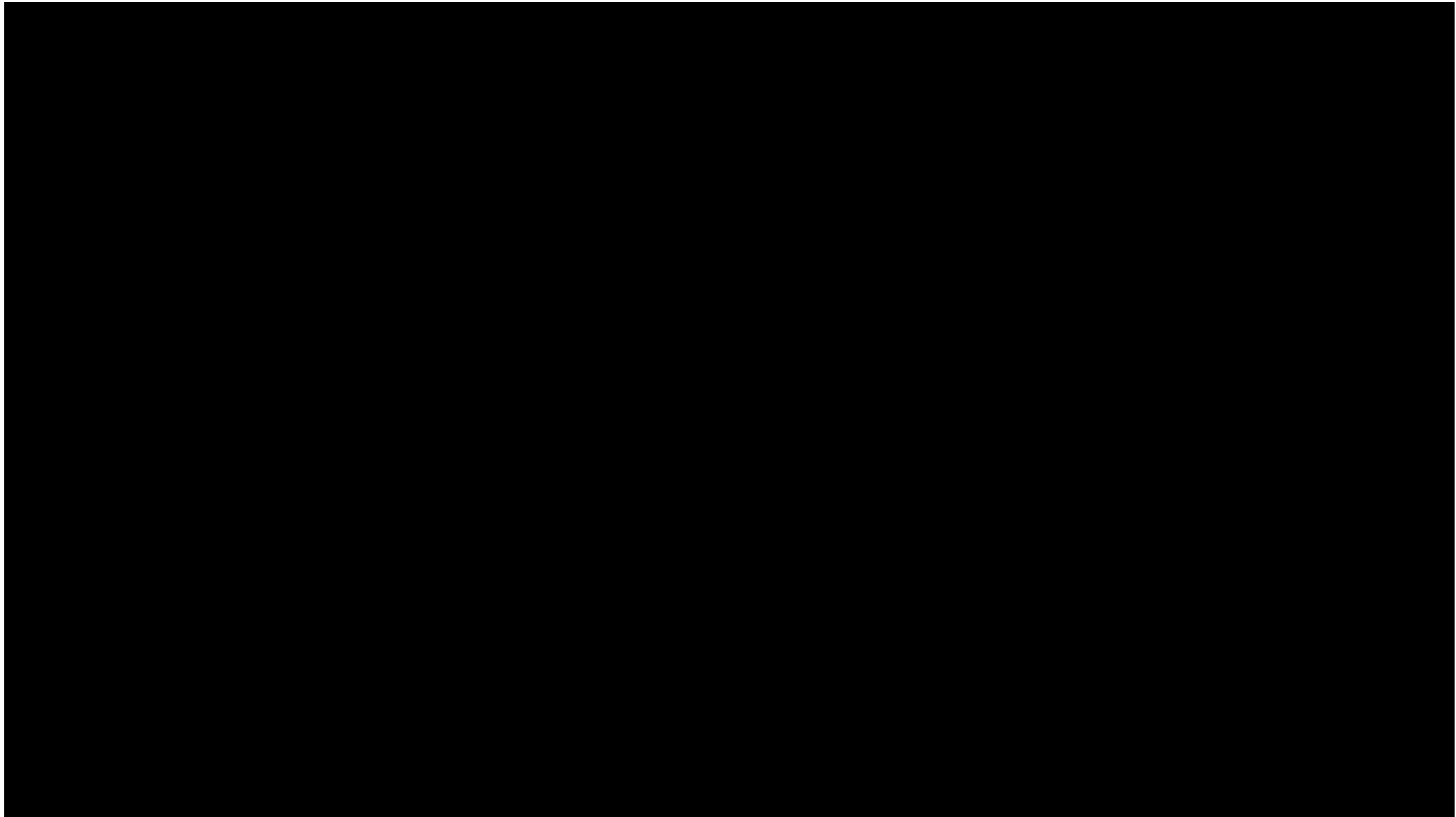


*The Unresponsive Bystander:
Why Doesn't He Help?* by
Bibb Latané and John M
Darley (Prentice-Hall, Inc,
1970).



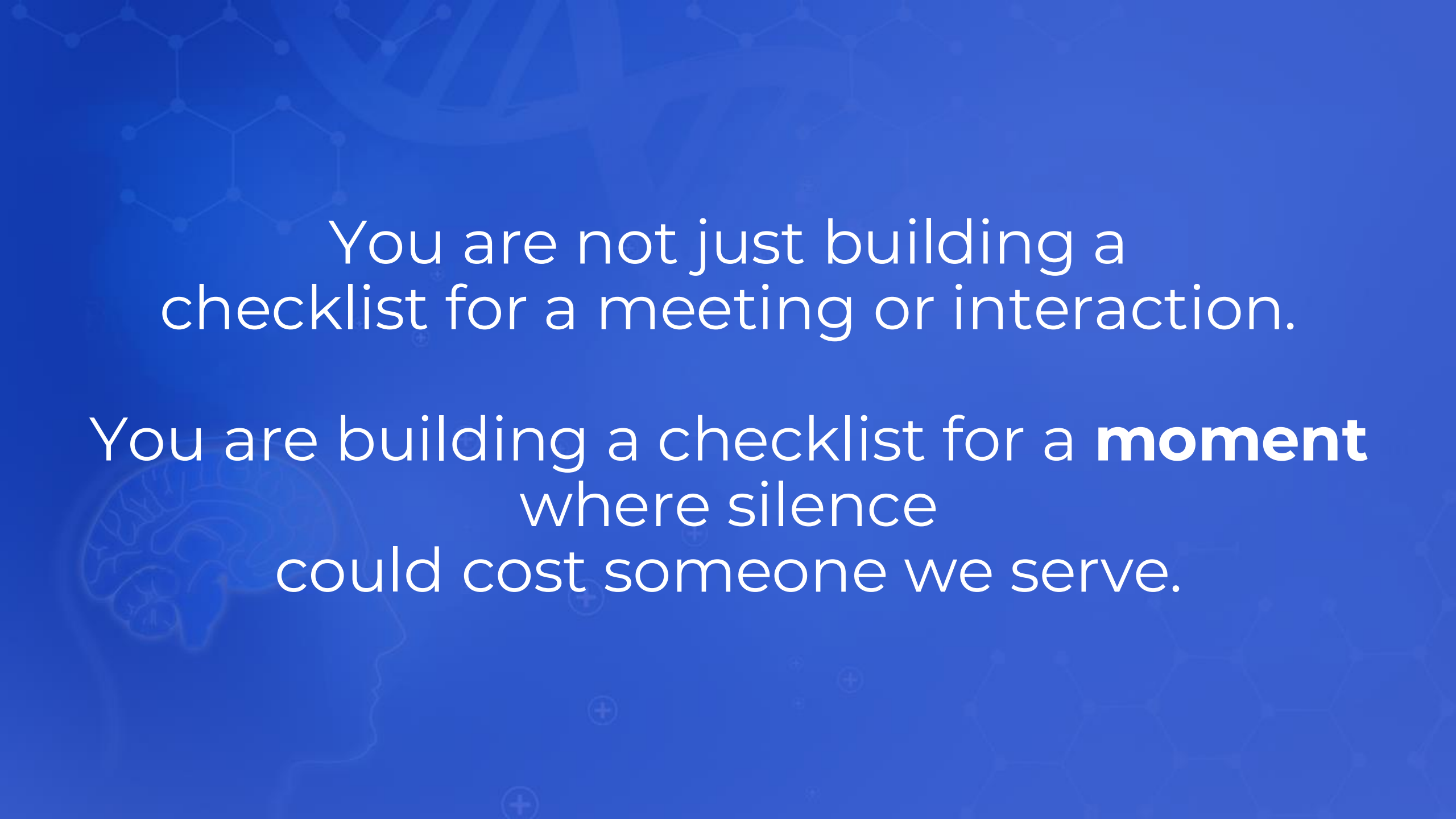
We can't rely on courage.

We have to build
a system in the culture.



https://www.ted.com/talks/atul_gawande_how_do_we_heal_medicine

Atul Guwande. The Checklist Manifesto: How to Get Things Right



You are not just building a
checklist for a meeting or interaction.

You are building a checklist for a **moment**
where silence
could cost someone we serve.

Rounding Reminders:

- Don't cancel
- Don't dominate
- Don't forget



Rounding with Team

Steps:	Comments:
1. Make a personal connection Connect with something in their life such as children, interests, vacations, etc.	
2. What's working well? Like what? What's a best practice you've seen lately? Even better if?	
3. Is there anyone in our department we can recognize for doing great work? Who makes your life easier? Has anyone helped you recently?	Who: What and Why?
4. Is there someone in another department we can recognize? Is there someone who has gone above and beyond?	Who: What and Why?
5. Are there any systems or processes that need improving? What are obstacles?	
6. Do you have the resources you need to do your job?	
7. What (tough) questions do you have for me? <i>What's bugging you? Keeping you up at night?</i> <i>Is there anywhere you would like clarification?</i>	
8. Touch Base: (Reminder to every team member) <i>Ex: behaviors, policies, initiatives, etc.</i>	
9. Is there anything I can help you with right now? <i>I've got the time, what can I do for you now? What's a pressing need that I can help you with?</i>	

For more information on rounding, visit www.studergroup.com – the site for Quint Studer

VOICE



page 4

V O I C E

V — Verify the Moment

Define the moments when silence could cost.

- When is a moment when silence could cost us?
- What decision are we about to make?
- What's at stake? (team, partner, neighbor, etc.)
- When will we need to pause?

O — Open the Space

The leader models humility and makes it safe to speak.

- I may be missing something...
- We need everyone's thinking...
- We're figuring this out together.
- I might be wrong.
- We are learning.
- It's safe to challenge this.
- We may be missing something, so let's surface concerns.
- Let's co-create the solution.

I — Invite the Truth

Uncover the silence. Make the invisible, visible.

- What needs to be said that hasn't been said?
- What are we missing?
- Who sees this differently?
- What concerns do we have?
- What could go wrong?
- What concerns haven't been voiced?
- What feels risky to say but needs to be said?
- What questions should we be asking that we haven't?
- What seems stupid?

C — Confirm Every Voice

Ensure everyone speaks. Validate every voice.

- Before we move forward, who has not spoken?
- What concerns haven't been voiced?
- Who sees this differently?
- Who has a different perspective?
- Who do we still need to hear from?
- What is one truth you see today that you are no longer willing to stay silent about?
- Thank you for saying that.
- That's exactly what we need.
- I appreciate your input.
- That's something I was missing.

E — Encourage and Elevate

Have a clear path forward.

- Capture concerns
- Adjust decisions
- Clarify next steps
- Assign responsibility

VOICE



Verify the moment

Define the moments when silence could cost.

You are not building a checklist for the whole meeting.

You are building a checklist for the moment where silence could cost someone we serve.

- What is a moment when silence could cost us?
- What decision are we about to make?

VOICE



Open the space

The leader models humility and makes it safe to speak.

The leader speaks last.

- We may be missing something, so let's surface concerns.
- It's safe to challenge this; we need everyone's thinking

VOICE



Invite the invisible

Uncover the silence. Make the invisible, visible.

Speak in turn.

- What concerns do we have?
- Who sees this differently?
- What feels risky to say but needs to be said?

VOICE



Confirm every voice

Ensure everyone speaks. Single people out.

- What concerns haven't been voiced?
- What else are we missing?
- Excellent point; your perspective matters.

VOICE



Encourage and elevate

Validate every input.

Continuously encourage dialogue and safety.

Have a clear path forward.

- Thank you for sharing your insight.
- This is how we will move forward.
- What else have we missed?

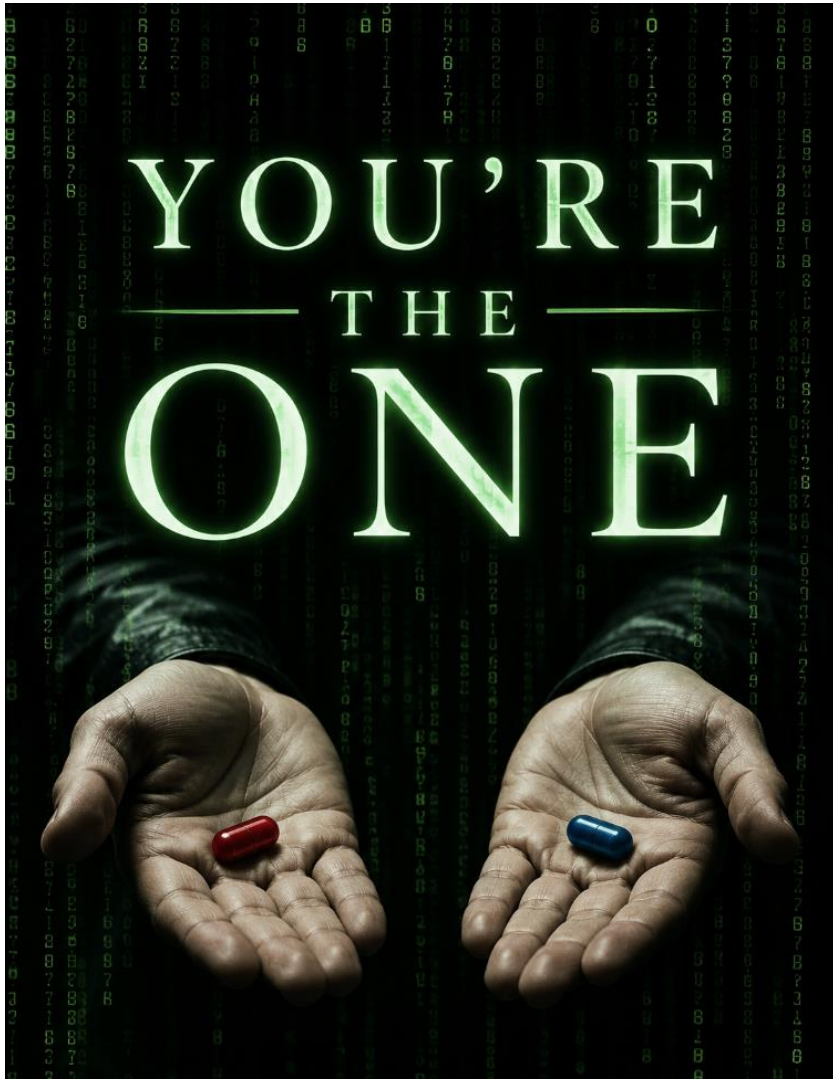


Breakout

Where is silence most likely to show up on your team?

How can Rounding or the VOICE checklist help break that silence?

What is one behavior you will commit to practicing to create a culture where people speak up?



5 Tips

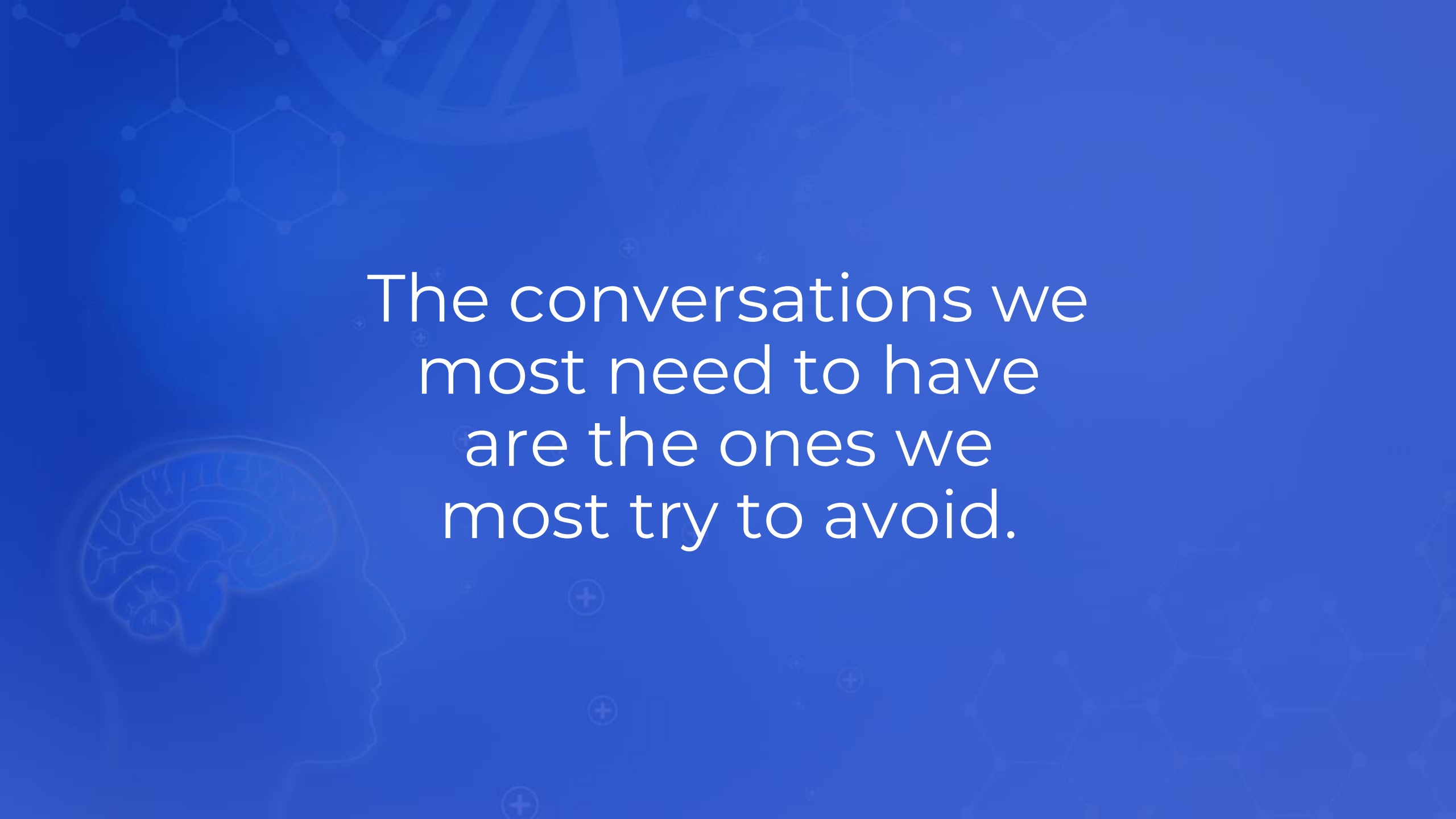
Speak early

Speak in turn

Give think time

From 1 to small to many

Leader speaks last



The conversations we
most need to have
are the ones we
most try to avoid.



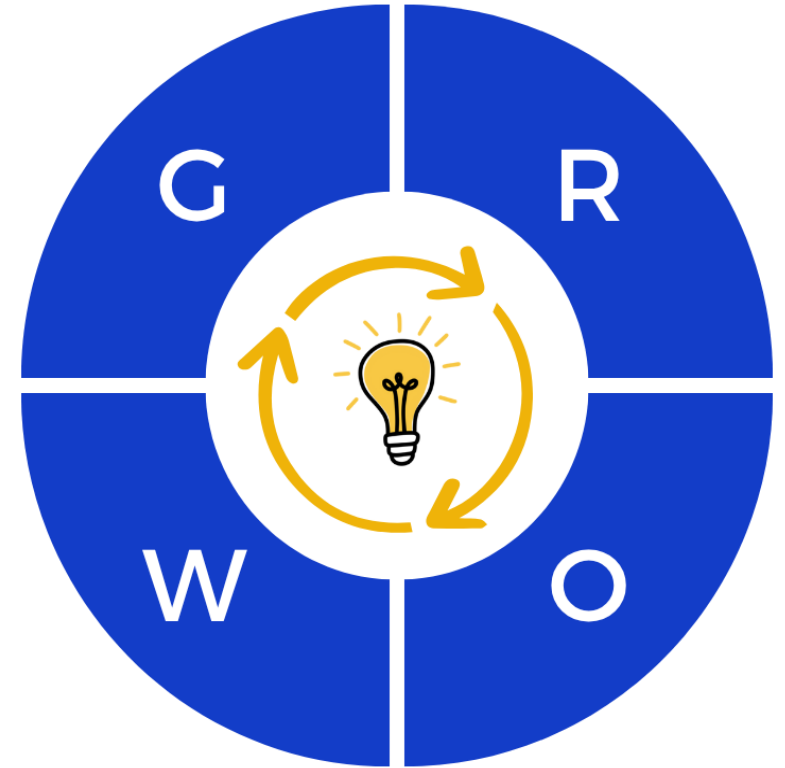
GROW

Goal:

What is the ultimate goal for this conversation?

Trigger the brain to listen for agreement.

- What is the perfect outcome?
- What is the ultimate goal for this conversation?
- What outcome would you like to create through this conversation?



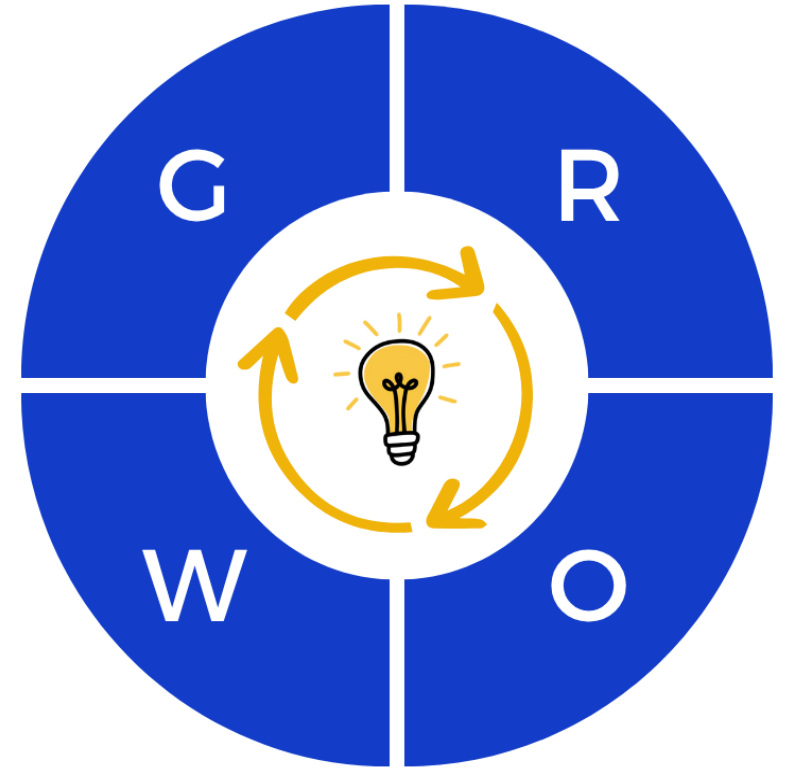
GROW

Reality:

Each person shares their reality.

The goal is not to agree on reality. The goal is to agree that there is a gap between where we are and where we want to be.

- Where are you now?
- What's holding us back?
- What are you experiencing? What are costs?
- What assumptions are you making?
- What are your expectations and needs?



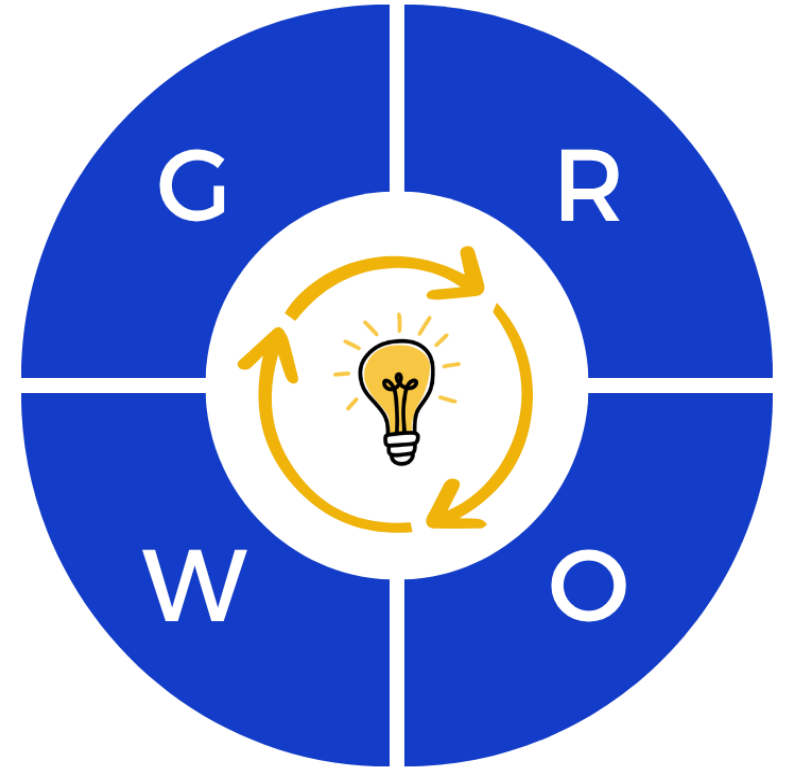
GROW

Options:

Co-create options and explore new possibilities

When the brain is on the defensive, it gets stuck. To get unstuck, think forward and generate options.

- What are all of our options?
- What ideas have you tried?
- What ideas haven't you tried?
- What can you do differently?
- What has worked in the past?
- What are your non-negotiables?



GROW

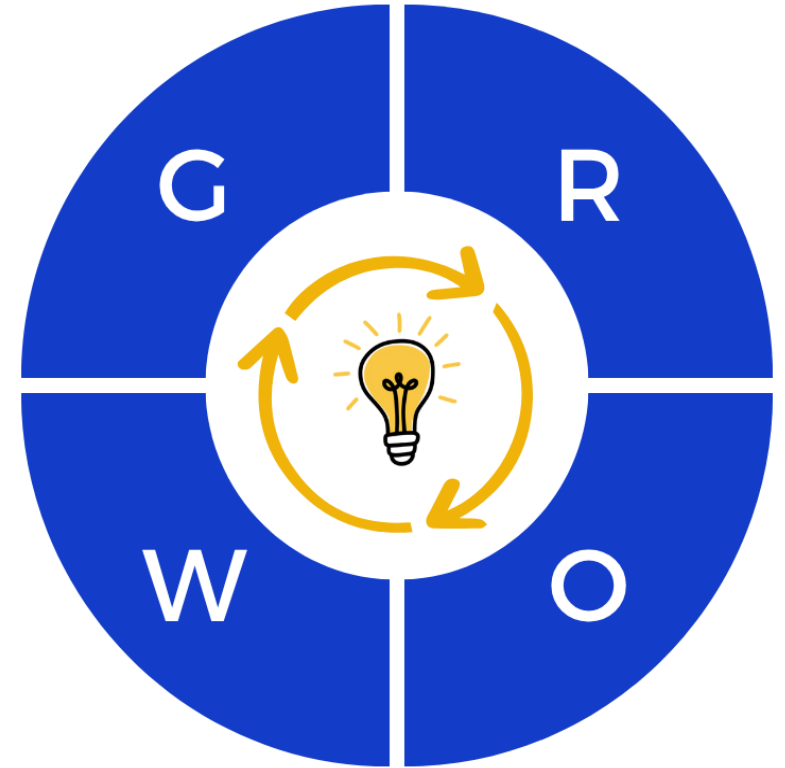
Way Forward:

Create an action plan.

Clarify the goal, the development actions, milestones, support, resources needed, etc.

**Reminder: What you say is not what others hear.
Never leave a GROW conversation without a follow-up GROW conversation scheduled.**

- What will we do?
- How do you hold each other accountable?
- When will you follow up?



Breakout

page 11

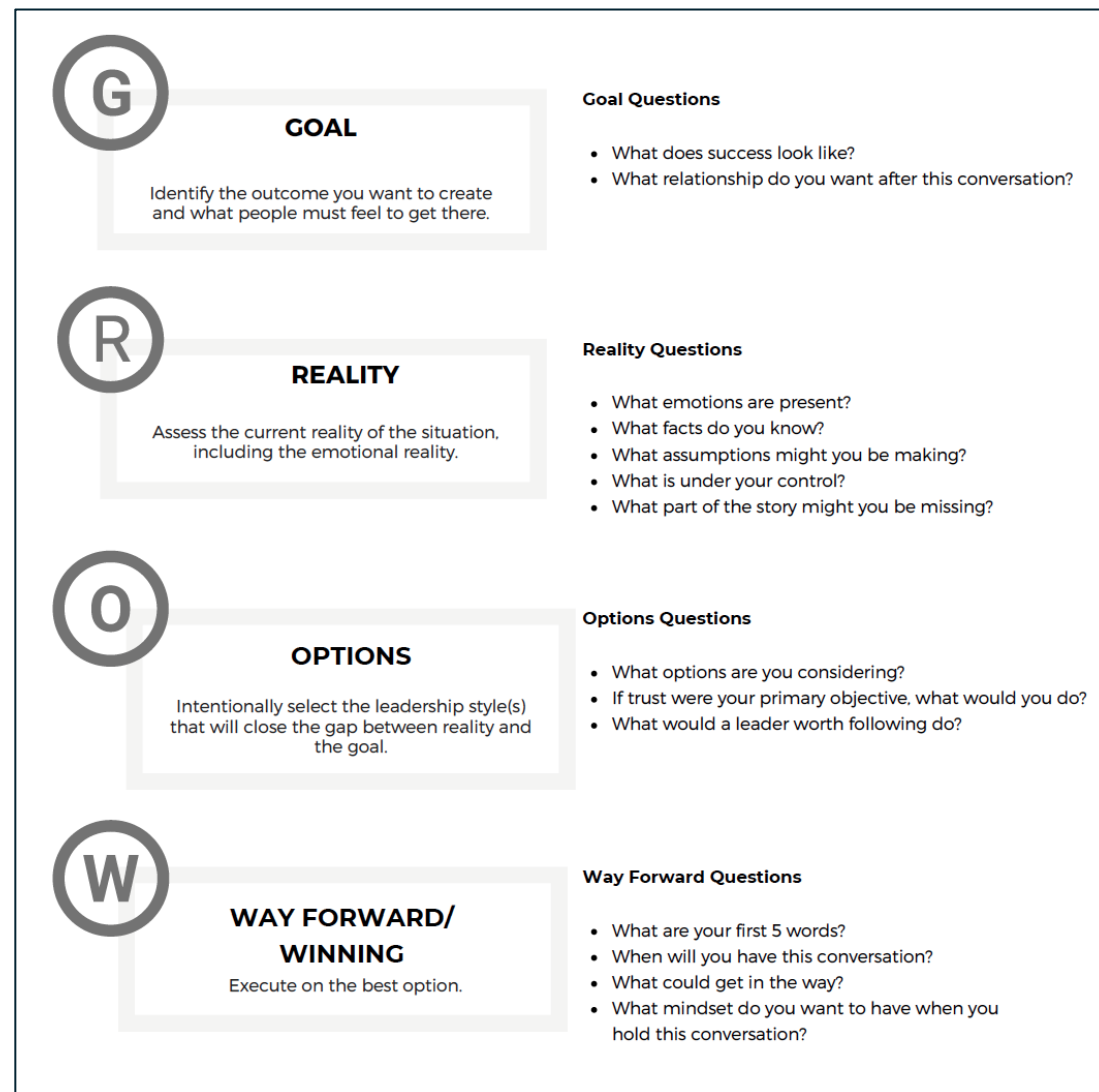
Speaker

Succinctly share the situation

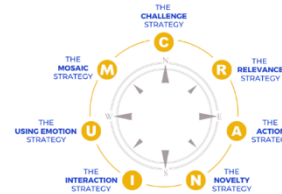
Coach

Use the GROW questions

- ✗ No advice
- ✗ No stories
- ✗ No role-playing
- ✗ No solving



CONNECT TO LEAD TO CONNECT

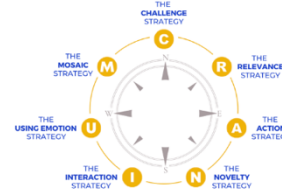


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← Coaching →

- Monthly coaching
- Grab & Grows

CONNECT TO LEAD TO CONNECT



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CONNECT TO LEAD TO CONNECT



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← Coaching →



Step One: Review the content from your assigned CRANIUM strategy

Choose one leadership behavior.

For example, if every leader at Connect consistently _____, our culture will continue to excel.

You can select behaviors that were discussed in the LEAD session or pull from that chapter in the book.

- Cohort 1: Challenge
- Cohort 2: Relevance
- Cohort 3: Interaction
- Cohort 4: Using Emotion



Step Two: Prepare your unforgettable pitch

Collaborate with your cohort to create your presentation using the GROW framework.

G

GOAL

Paint the future

- What behavior are you pitching?
- What would winning look like?
- How would it impact the culture?
- What business results could we expect?

R

REALITY

Convince us the problem is worth solving

- Why does this behavior matter?
- What unnecessary cost or interference are we experiencing today that this behavior solves?

O

OPTIONS

Don't explain it. Demonstrate it.

- Get creative. Make it memorable!
- Stories, activities, surprises, games, emotions, curiosity
- Interactive, fun, engaging

W

WAY FORWARD/WIN

Leave your mark with a giveaway

- Leave behind an asset
- Framework, toolkit, checklist, questions
- Video, conversation starters, guide



Presentations will be scored based on the following criteria:

Criteria	Points
The Big Idea	20
Clearly identified one leadership behavior aligned with the assigned CRANIUM Strategy. Is the recommendation focused, compelling, and worthy of organization-wide adoption?	
The Business Case	20
Made a persuasive case for why this behavior matters using evidence, stories, observations, neuroscience, and/or the cost of the current reality.	
The Experience	20
Created an engaging, memorable, and brain-friendly experience that allowed us to feel the leadership behavior rather than simply hear about it.	
The Investment	20
Presented practical implementation ideas and a meaningful Hardwiring Tool (leave-behind) that would help embed the behavior into Connect's culture.	
The Pitch	20
Demonstrated executive presence, teamwork, creativity, professionalism, and persuasive communication worthy of executive investment.	





Put in the reps

The Using Emotion Strategy

Application

I commit to:

To reduce interference, I will

so that

Recommended Reading: The Using Emotion Chapter, pages 250-293

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

TEAM TALK

- Use the VOICE meeting checklist.
- Round monthly with each team member using the rounding form.
- Teach GROW to your team. Use the GROW model for meaningful conversations.
- Use the GROW coaching questions to prepare for GROW conversations.
- Review Grab & Grows with your team and attend the upcoming sessions.



Silence is not silent.
High-performing teams see feedback as a gift and conflict as a place of possibilities.

CONNECT TO **LEAD** TO CONNECT

Session Seven: July 7, 2026