

THIS IS WHAT WE THINK A CONCERT
PIANIST LOOKS LIKE.



NOW WE KNOW THIS IS WHAT A
CONCERT PIANIST CAN BE!



Change your mindset.

CONVERTING
PURPOSE & FOCUS
FROM SKILL TO IMPACT



Lesson 1.

KNOW YOUR



INSPIRATION.
INFORMATION.ENTERTAINMENT.

Three Life-Altering Words

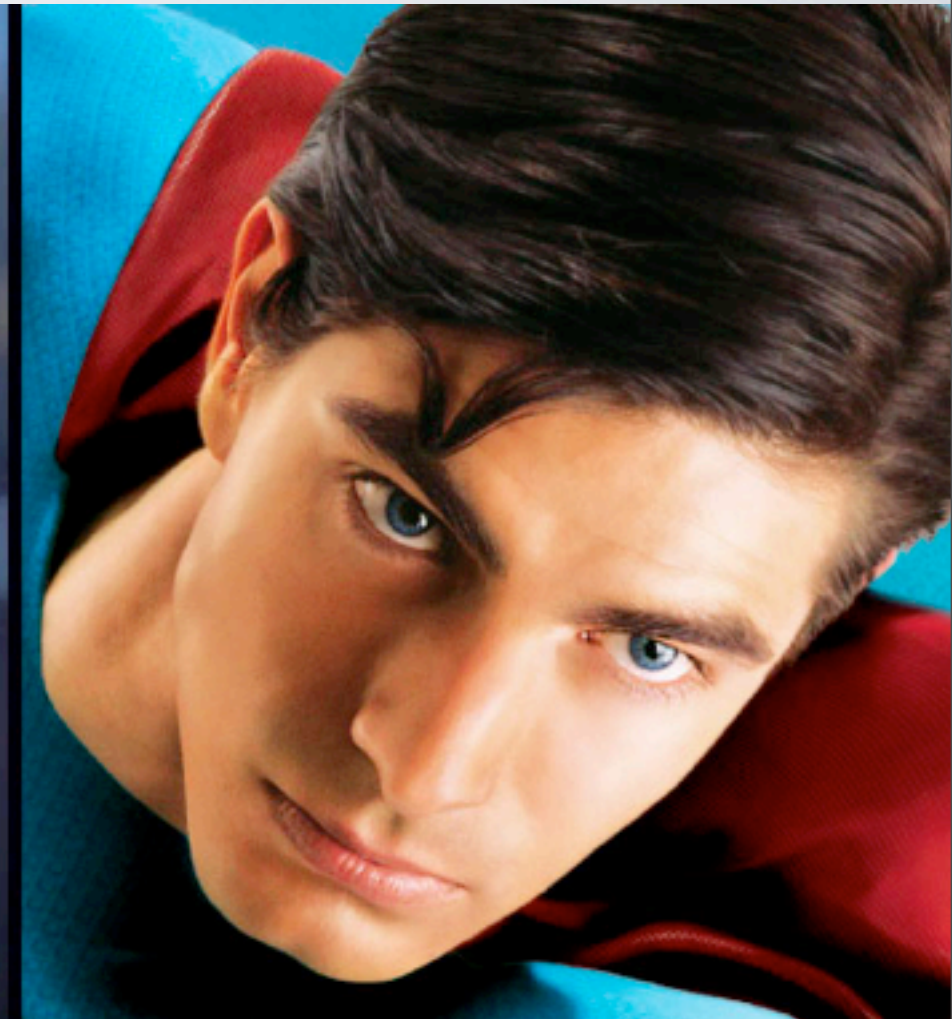
Career-Altering

Audience-Altering

Product-Altering

Relationship-Altering

YOU CAN BE CLARK OR YOU
CAN BE SUPER.



NOW vs LATER

Now

- Forces Action
- Instant Impact
- Increased Exposure
- Added Income
- Urgency with Structure

Later

- Encourages Inertia
- Approach Avoidance
- Financial Stalemate
- No Deadline, No Structure

WHEN WE FINALLY GET
EVERYTHING WE WANT...



HOW TO WORRY

- Look at the reality of the situation first, not the version produced by your overactive imagination
- In cases where time is of the essence: approach the problem immediately instead of avoiding the confrontation
- In cases where your emotions are involved: “Don’t press Send!”
- Determine ahead of time your response to the best and worse outcome

CREATE LASER

FOCUS

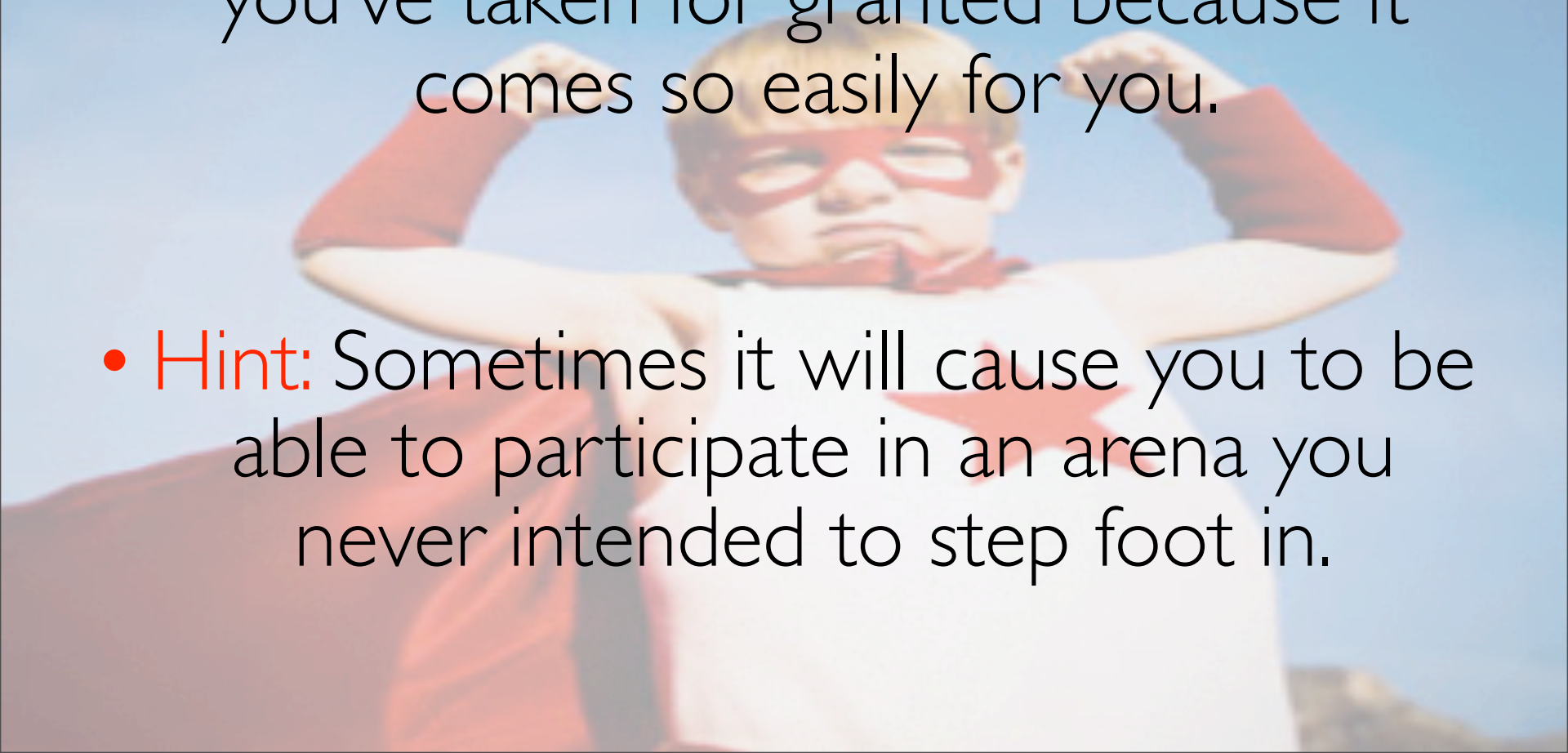
A magnifying glass with a black handle and a silver rim is positioned over the word 'FOCUS'. The lens of the magnifying glass is centered over the word, making it appear larger and more prominent than the other text on the slide.

“The mark of a person who is in **control of consciousness is the ability to **focus attention** at will, to be oblivious to distractions, to **concentrate** for as long as it takes to achieve a goal, and not **longer**.”**

MIHALY CSIKSZENTMIHALYI

FLUSH OUT YOUR SUPER SKILL

- **Hint:** This super skill is often something you've taken for granted because it comes so easily for you.
- **Hint:** Sometimes it will cause you to be able to participate in an arena you never intended to step foot in.



Meet the “Rhythm Girl”.

TELLING YOUR STORY

- Externally to attract new hires
- Internally to retain current employees
- **Externally to stimulate current and potential new demographics**

Why You? Why Now?



- **Understanding your relevance NOW**
- **Understanding your worth NOW**
- **Understanding your untapped talents and offerings NOW**

You must be able to present the urgency of YOU!

The Power of 3

What are the 3 words that represent the take-aways your audience/clients can expect from your experience

Attributes of the Person

Passionate artist energetic
intelligent **inspirational**
diverse pianist bold wife
independent **informative**
conservative exciting
musician **entertaining**
motivational rebellious
complex mom humorous

Attributes of the Brand

The most potent, clearly defined portion of who you are and what you offer.

Inspiration.
Information.
Entertainment.

WHAT PART OF YOU HAVEN'T YOU SHARED THAT COULD BE BRINGING YOU MORE WINS?

- Your personality
- Another talent or skill
- Your energy
- Your advice
- Your opinion
- Your attitude, mindset

NENE LEAKES



NICOLE “SNOOKIE” POLIZZI



“STAGE” PRESENCE

- **People receive what you give them in the first few seconds of your entrance**
- **Set a mood at the onset, make friends with your audience (Observer vs. Experience Mode)**
- **Plan to craft an experience**
- **Plan to improvise in the moment based on:**
 - Your audience's response**
 - Your own mood or desire**
 - Circumstances that require adjustment**

Can you improvise in the moment?

CHANGING THE ATMOSPHERE OF A ROOM

- is about Shifting Mood and Attitude



CHANGING THE ATMOSPHERE OF A ROOM

- **is about Switching Direction and Thought**



HAVE MULTIPLE ROUTES TO SUCCESS



Giving yourself and your group a variety of mental pictures of a successful outcome lessens the blare of failure alarms.

This experience will be successful if...

- 1). People say it was special and they were moved
- 2). We see improvement in areas in which we've been focusing
- 3). We're able to push through an uncomfortable moment
- 4). We have 3 memorable moments during this project

WHAT IF YOU TWEETED LIKE THIS?!

22 babies born this month to the Kroger Mngmt family! We're so proud of our Kroger moms!



"40,000 hot dogs & hamburgers sold in July! Somebody's having some killer cookouts. Glad we could be of service. Save us a plate, will ya?"

"32 promotions this year! U don't get stuck in a rut if you're working on our team. Come join us! Download our "app" today! "

INSPIRATION. INFORMATION. ENTERTAINMENT.

- requires you to constantly re-innovate
- deliver the unexpected to a crowd that thinks they know you
- excites people to check in to see what's next
- encourages your audience to spread your message and bring you new members

**KEEP
CALM
AND SAY NO TO
STATUS
QUO**

A woman with short dark hair is posing against a white brick wall. She is wearing a long, flowing red dress with black sequins and a white collar. She is also wearing black high-heeled shoes. The dress has a long train that is lifted up behind her. The background is a white brick wall.

Flaming Red Fire

Pianist Jade Simmons

with Robert Reynolds

#FireEP