

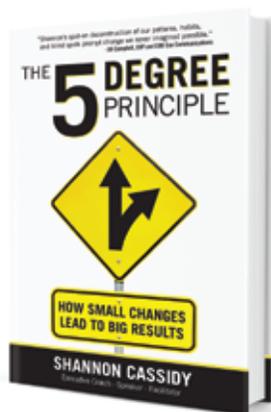
GOALS.  
STRATEGIES.  
RESULTS.



## THE 5° PRINCIPLE

### Small Changes Lead to Big Results

- Does change feel overwhelming?
- Wish it were easier to grow in your career?
- Think it's hard to play the game and win?



The pace of work and life continues to gain speed. Just keeping up can seem like an insurmountable challenge! It doesn't have to be this way! You can get on top of everything you have to do, and stay on top, with The 5° Principle.

This powerful keynote packs valuable tools, practical insights and encouragement to make changes one step at a time. When you use The 5° Principle, the subtle shifts you make will add up to major advances in productivity and effectiveness. You cannot cross a room in a single step, nor can you meet big challenges in one try. Make a small change, take a baby step, and produce big results.

#### > IN THE 5° PRINCIPLE YOU WILL:

- Discover the power of using small steps to make giant leaps
- Understand the Five Principles
- Realize what you control vs. what you don't
- Scale down obstacles and challenges to manageable chunks
- Learn how to shift perspective and rewrite your stories
- Appreciate stress as a feeling essential for growth

#### > BENEFITS OF THE 5° PRINCIPLE FOR YOUR ORGANIZATION

Participants will learn to achieve superior results by making small, focused changes to increase productivity, improve energy levels and achieve a heightened sense of fulfillment and accomplishment. This interactive and fast-paced program can help develop a high-energy, high-achievement workforce.

"5 degree shifts, as opposed to 180 degree turns are key to obtaining your goals."

Shannon Cassidy, Author & Fortune 500 Executive Coach

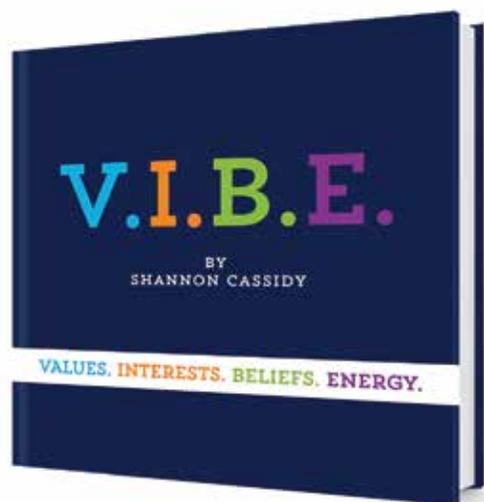
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## **V.I.B.E.** Discover Who You Are

What is it about a person that makes you drawn toward them or repelled? How would you describe the energy someone provides or takes away? In a word: **vibe**. Vibe is the way an individual comes across. It's how you feel about an individual you don't even know. It's a presence. It's the experience of a person. Their impact. Aura. Affect.

Each of us has a vibe. What does V.I.B.E. mean?



**Your V.I.B.E. consists of four specific pieces.**

1. Your Values.
2. Your Interests.
3. Your Beliefs.
4. Your Energy Sources.

Picture an iceberg. The scope, mass, true form, wonder and beauty of it lie beneath the surface. Our V.I.B.E. is part of the mass beneath the surface.

The question isn't: Do you have a V.I.B.E. ; rather, it's, "What is your V.I.B.E.?" The answer to that question is found through self discovery and awareness.

This program takes you on a journey. A discovery of what lies beneath and how that impacts you and others. Dare to explore!

"Once again Shannon gives us a step by step process for living life to its fullest.

Life is full of choices and we are in the driver's seat.

Choose to live life by design, your design!"

Filemon Lopez, Senior Vice President of Strategic Operations, Comcast

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## **LEAD WITH STRENGTHS** **How to Leverage Talent for Results**

- Have you ever experienced a time when you were so engaged in what you were doing that time disappeared?
- Do you have the opportunity to do what you do best every day?
- Is the majority of your time spent doing things that strengthen you, your team and your organization?

Years of research prove that individuals and teams playing to their strengths significantly outperform those who don't in almost every business metric. In fact, the single best predictor of a consistently high-performing team is the answer to this question: "At work, do you have the opportunity to do what you do best every day?" – Marcus Buckingham

These were activities that made you feel strong, powerful and energized. We want to do more of what strengthens us and less of what weakens us. In this program Shannon will reveal and define a new definition of strengths and weaknesses. Participants will banish the three myths that prevent strengths-based leadership, learn their strengths, and seek collaboration to maximize the energy and strengths of their team.

### **> IN LEAD WITH STRENGTHS YOU WILL:**

- Identify top areas of strength and weakness
- Understand the Signature Strength Themes or StandOut Roles
- Learn how to maximize one's strengths and manage weaknesses
- Design strategies for applying strengths at work

### **> ASSESSMENT OPTIONS:**

- StrengthsFinder
- StandOut

### **> BENEFITS OF LEAD WITH STRENGTHS FOR YOUR ORGANIZATION**

In our increasingly talent driven society the importance of identifying and acknowledging a person's strengths has become clear. At the end of this session participants will gain an understanding of their inherent strengths, how to develop them and how they contribute to the success of the team.

Shannon Cassidy is a graduate of Marcus Buckingham's Simply Strengths Program and also teaches StandOut, the latest from TMBC.

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## STAYING ESSENTIAL

### Be the CEO of Your Career

- Are you steering the course of your career or going where the wind blows?
- Do you and your organization have a clear understanding of your value(s)?
- Is your career focus on thriving or just surviving?

We all tell ourselves stories and attach meaning to events that happen to us. These stories determine how we respond to people and events—either positively or negatively. The stories you tell about your circumstances and challenges affect how you remember the past, how you experience the present and how you direct your future!

**What is your story?** The one you tell yourself and others about your life and your ability to succeed? Does it support you and help you on and off the job or is it one of struggle? Does it empower you and put you in control of your life or does it portray you as a victim?

The perceptions you have and the interpretations you choose create a story of struggle or of success. If you don't like your story and if it does not serve you, you can change it because it is just a story. It is not reality. It is your perception of reality, and that can change. You can begin to tell **Your Story of Success!**

#### > IN STAYING ESSENTIAL YOU WILL:

- Identify core personal and professional values
- Have more confidence to ask for what they want
- Gain tactics to manage fear and uncertainty
- Brainstorm Ideas for new growth opportunities
- Know when and how to say “no”
- Recognize potential blind spots and how to manage them
- Leave with a one page Strategic Game Plan for today and 2015

#### > BENEFITS OF STAYING ESSENTIAL FOR YOUR ORGANIZATION

Participants will learn to achieve superior results by taking charge of their careers, improving workplace relationships, and increasing their productivity and effectiveness. This interactive and fast-paced program can help develop a dedicated, motivated workforce.

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# LEADING FROM THE INSIDE OUT

## How Health and Wellness Impact Leadership

- Exhausted? Stressed? Overloaded? Fighting fires?
- Are your days “busy, as usual”?
- What is that costing you? Your organization?

Things are busy and crazy. It doesn't seem like there's enough time in the day. Truth is, everyone gets 24-hours. What you do with your time is the difference.

### > IN LEADING FROM THE INSIDE OUT YOU WILL LEARN THE IMPORTANCE OF:

- Sources of Energy
- Energy Management
- Oscillation: the relationship between stress and recovery
- Three F's:
  - FOCUS - All things in life are 80% psychology, 20% skill. Mindset, goal setting, and clarification of purpose are essential to becoming more energized.
  - FOOD - When, what, and how you eat powerfully affect your energy levels, performance, and productivity. You will better understand food nutrition density and ways of being alkalized.
  - FITNESS - You know what you need to do. Why don't you? You'll discover what gets in your way and will commit to taking action.
- V.I.B.E.: Participants will design their V.I.B.E.: Values, Interests, Beliefs and Energy Sources. Effectively managing energy is not a result of willpower or self-discipline, but habit and routine. Consciously acquired habits that help you to more skillfully manage energy are called rituals. Just like an elite athlete, you have to train to build specific performance routines to increase your energy. We will design specific plans to redesign daily routines to incorporate new goals.

### > BENEFITS OF LEADING FROM THE INSIDE OUT TO YOUR ORGANIZATION

Participants will learn to achieve superior results by increasing the productivity, effectiveness, and energy levels for themselves, their teams, and their organization. This interactive and fast paced program is useful to anyone who wants to take his or her current levels of energy, performance, and achievement to the next level. People are the greatest organization resource -- and need energy.

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## **YOUR STORY OF SUCCESS** **How Perception of Reality Impacts Destination**

- Have you ever known someone who was always positive and upbeat no matter what was happening? This person's story is a positive one and serves him or her.
- Do you know someone who always sees the worst possible outcome? This person's story is one of failure and disappointment.
- Do you know the story you are telling yourself and others?

We all tell ourselves stories and attach meaning to events that happen to us. These stories determine how we respond to people and events—either positively or negatively. The stories you tell about your circumstances and challenges affect how you remember the past, how you experience the present and how you direct your future!

What is your story? The one you tell yourself and others about your life and your ability to succeed? Does it support you and help you on and off the job or is it one of struggle? Does it empower you and put you in control of your life or does it portray you as a victim?

The perceptions you have and the interpretations you choose create a story of struggle or of success. If you don't like your story and if it does not serve you, you can change it because it is just a story. It is not reality. It is your perception of reality, and that can change. You can begin to tell Your Story of Success!

### **> IN YOUR STORY OF SUCCESS YOU WILL:**

- Create three alternative interpretations of events that will positively change your life
- Identify how you can control the negative impact of your stories
- Make new, affirming versions of past and present events
- Understand the impact of beliefs on your perceptions and attitudes
- Learn how to ask empowering questions
- Recognize and reframe faulty thinking that often leads to conflict and damaged relationships

### **> BENEFITS OF YOUR STORY OF SUCCESS FOR YOUR ORGANIZATION**

This highly interactive, introspective program provides participants with a stronger awareness of their power to create and re-create perceptions of reality. Employees will work better together, avoid conflict and learn to overcome resistance to change. Your Story of Success helps build a culture of responsibility and accountability where employees take ownership for their actions. This reduces "drama" in the office and helps employees view situations more objectively.

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## **COACHING SKILLS FOR MANAGERS**

### **Motivate and Guide Employees to Achieve Career and Organizational Success**

- Could you be more effective when coaching employees if you knew what to say and how to say it?
- How much more could you achieve if you could motivate and inspire your employees to stretch and grow?
- Would you like to be more skilled at giving constructive feedback to employees?

One of the most important responsibilities you have as a manager is to coach and develop your employees. As a coach, you play a key role in developing your company's future leaders and in helping employees define a career path. Coaching employees requires you to be able to evaluate an employee's strengths, identify areas requiring additional development and provide opportunities to grow their capabilities and skillsets. Most managers want to help their employees and organization succeed, but they are not sure what to do and how to do it. This workshop will give you tools to make coaching effective, easy and impactful.

#### **> IN COACHING SKILLS FOR MANAGERS YOU WILL:**

- Understand what coaching is (and what it is not)
- Learn how to build a coaching relationship and establish trust
- Improve key coaching competencies
- Learn active listening skills
- Identify the two sources and two types of questions
- Take a simple test to find out if you are asking the right questions to get the right answers
- Travel "The Road to Nowhere" feedback exercise
- Learn guidelines and principles for giving constructive feedback
- Review strategies for goal setting and accountability

#### **> BENEFITS OF COACHING SKILLS FOR MANAGERS FOR YOUR ORGANIZATION**

In this interactive, dynamic program, managers will be taught and encouraged to ask powerful questions, clarify and commit to development plans for employees and understand the importance of growing future leaders. They will learn to achieve superior results by developing employees, increasing their productivity and effectiveness and motivating employees to achieve greater success for themselves, their teams and the organization.

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## **THE ART OF DELEGATION** **Empower Others to Produce Results**

- How much more could you accomplish if you delegate tasks and assignments more easily and often?
- How could you benefit by effectively delegating assignments that meet organizational goals and help your employees grow and develop?
- Why are you spending time on tasks and assignments better accomplished by your employees rather than on work only you can do?

Strategic delegation takes time, and for many, it requires overcoming personal barriers to delegating. However, it is well worth the effort.

By delegating effectively, employees engage in important and challenging work, develop their skills and prepare for the next level of responsibility. Save time by investing in creating and nurturing productive, developmental delegations.

### **> IN THE ART OF DELEGATION YOU WILL:**

#### **Understand the Benefits of Delegation**

- Opportunity for staff development
- Opportunity to develop leadership skills
- Increased motivation and ownership

#### **Overcome the Myths of Delegation**

- Delegating makes me nonessential
- Delegating is not worth the time – I can do the job myself faster and better
- I can't trust others with these tasks
- Delegating means giving up power and control

### **> BENEFITS OF THE ART OF DELEGATION FOR YOUR ORGANIZATION**

Participants will learn to achieve superior results by understanding and creating successful delegated assignments. They will be able to identify and provide more opportunities for growth and development. Managers will dedicate their time to vision and leadership, maximizing their benefit to the organization by focusing on priorities, increased productivity and departmental effectiveness. This interactive and fast-paced program can help develop a high-energy, high-achievement workforce.

**GOALS.  
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## **WINNING THE GAME OF WORK**

### **How Political Savvy and Sportsmanship Produce Results**

- Would you like to better understand the rules for getting things done at work?
- How can you identify and align yourself with key players at your company?
- What does it look like to be a winner in this game?

This program will help participants understand the plays, pitfalls and profits of corporate politics.

They will learn how to play with integrity and maximize effectiveness.

#### **> IN WINNING THE GAME OF WORK YOU WILL:**

- Define the game and politics
- Leverage the power of associations
- Identify unwritten rules
- Differentiate wishes vs. goals
- Ask smarter game-winning questions
- Identify core values and how they trigger emotion
- Learn to avoid political blind spots
- Turf War management strategies

#### **> BENEFITS OF WINNING THE GAME OF WORK FOR YOUR ORGANIZATION**

Participants will learn how to achieve superior results by recognizing the benefits to the game of work and how to play.

This interactive and fast-paced program simplifies the complex principles of political savvy into tangible and practical tools to develop engaging and effective leadership talent.

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## THE POWER OF NETWORKING

- Procrastinate networking? Wonder, “Why would they want to meet with me?”
- Think coffee dates and lunches are nice, but you’re too busy?
- Intimidated by social media?

Networking isn’t a strictly social endeavor intended for enjoyment. However, learning about other people is interesting and fun. Networking is an opportunity to connect with people, understand their work and find potential ways to help each other.

Participants in this interactive and inspiring program will learn how to exponentially increase their personal network with interactions at work, with friends and on social media. Networking isn’t intimidating once you understand the basics and have healthy beliefs and behaviors.

### > IN THE POWER OF NETWORKING YOU WILL:

- Learn to introduce yourself (30-second commercial)
- Define your brand and how best to express it
- Practice great conversation starters
- Understand how to strengthen your network
- Share best practices for social media

### > BENEFITS OF THE POWER OF NETWORKING FOR YOUR ORGANIZATION

Participants will learn how to make a memorable first impression that will result in lasting relationships. Attendees will fine-tune their introduction, handshake, questioning and listening skills. This fun and energetic program incorporates a unique **Speed Networking** session. Invaluable on-the-spot feedback provides instant improvement before advancing to the next partner. By round three – the progress is remarkable!

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## **THE MYTH OF MISTAKES** **Erring on the Side of Learning**

- How does it feel to make a mistake?
- What do you tell yourself, and others, when things go wrong?
- How does your company culture tell you to respond to errors?

There are truths and myths about mistakes. Mistakes are part of life. That's true. They are inevitable, even when playing safe. The myth, however, is that mistakes are bad. Mistakes are opportunities to improve, to learn and to grow. When mistakes are treated as "bad", they are often hidden, blame-shifted or covered up. Organizations lose the learning from these mistakes -- an opportunity for improvements toward excellence.

Participants will gain new perspective on lessons learned from mistakes to help foster an environment of trust and transparency. Team members will openly participate and engage with each other.

### **> IN MYTH OF MISTAKES YOU WILL:**

- Define the truth behind the myth of mistakes – better known as lesson learned
- Vulnerability – how acknowledging imperfections fosters relationships
- Share a lesson learned with a small group
- Hear from the entire group valuable lessons learned
- Create a Team Charter about how to manage mistakes in the future

### **> BENEFITS OF MYTH OF MISTAKES FOR YOUR ORGANIZATION**

Participants will be reminded that it's human to make mistakes. It's not shameful. In fact, all innovation, creativity and growth result from learning from past mistakes and responding. The organization will benefit by the team's focus on gaining the value and insights from mistakes, ending the blame game and taking accountability for errors. The company culture can change – one person, one team at a time. Psychologically safe work environments expect mistakes. They equally expect ownership and growth as a result.