




April 30-May 2, 2013  The Peabody-Orlando  Orlando, Florida

A large green rectangular sign with a white border and four white screws. It contains the text 'LEADERSHIP' and 'SUCCESS' in white, all-caps, sans-serif font, stacked vertically. A large white arrow points to the right, starting from the end of the word 'SUCCESS'.

LEADERSHIP  
SUCCESS →



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## THE BIOLOGY OF BUSINESS PERFORMANCE FOR GLOBAL ORGANIZATIONS

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**COMPLETE THE  
MISSION!**



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## Energy Pyramid

### PERSONAL

### BUSINESS

Ultimate Mission  
Alignment, Integrity

Commitment

Positive Private Voice  
New Story

Strategic Focus  
Judgment, Mastery, Agility

Opportunistic Emotions & Resilience

Innovation, Collaboration, Presence

Stress – Recovery Cycle  
Eat/Sleep/Exercise

Stamina, Vitality & Alertness





## THE CHANGE PROCESS

- Ultimate mission
- Training mission
- Old story
- New story
- Supporting rituals
- Accountability

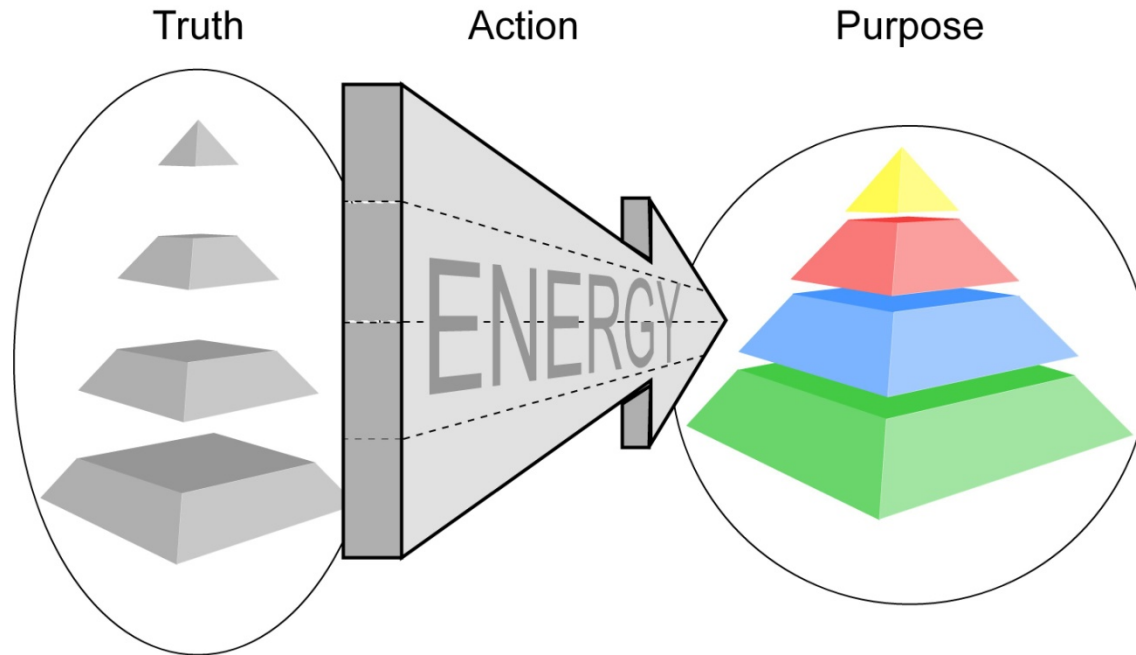
# DEFINING PURPOSE



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## What is your Ultimate Mission?



**Where are you going?**



## ULTIMATE MISSION

- Reveals your ultimate purpose in life
- The most powerful tool for personal navigation throughout life
- The single greatest driver of engagement
- Provides directional coordinates for your energy investments





## Ultimate Mission

### Self-Discovery Questions:

- What legacy do you want to leave behind?
- How do you want people to describe you?
- Who do you want to be?
- Who/what matters most to you?



# Ultimate Mission

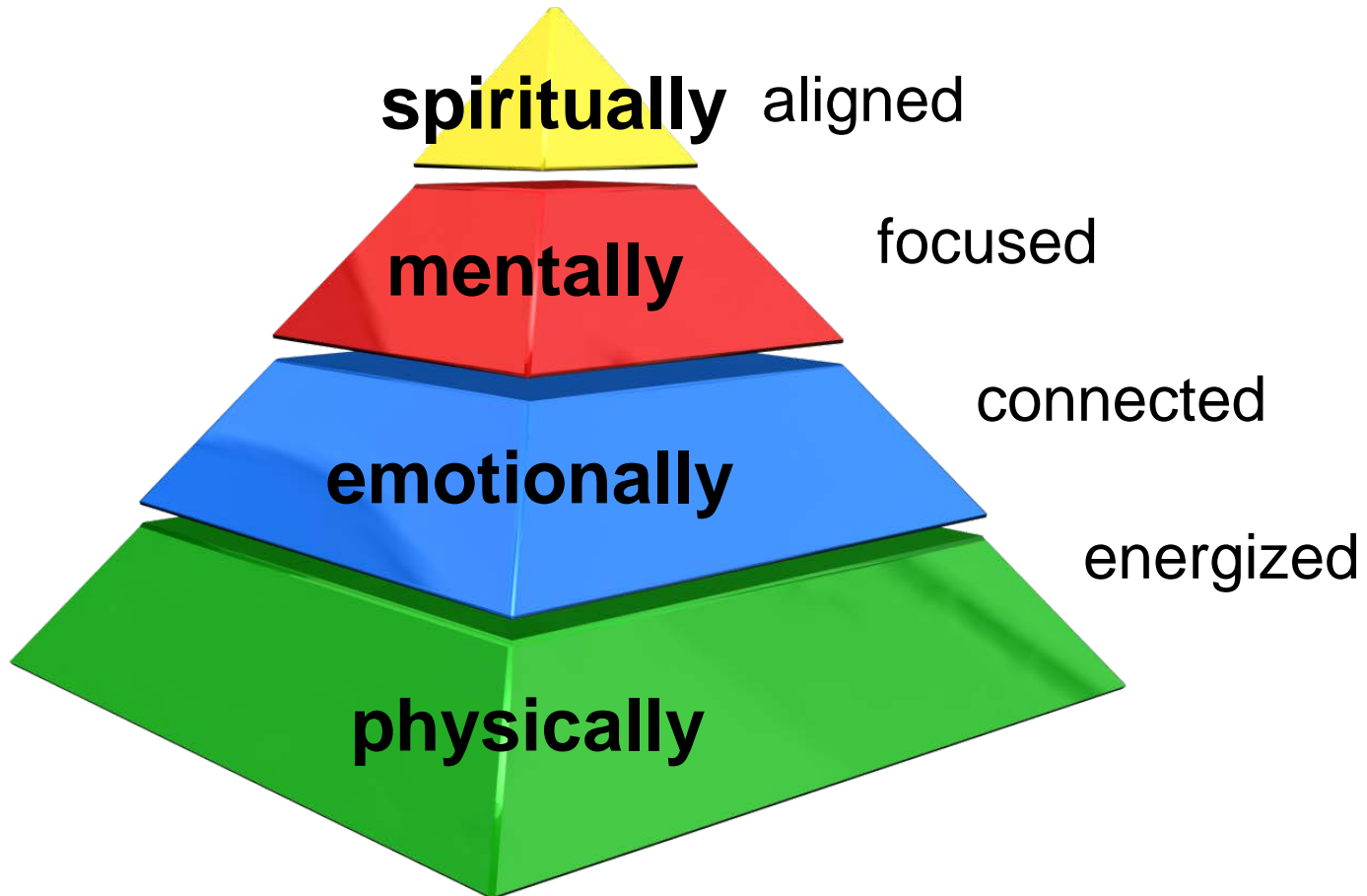
## Self-Discovery Questions:

- What are your deepest values?
- How would you define success in your life?
- What makes your life really worth living?

What is YOUR Ultimate Mission?

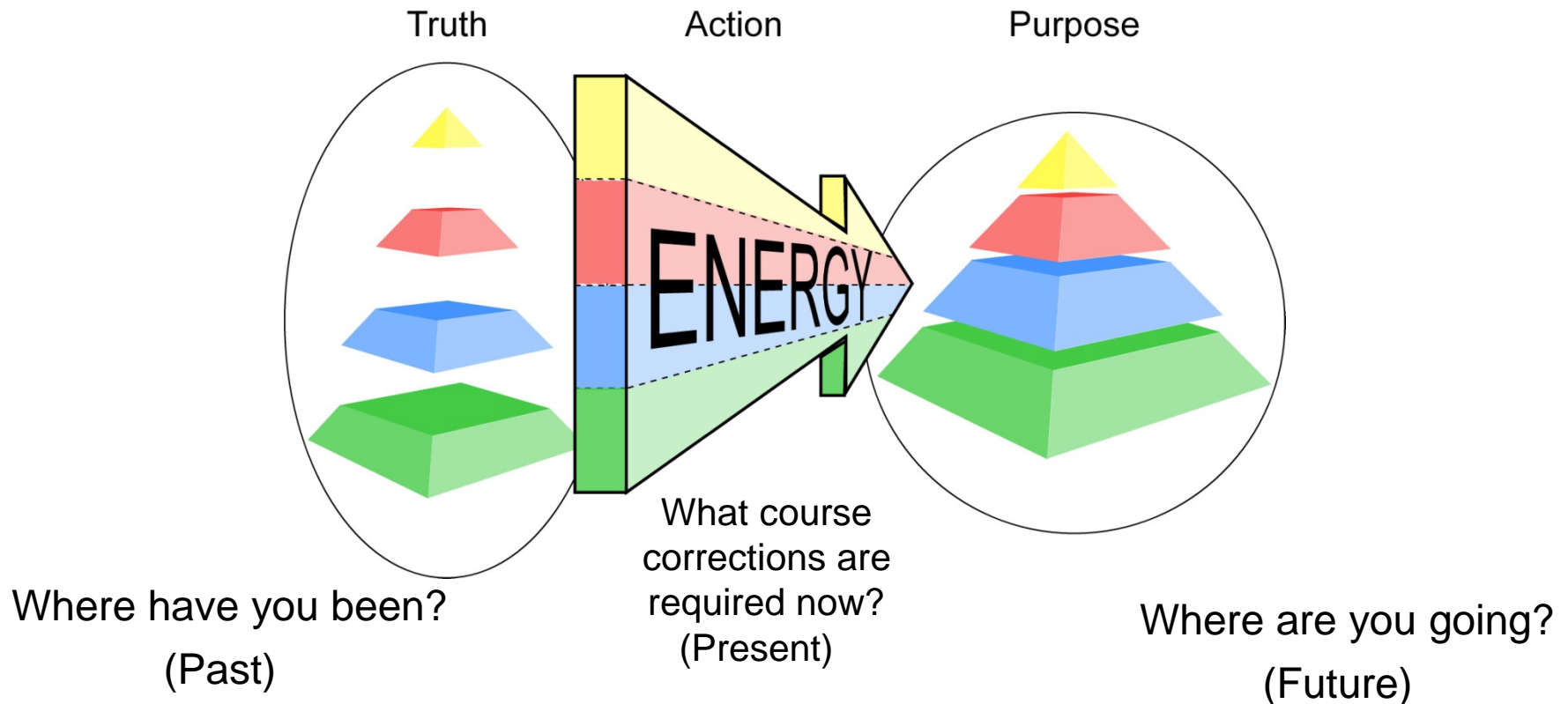


## Full Engagement requires you to be...





# The Pathway to Deepening Engagement



# Identifying a Training Mission



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# IDENTIFYING A TRAINING MISSION

## Training Mission:

- The area of one's life that is chosen for a course correction for the next 90 days
- A chosen aspect of your life that is not aligned with your ultimate mission
- Defines very specifically an area of your life you intend to change immediately



## What is Your 90-day Training Mission?

I want to be more engaged with: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Expanding capacity  
begins by  
expanding awareness!**







## Facing the truth challenges:

- Self-deception
- Denial
- Low awareness of truth
- Complex process



# WRITING YOUR OLD STORY

## Old Story:

Your current dysfunctional story that has prevented you from being aligned with your ultimate mission

- Blocks personal growth
- Makes us victims of our circumstances
- Derails the mission



## Exercise:

Give an example from your own life when **knowing** the cause of some dysfunctional behavior **did not** lead to change.

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Give an example from your own life when you **did not know** the cause of some dysfunctional behavior but were **able to change**.

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- Questions of reflection for uncovering one's dysfunctional old story •



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## Old Story

“I want to be more engaged with... (Training Mission) \_\_\_\_\_

\_\_\_\_\_

...but...” \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## Ask yourself:

- How does it sound?
- Is it taking you where you want to go?
- Will the people in your life that matter most buy into it?
- What is the tone of the voice in your story?
- Is this the voice you want leading you into the most important areas of your life?



# WRITING YOUR NEW STORY

## **New Story:**

The story that realigns your energy with your ultimate mission;  
allows you to overcome whatever barrier existed



## WRITING YOUR NEW STORY

- Changes the way energy flows in the brain – with the right tone and message of sincerity
- Creates a positive and inspirational way of seeing new possibilities in an area of life that is not currently on track
- Mobilizes us to make tough choices that lead to expanded growth
- Inspires us to take courageous action





## New Story and Private Voice

- If the private voice doesn't buy it, it won't be sincere
- Private voice must embrace and own the new story
- Repetition and frequency are needed to get full buy in from private voice

# Characteristics of Stories that Facilitate Constructive Change



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## Questions to ask in creating your new story:

Consequences of current thinking?

Facts?

Consistency with deepest values/beliefs?

Inspire to act in new ways?

Assumptions that might not be true?

Control?

Choices?

Possibilities?



## Your New Story Should Include:

- 1. The truth is...**  
( What is the “whole” truth about your old story? )
- 2. If I continue on this path and don't change...**  
( Short and long term consequences )
- 3. This mission is important to me because...**  
( Refer to your ultimate mission and values )
- 4. From now on, I will...**  
( Inspiring action you will take )



## New Story

The truth is... \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

If I continue on this path and don't change... \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

This mission is important to me because... \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

From now on, I will... \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_



## Scoring Your New Story

Compare your new story against questions 1-7  
and rate your answers according to the  
following scale:

0	1	2
NOT AT ALL	PARTIALLY	FULLY

TOTAL: \_\_\_\_\_



## Over the next 90 days:

- Rewrite your new story at least 6 times
- Each time you rewrite your new story start fresh (don't look at your previous version)
- Once you have rewritten the new story, compare it to your previous version
- Each time you rewrite your new story you are building and strengthening brain pathways that will allow you to live out your new story



## Full Engagement Exercise: Sharing Your Mission and Stories

What was it like to hear from the other person(s)? \_\_\_\_\_

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What was it like to share your mission and stories? \_\_\_\_\_

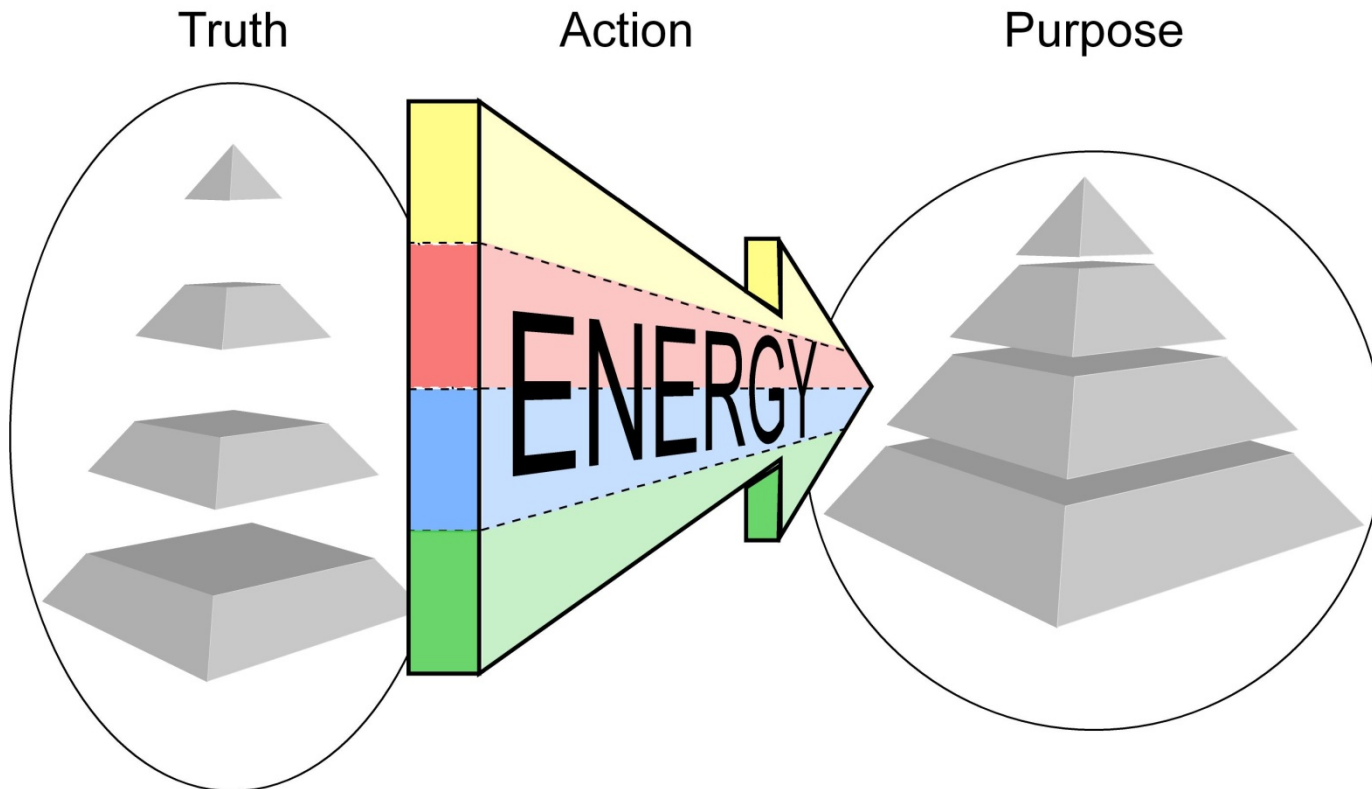
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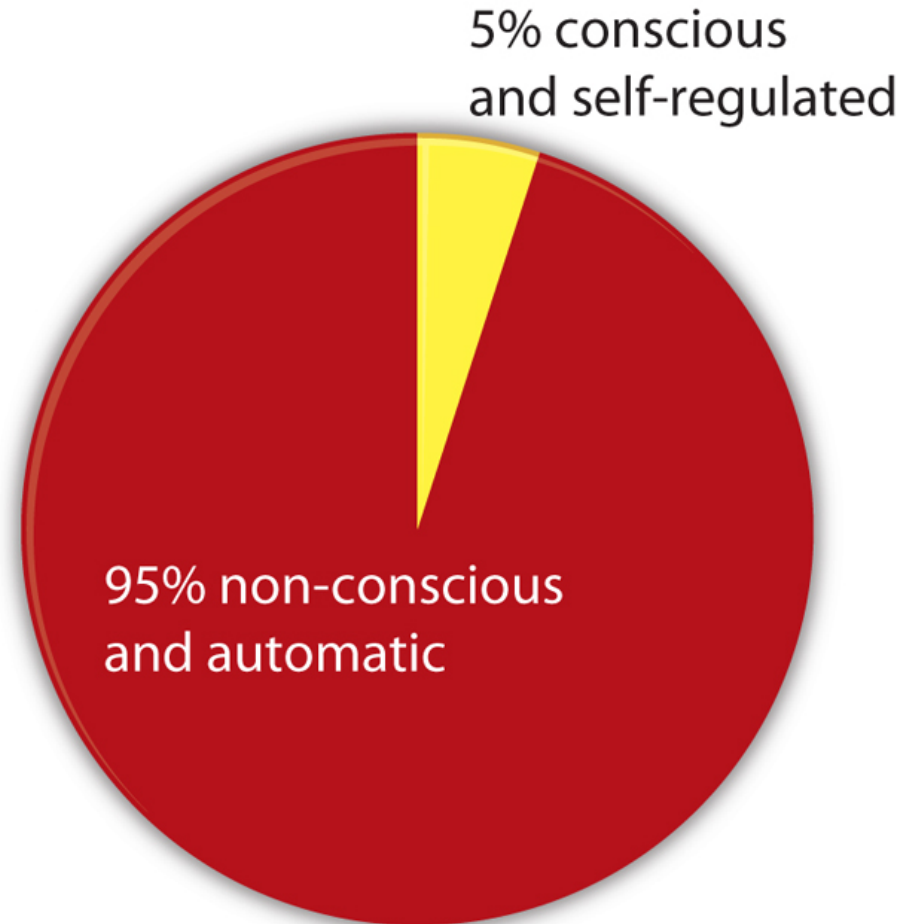


# Taking Action





**We are creatures of  
habit and routine.**





# Habits

Non-conscious routines  
that may or may not serve a mission



## **Expedient habits**

- Bring immediate comfort and security
- Carry tragic long-term costs
- Over time, they undermine and disengage you from your mission

## **Values-based habits**

- Consciously acquired routines
- Serve as powerful vehicles for aligning your life energy with whatever mission you are on



## Rituals

Consciously acquired routines  
that serve a mission



## IMPORTANCE OF RITUALS

- Ensure you do the right thing at the right time
- We must use our limited self-discipline to build new positive rituals that support full engagement in the things that really matter
- Use rituals to create habits that serve your mission



Rituals *push* us to act;  
Habits *pull* us to act.

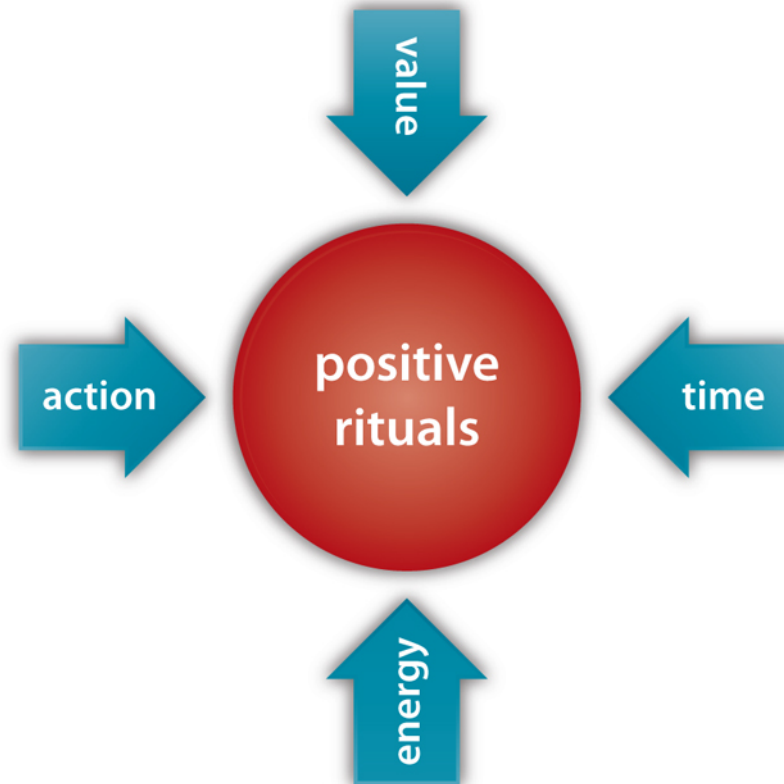
**When you are pulled to do something,  
it has become a habit.**



## DESIGN YOUR RITUALS

- Ensure new story is anchored in day-to-day behavior
- Ensure you do right thing at right time habitually - in spite of storms
- Bring harmony and order to high stress situations
- Help invest & recover energy with great precision
- Drive engagement when it matters & disengagement/renewal when it doesn't







## **Six keys to building rituals**

1. Link to training mission & new story
2. Invest energy for 90 days
3. Be precise in timing & behavior
4. Acquire only a few at a time
5. Focus on what you want
6. Create supportive environment



## Time-specific Rituals

Example: Call home every day at 4:00pm to connect.

## Situational Rituals

Example: When feeling impatient, stop and take 10 deep breaths before acting.

*Tip: Create a ritual around an already existing habit to increase success!*



## Most important rituals supporting your new story and your training mission:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_



## Sample Accountability Methods

- Ask important people in your life for progress reports in certain areas for certain behaviors
- Coaching (formal or informal)
- Establish objective accountability measures
- Use training logs

Accountability Exercise /  
Supportive Environment Exercise



# SETBACKS

Personal change and transformation is filled with barriers, storms, plateaus and detours.



The single most important factor in your successful change will be your persistence, your willingness to never surrender your mission.

***NEVER SURRENDER***

**I WILL COMPLETE  
THE MISSION!**



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Developing Food Retail Leaders

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