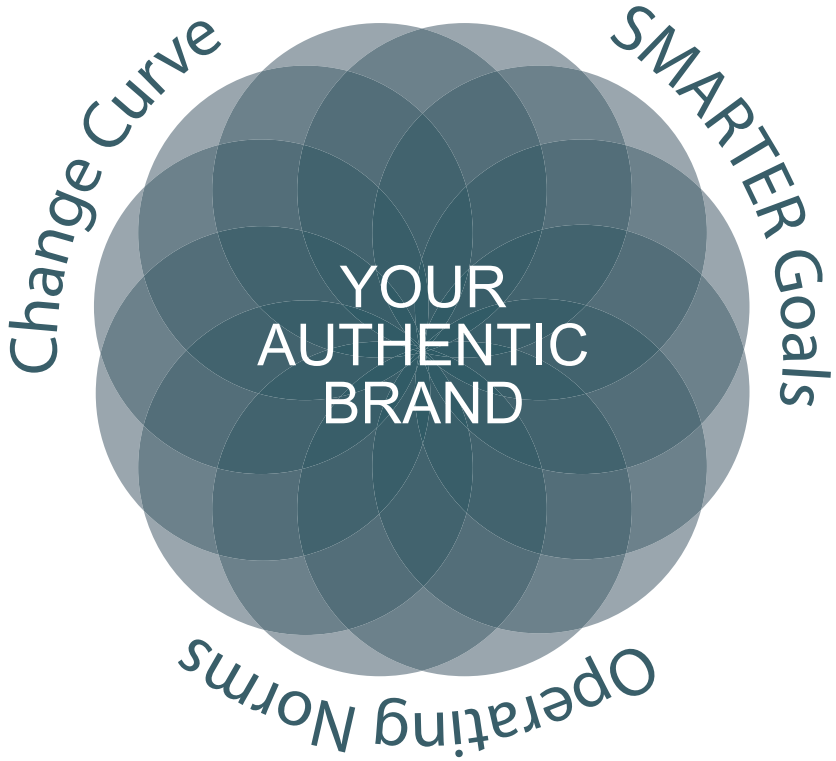
Leading Through Uncertainty



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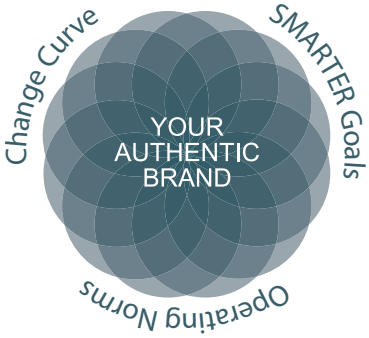

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EXECUTIVE SUMMARY

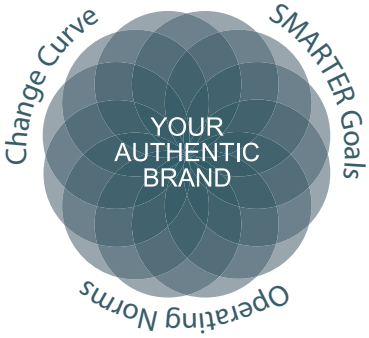
Purpose: To share tools to help you lead in times of uncertainty.

Value Proposition: To keep yourself and your team aligned and productive during uncertain times and to help you stay centered.

Outcome: To implement and use the tools. To commit to reading your Authentic Brand statement at least once a day.

AGENDA

- Introduction
- Change Curve
- Your Authentic Brand Statement
- Smarter Goals
- Operating Norms
- Close & Questions



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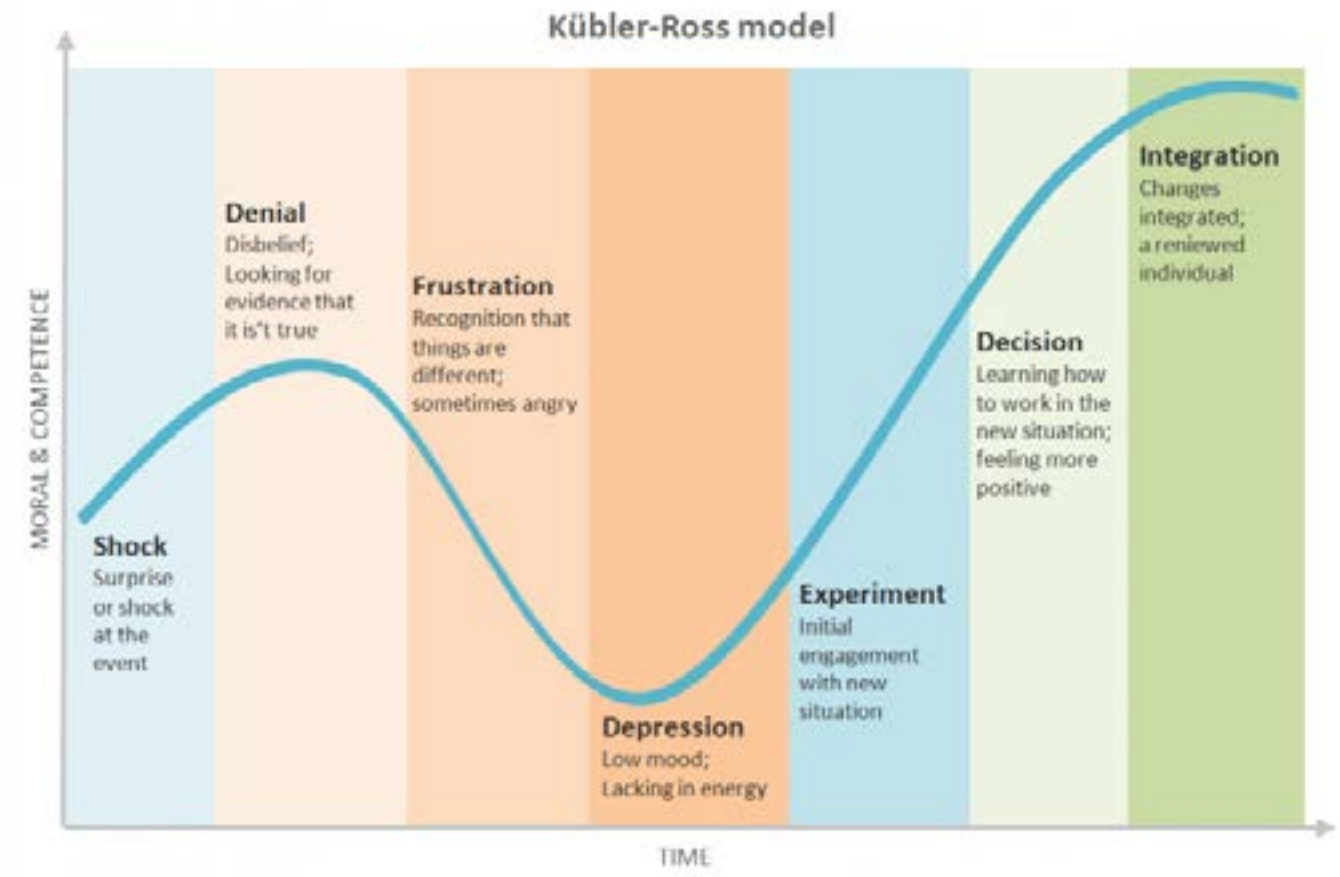
Where is the majority of your team today?



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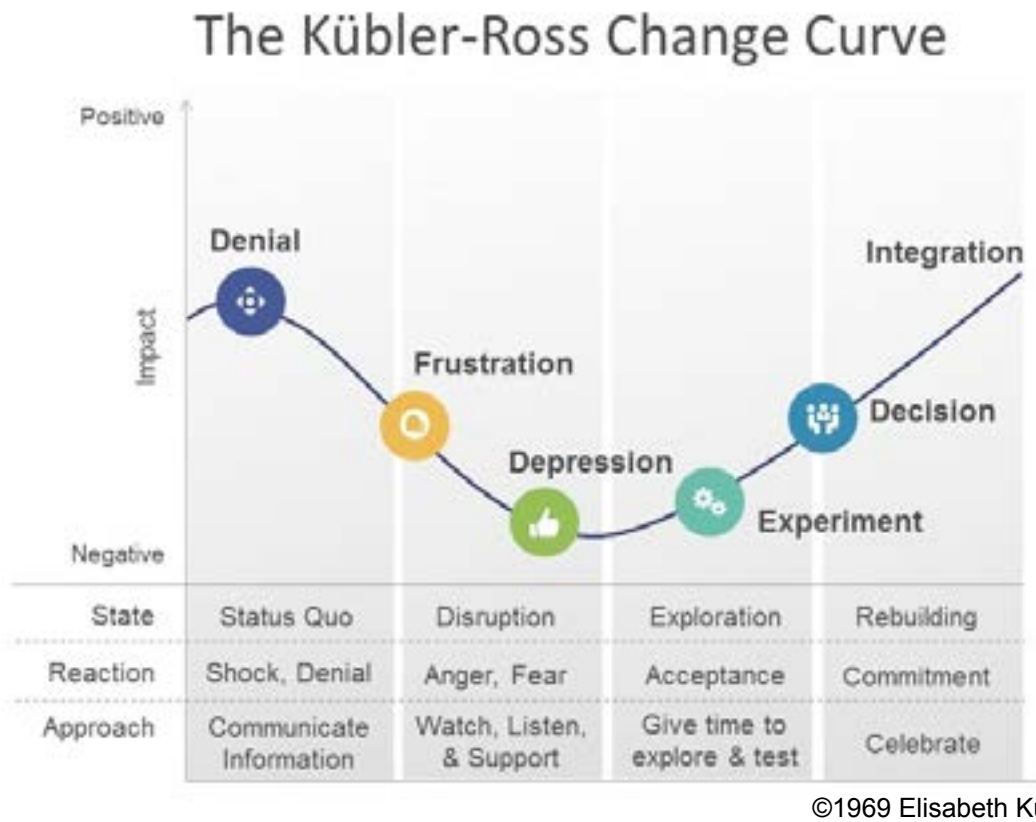

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4 P'S OF CHANGE COMMUNICATIONS

- **Purpose** – Explain why we are doing what we are doing
- **Picture** – Tell people what the change will look and feel like when we reach our goal
- **Plan** – Tell people how we will get from A to B
- **Part** – Explain what people need to do to help make the change a reality and a success

CHANGE CURVE - BREAKOUT ACTIVITY

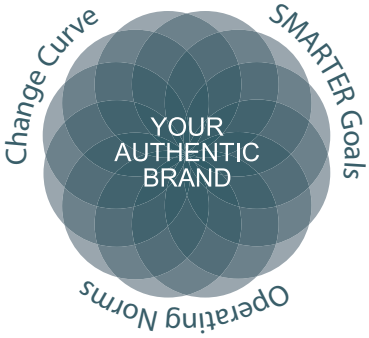
1. Appoint a Timekeeper

Each person takes 2 minutes to…

2. Share your name and title/position.
3. Share what stage on the Change Curve the majority of your business is currently at.
4. Using Page 5 in your workbook, what approach will you take to help move your team through its current stage?
5. How will you implement that approach?

CHANGE CURVE APPLICATION

- Ask your team/coworkers where they are in the change curve
- Have a discussion about how normal it is to go through these stages
- When appropriate, practice the recommended approach to help you and your team move through to the next stage:
    - Shock/Denial – Communicate Information (use the 4 P's)
    - Frustration/Depression – Watch, Listen & Support
    - Experiment – Give Time to Explore and Test
    - Decision/Integration - Celebrate



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YOUR AUTHENTIC BRAND

Your most powerful way of adding value by expressing your unique gifts & talents.



What do you want to be known for?

How do you want to be seen?

Who are you as a leader?

INTROSPECTION

WHAT?

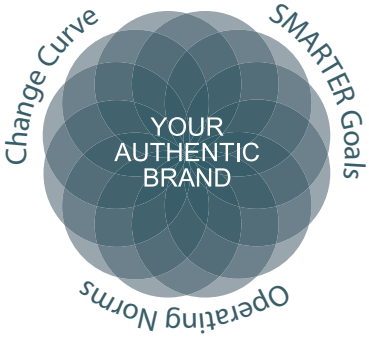
This section will facilitate an activity that helps you more deeply connect with your Authentic Brand.

WHY?

Use it as a tool to help you stay centered during times of uncertainty.

WANT?

Inspire you to take your Brand to your next level and/or connect with it more deeply than you ever have before. Commit to reading your Brand statement daily.



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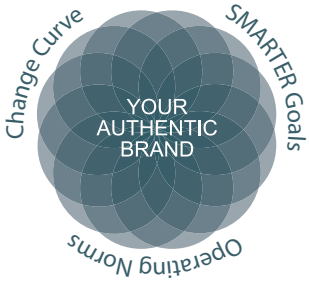
QUESTION	EXAMPLE	ANSWER
1. What is the ONE leadership role I most want to hold?	*e.g., Executive, Sales Director, CFO, Vice President, Author, Tech. Fellow, Sr. Vice President, Program Manager, Catalyst, Role Model Leader*	
2. What is the ONE THING I most want to do/accomplish as I work in my desired leadership role?	*e.g., Successfully lead a new program or business, Empower employees to turn around a failing program/product, Create a cause that impacts my community, Help change a corporate culture*	
3. What is the ONE THING I most want to change as I work in my desired leadership role?	*e.g., Financial loss – turn a company around, My presence – become calm & peaceful, Negative relationship – Foster healthy workplace relationships, etc.*	
4. What is the ONE THING I most wish my parents would have given me growing up?	*e.g., Seeing and celebrating my unique gifts and talents, Modeling a healthy relationship, Listening to my point of view, etc.*	
5. What is the ONE THING I know I have as a leadership strength that comes naturally to me?	*e.g., Providing a safe environment for everyone to speak their truth, Inspiring people to give their 100%, Setting a clear vision that many follow, etc.*	



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QUESTION	EXAMPLE	ANSWER
6. What is the ONE THING I most want to see as a leader?	*e.g. My mentees all get promoted, My organization transforms into my vision, A family member (spouse, child, etc.) having a great success, To sell a big program, etc.*	
7. What is the ONE THING I most want to hear as a leader?	*e.g. "You helped me transform my life," "Without you we would have failed," "You are the best boss/ teammate," "You helped increase profits by 50%," etc.*	
8. What is the ONE THING I most want to experience as a leader?	*e.g. Going to bed & waking up on a daily basis knowing I am making a difference, Leading or participating in a high performing team, Being recognized as a leading expert in my field, Making a difference through my work, etc.*	
9. What is the ONE THING I most want to say as a leader?	*e.g. "I have made the difference I wanted to make & have no regrets," "I am the happiest I have ever been," "I balanced a great career & personal life," etc.*	
10. What is the ONE THING I want to feel as a leader?	*e.g. Proud of the life I have lived and the legacy I have left, Happy and fulfilled in my life, Confident that I gave my all, Satisfied with the business results I achieved, etc.*	



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MY AUTHENTIC BRAND IS...

I am a		#1
who		#2
I		#3
I give this by		#4
		#5

My success criteria:

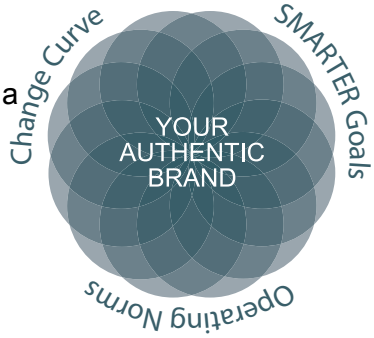
1		See	#6
2		Hear	#7
3		Experience	#8
4		Say	#9
5		Feel	#10

AUTHENTIC BRAND EXAMPLE

I am a role model leader (#1) who teaches others how to be better leaders through leading by example (#2). I interact without judging or becoming defensive (#3). I give this by understanding individual choices, making wise decisions and meeting my commitments (#4 and #5).

My success criteria for living my brand:

1. See people become great leaders because they modeled me. (#6)
2. Hear people say that I was the best leader they ever had. (#7)
3. Experience a great big party with a room full of people who thought I made a difference in their lives. (#8)
4. Say “Wow I balanced a great career and personal life with no regrets of either.” (#9)
5. Feel I would not have changed a thing regarding career and personal life balance. (#10)



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AUTHENTIC BRAND BREAKOUT INSTRUCTIONS

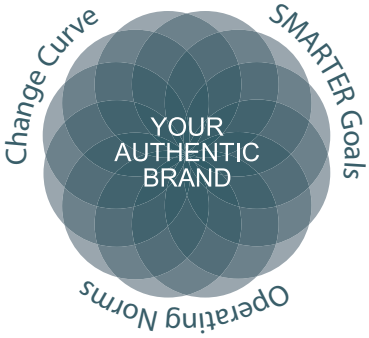
- 10 minutes total for this exercise.
- Appoint a facilitator who will keep time (2 minutes sharing Brand Statement per person).
- Select a person to go first.

Share:

- Your Authentic Brand Statement (# 1-5, top of page 9).
- Say how it feels to you and anything you want to continue to adjust or improve.
- If you have more time, share your Success Criteria with your group (#6-10 page 9).
- Switch to the next person.

HOW TO OVERCOME FEAR AND UNCERTAINTY USING YOUR AUTHENTIC BRAND STATEMENT

- Every morning…read your brand statement out loud
- Place a copy of your brand statement by your computer or on the device you use most often
- Continue to improve and adjust your brand statement



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Clear Form

SMARTER GOALS

Activity Instructions: Write your SMARTER goal below. The boxes will help you meet each criteria.

S

Specific

- Is the goal/priority clear and does it specify what needs to be accomplished?
- Is it well defined with no ambiguity and include why it should be accomplished?

SPECIFIC

M

Measurable

- Are there clear criteria to measure success?
- Is there a detailed plan on what needs to be done to achieve the goal?

MEASURABLE

A

Actionable

- Are the key steps identified that need to be accomplished?
- Do you possess the necessary knowledge, skills and ambition to achieve the goal?

ACTIONABLE

R

Realistic

- Are you able to commit to achieving the goal?
- Can it be realized given the current resources available?

REALISTIC

T

Timebound

- Is there a completion date?
- Does your goal include any key milestones required?

TIMEBOUND

E

Executable

- Has it been broken into key actions?
- Have the necessary supporting behaviors been identified?

EXECUTABLE

R

Rigorous

- Can supporting actions be followed up on early and frequently?
- Is the performer able to take full or close to full responsibility?

RIGOROUS

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"OPERATING NORMS ARE A SET OF AGREEMENTS ABOUT HOW [TEAM] MEMBERS WILL WORK WITH EACH OTHER AND HOW THE GROUP WILL WORK OVERALL. THESE AGREED-UPON BEHAVIORS ALLOW THE TEAM TO INCREASE ITS COLLECTIVE [TEAM] PERFORMANCE THROUGH HEALTHY DEBATE AND CLARITY OF PURPOSE AND ROLES."

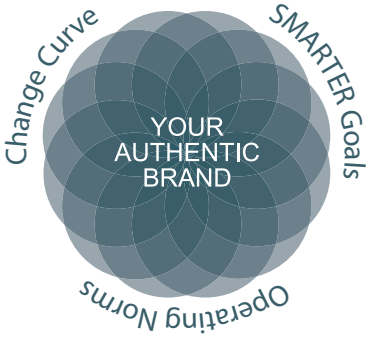
MODELING OPERATING NORMS ACTIVITY

- We will take one category at a time (Meeting Effectiveness, Communication, Teamwork & Accountability, and Safety). In chat, add operating norms you would like your team/coworkers to adopt under each category.
- Vote on the Top 3 norms in each category that you want your team to adopt.
- Repeat this exercise with your team/coworkers.

OPERATING NORM APPLICATION

- Do the exercise we just did with your team/coworkers.
- Come to consensus on operating norms that your team/coworkers will use to navigate through uncertain times.
- Hold one another accountable for practicing these norms.

Meeting Effectiveness	Communication
Teamwork & Accountability	Safety



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Lisa Ann is a senior leadership consultant and certified executive coach with Inside Out Learning Inc. She has over 30 years of experience as a world-class learning and development professional. She works with training companies as a master trainer delivering programs that ignite, inspire and transform frontline personnel and executive leadership.

Lisa Ann provides training program creation, seminar, and webinar delivery. Her live programs have transformed thousands from frontline personnel to executive leadership. She works with senior level managers across corporate, government and nonprofit organizations to preserve learning and development objectives. Her programs ensure engagement, knowledge transfer, and skill development in a fast-paced, focused environment.

She has designed and delivered programs on topics such as Management Skills, Communication Skills, Emotional Intelligence, Dealing with Difficult People, Resiliency, Content Marketing and Diversity and Inclusion, Unconscious Bias.

Lisa Ann has trained audiences in every state in the U.S.A.; she has also delivered programs in Canada, Australia, and Japan. She facilitates training for organizations such as Seattle City Light, Microsoft Corporation, Clorox University, the U.S. Coast Guard, Touro University, Honda North America, the U.S. / Japanese Air Force, NuScale Power and The Boeing Company.

She will tell you the technical and management expertise gained during her 14-year career at IBM was like earning a Ph.D. She holds master's degree in management, from the Indiana Wesleyan University and completed post-graduate work at Walden University in Management and Decision Sciences. She is a licensed insurance agent and an Amazon best-selling author.

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Randy has over 20 years of experience in technology, marketing, and business development roles ranging from the Design Principal at a product development company to Regional Director of Operations & Communications at Apollo Group, Inc.

He specializes in simplifying complex information and data into presentable content and has helped over 800 Boeing executives and professionals in creating their presentations. His marketing and visual communications work can be seen in presentations and communications through the hundreds of leaders that he has helped. Randy also helps companies of all sizes with internal and external communications, operational development and I.T. infrastructures.

Randy also founded a Toastmasters International chapter and in his former role of chapter president, has guided members in improving their public speaking skills. His extensive software training background has also helped in the development of member's PowerPoint presentations during his time with Toastmasters.

He also develops and directs presentations and live streams on platforms including WebEx, Livestream, YouTube Live & Twitch. Randy regularly assists clients with best practices for delivering presentations via WebEx. Many of his projects involving video productions have included notable figures ranging from former Soviet Union leader, Mikhail Gorbachev, to Doug Baldwin of the Seattle Seahawks.

Randy also has an extensive background in product development and has served in marketing and design roles for several commercial product launches. He produces training videos for software and CAD design with hundreds of online students around the globe.

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Aleah Smith (she/her), Program Coordinator/Executive Assistant for Inside-Out Learning (IOL).

Aleah is an organized and goal-oriented program coordinator who is highly passionate about personal development and career growth. Her focus is making little changes in people's lives that will positively impact their career and personal lives.

Aleah received her B.S. in Public Health from the University of Arizona in Tucson, AZ and worked in healthcare for 4 years before changing career fields.

Aleah's Myers-Briggs type is ESTJ and is primarily recognized as a Point Person.

Hobbies: Aleah is an avid sports fan, especially NFL and College football games. She also loves getting lost in a good book. Her favorite genres are suspense, romance and personal development. Above all, Aleah cherishes spending time with her friends and family and traveling.

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WHAT'S NEXT?

1. Free Community of Practice on LinkedIn Groups
   www.linkedin.com/groups/12136775
2. Order Dr. Sharon's award-winning book, *The Authenticity Code™: The Art and Science of Sucess and Why You Can't Fake It to Make It*



Join the Inside-Out Learning Community of Practice!

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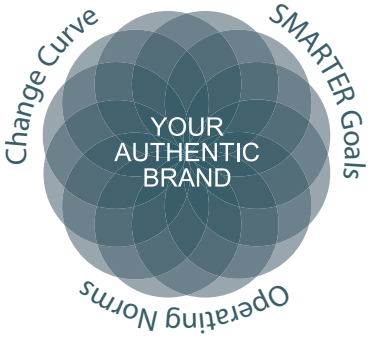

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