

Drift vs. Drive

A Little More Intentionality



A Whole Lot More Impact

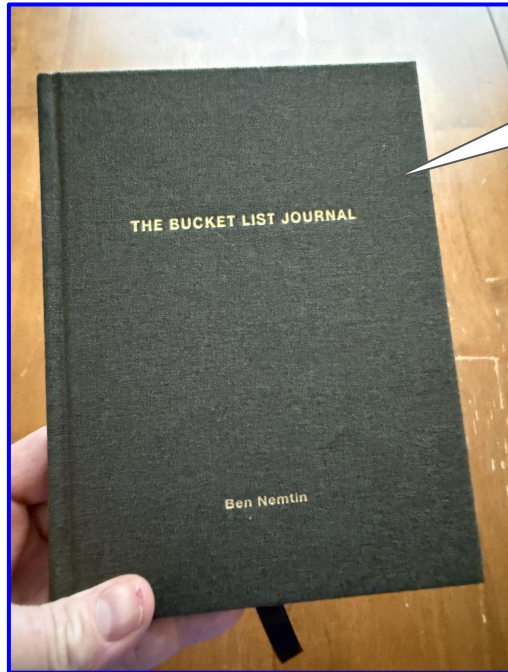
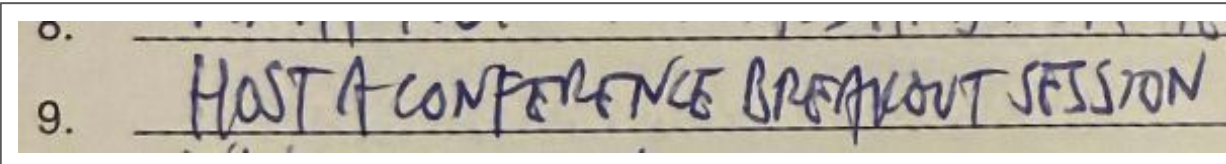
LEARNER
DREAMER
READER
BUILDER
FAN
FAMILY GUY
EDUCATOR
STORYTELLER



Mike Freeman

Shasta County
Superintendent of
Schools

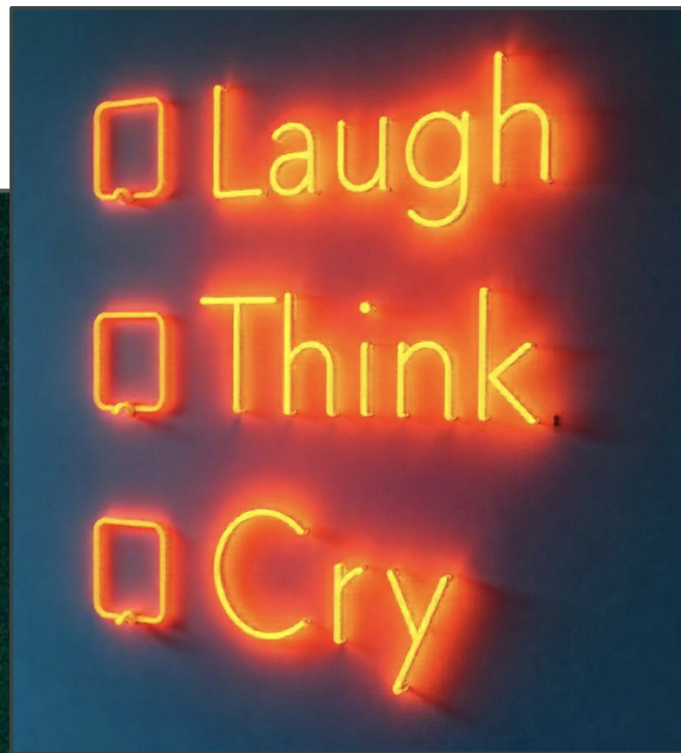
My #9.



Other Work-Related Bucket List Items:

- 10. Win an election.
- 46. Develop a compelling scoreboard.
- 54. See 60% reading countywide
- 55. See 60% math countywide
- 72. Cut a ribbon with large golden scissors?
- 90. Win "Best Place to Work" Recognition

A Good Day



Our Work

**WE
ARE
HERE**



Head



Heart



Hand





Recipe for Change:

See/Hear something →

Feel something →

Do something

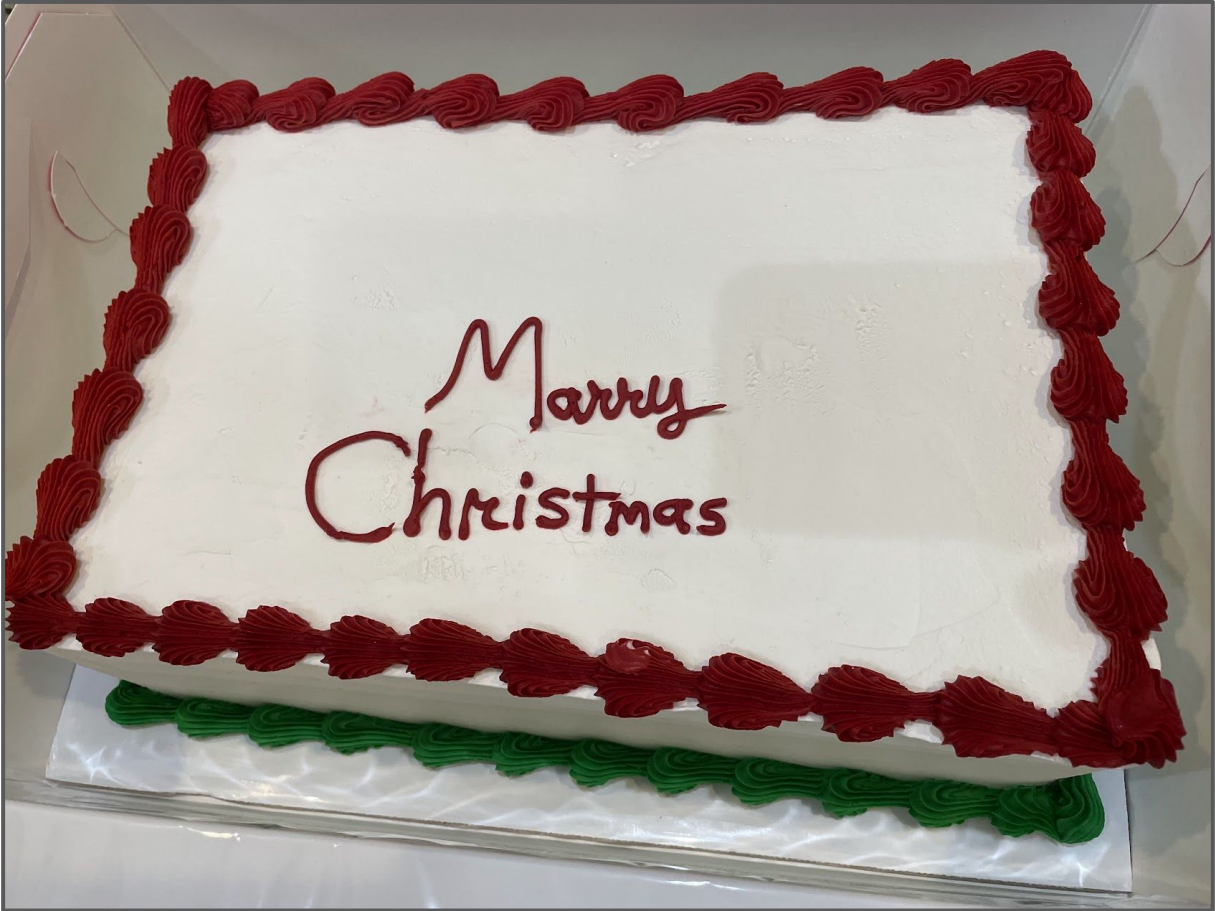
DISCLAIMER

- 1. The views and opinions expressed here are my own and do not necessarily represent those of the Shasta County Office of Education.**
- 2. I overshare.**
- 3. This is 100% AI free. Possibly wrong, definitely incomplete.**
- 4. I am not “there” yet either. “It appears my hypocrisy knows no bounds.”**
- 5. While these concepts are important for our work as leaders, they are even more important for our *lives as people*.**

The Stakes Are High in Our Work



I'm Worried...



Truth #1:

Who you are >

Everything else

“The caliber and quality of lives we live away from here will have a direct impact on the caliber and quality of work we will do here.”

-Mike Freeman

A Beautiful Life...

“A beautiful life is not stumbled upon, it is built. It is chosen. It is nurtured over the years. A beautiful life is made from the heart, not the head. It is not one we can rationalize our way into, it's one that must be felt. A beautiful life is not one that is immediately comfortable, but one grown through the acknowledgement of what is worth being uncomfortable for. It is not one that is easy, it is one that is worth it.”

— **Brianna Wiest**, *The Pivot Year*

THE ONLY
LEADERS
WORTH* FOLLOWING



*Why some leaders succeed, others fail,
and how the quality of our lives hangs in the balance*

TIM SPIKER

The Who Not What Principle*

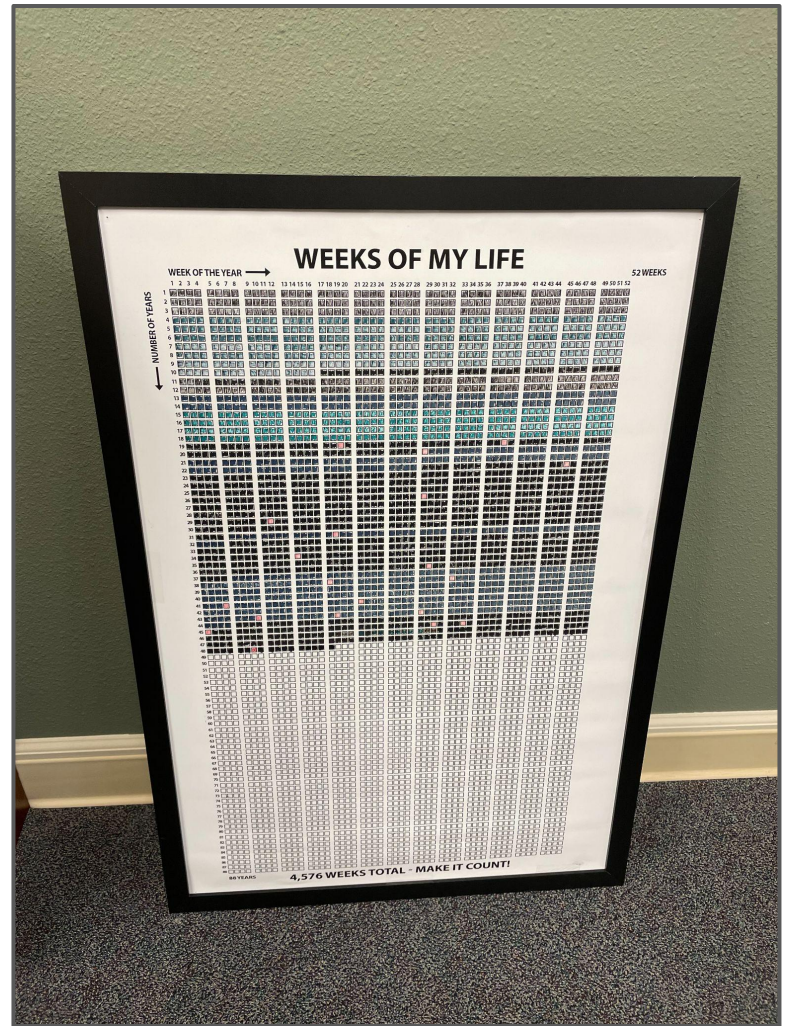
“3/4 of your effectiveness as a leader comes from **who you are**, not what you do.”

“The single greatest determiner of our success and failure as leaders is how well developed we are as people.”



“This life is more than just a read through.”

– “Can’t Stop” by Red Hot Chili Peppers



The Sun-Dial at Wells College



Henry Van Dyke

The shadow by my finger cast
Divides the future from the past:
Before it, sleeps the unborn hour
In darkness, and beyond thy power:
Behind its unreturning line,
The vanished hour, no longer thine:
One hour alone is in thy hands,—
The NOW on which the shadow stands.

BY THE NEW YORK TIMES BESTSELLING AUTHOR



THE GIFT OF INFLUENCE

CREATING LIFE-CHANGING
and LASTING IMPACT IN
YOUR EVERYDAY
INTERACTIONS

TOMMY SPAULDING



80,000

BY THE NEW YORK TIMES BESTSELLING AUTHOR



THE
GIFT OF
INFLUENCE

CREATING LIFE-CHANGING
and LASTING IMPACT IN
YOUR EVERYDAY
INTERACTIONS

TOMMY SPAULDING

“Every single day, two or three people are filtering into your stadium and preparing to cheer you on, boo you off the field, or sit there trying to figure out who you are. You can choose to be a good influence or a bad one. It’s that simple. Will your stadium be filled with 80,000 cheers or jeers? The choice is yours. The 80,000 people in your stadium won’t remember how you managed or led them. They won’t remember what products you sold or the services you provided. They will simply remember your actions and words that changed their lives—your legacy of influence.”

WALL STREET JOURNAL & USA TODAY BESTSELLER

MICHAEL HYATT & DANIEL HARKAVY

LIVING FORWARD

A PROVEN PLAN *to* STOP
DRIFTING *and* GET *the*
LIFE YOU WANT

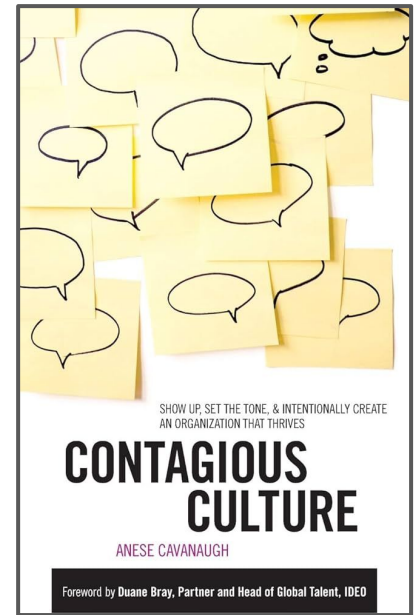
"A step-by-step approach to one of life's greatest challenges."
SETH GODIN

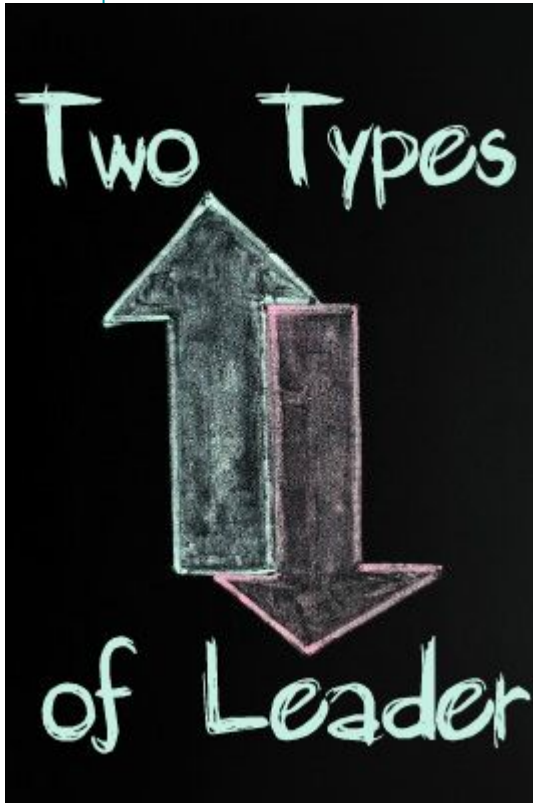
“When we are gone, the only essential thing we will leave behind are the memories we create in the lives of those we have touched and those we love.”

–Michael Hyatt

Intentionality...

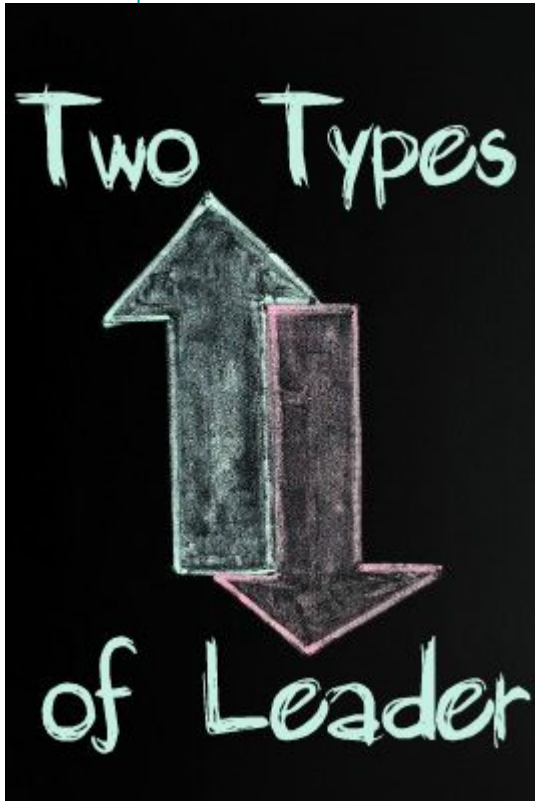
Intention is the name of the game. When you intend how you want to show up and how you want your life to go, you get to happen *to* your life instead of it all happening to you. If you do not have a conscious intention, the default intention will win. The default intention will often be other people's needs and demands and intentions *for* you *or* bad habits, old behaviors, or unconscious ways of being that create damaging impact (like poor results and leaving dead bodies behind).





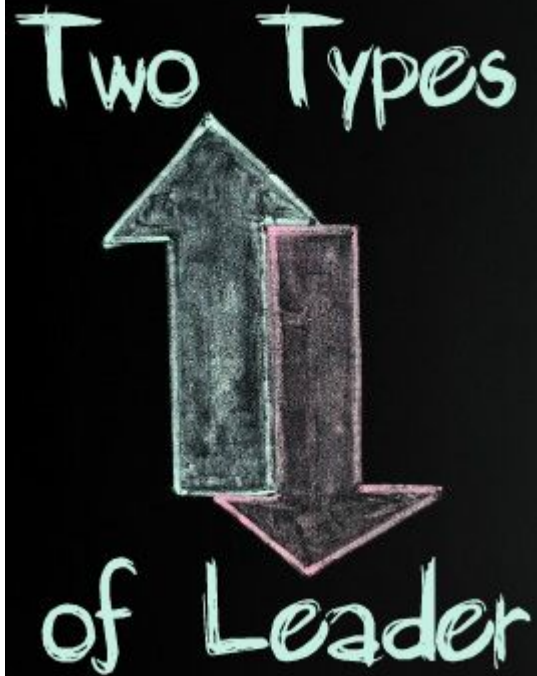
“Some leaders help create fulfilling lives for those they lead while others suck the life out of their followers...”

Meet Monty Williams-Former Phoenix Suns Head Coach



Meet Monty Williams-Former Phoenix Suns Head Coach

Two Types
of Leader





- **Reflect back on a leader that helped create a fulfilling life for you**
- **With your elbow partner share about the leaders you each chose**

**Does the leader you
talked about know
how you feel?**

If they don't, shouldn't they?

Truth #2:

**In life and work, the
default intention is to
drift.**

drift

2 of 2

verb

drifted; drifting; drifts

intransitive verb

1 a : to become driven or **carried along** (as by a current of water, wind, or air)

| a balloon *drifting* in the wind

b : to move or float smoothly and **effortlessly**

2 a : to move along **a line of least resistance**

b : to move in a **random or casual way**

c : to become carried along **subject to no guidance or control**

What Kind of Leader Are We?



VS



 hap·haz·ard

/ˌhɑpˈhæzəd/

adjective

lacking any obvious principle of organization.
"the kitchen drawers contained a haphazard collection of silver souvenir spoons"

Similar: [random](#) [unplanned](#) [unsystematic](#) [unmethodical](#) [disorganized](#)

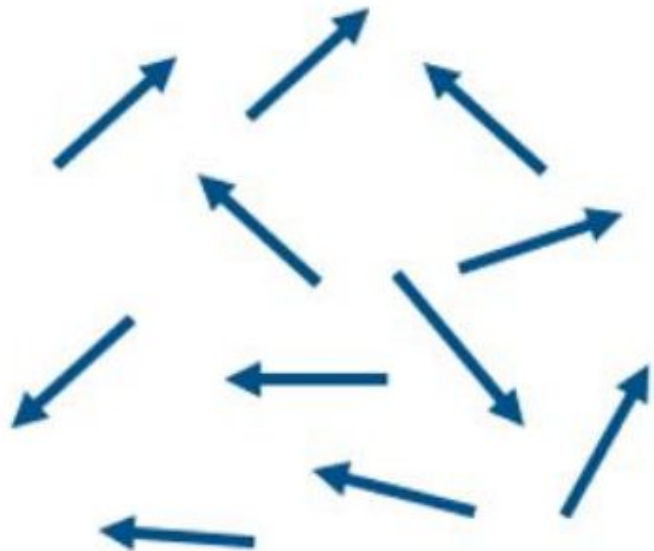
 in·ten·tion·al

/inˈtɛn(t)ʃ(ə)n(ə)l/

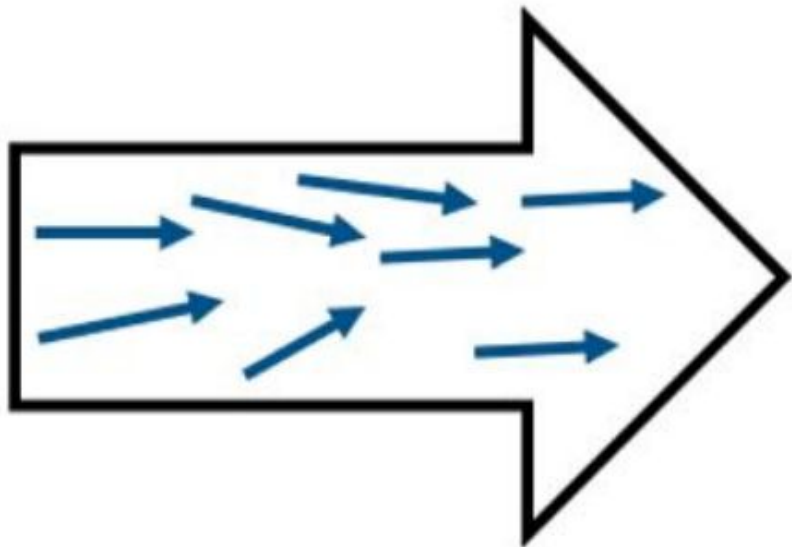
adjective

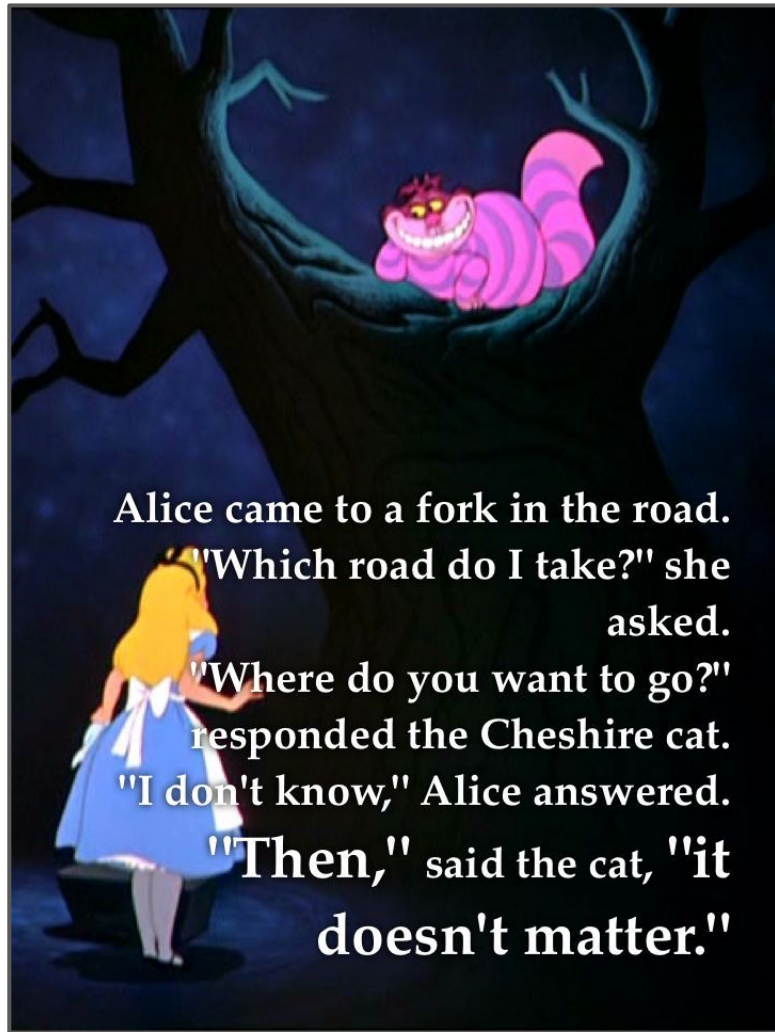
done on purpose; deliberate.
"intentional wrongdoing and harm"

Similar: [deliberate](#) [calculated](#) [conscious](#) [done on purpose](#) [intended](#) 



vs





Alice came to a fork in the road.

"Which road do I take?" she asked.

"Where do you want to go?" responded the Cheshire cat.

"I don't know," Alice answered.

"Then," said the cat, "it doesn't matter."

NEW YORK TIMES BESTSELLER

Four Thousand Weeks

"Provocative and
appealing ... Well worth
your extremely limited time."
—The Wall Street Journal

Time Management for Mortals

Oliver
Burkeman



And yet... No matter how many guardrails for good behaviour you erect, however much you stack things in your favour, in each moment, it's still you showing up for your life. And there seems to be something crucial about *owning* that fact – about actively committing and recommitting, again and again, to going in the direction you want to travel, instead of acting as a spectator to your life, watching to see whether the systems you've put in place perform as you'd hoped they would or not.

NEW YORK TIMES BESTSELLER

Four Thousand Weeks

"Provocative and
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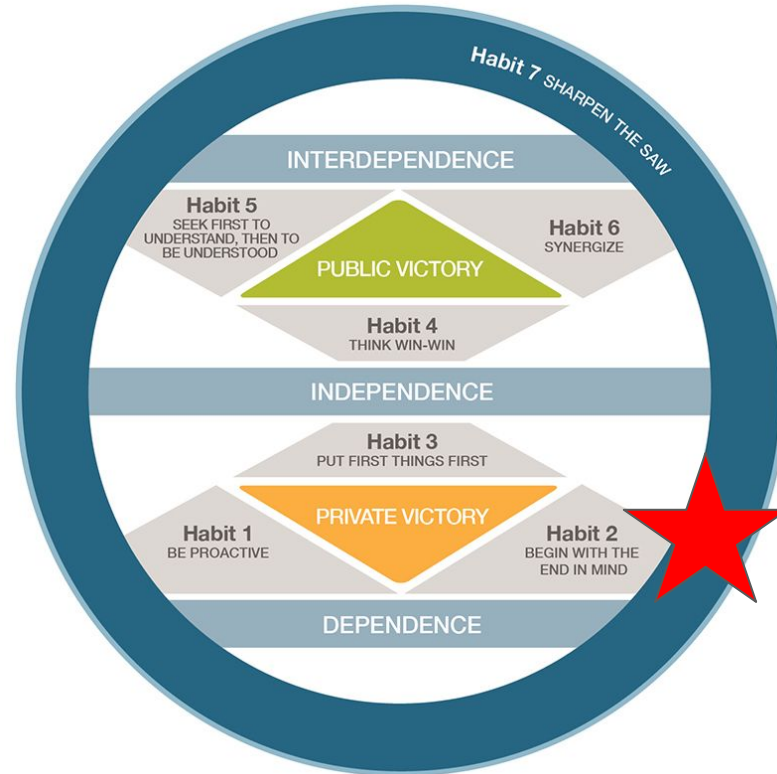
Time Management for Mortals

Oliver
Burkeman



This almost certainly says more about me than the question-asker, since I'm sure it describes my own motivation for much of the time I was writing my *Guardian* column on self-help. (It probably still describes some part of my motivation today.) Nonetheless, I tend to use the question as a chance to drive home what I've come to think of as a deeply important point: building a meaningful life is much less about discovering the right set of practices or habits than it is about cultivating the willingness to step up moment after moment and just *do* more of the things that matter, for the projects and people and causes you care about most.

Principle Refresh...







California County Superintendents

689 followers

3d • 🌐

+ Follow ...

It is with profound sadness that we share the news from [San Mateo County Office of Education](#) on the passing of Nancy Magee, former San Mateo County Superintendent of Schools — a visionary leader, devoted mentor, and true inspiration to everyone who had the privilege of working alongside her.

Nancy gave her career to the children, educators, and communities of California, and her impact will be felt for generations to come. She led with an uncommon combination of courage, compassion, and grace. Under her leadership, SMCOE became a national model for school safety through the development of The Big Five Emergency Guidelines — a clear, comprehensive framework for emergency response now adopted by school systems across the country. She built the partnerships with law enforcement, fire departments, and emergency management agencies that made those protocols real and lifesaving.

Nancy was equally committed to the future of our planet. She championed environmental literacy long before it was a priority for most, making SMCOE the first county office in California to hire a dedicated Environmental Literacy Specialist — and when she became Superintendent in 2018, she elevated that role to report directly to her office. Her collaboration on Seeds to Solutions, a free statewide climate curriculum, reflects her belief that students should be equipped not just to understand the world's challenges, but to solve them.

She fought for mental health supports in schools, for digital equity, and for student-

What will they say about you and me when we are gone?

What did we contribute?

What did we leave behind to show that we were here?

Truth #3:

**No one drifts to a
desired location.**



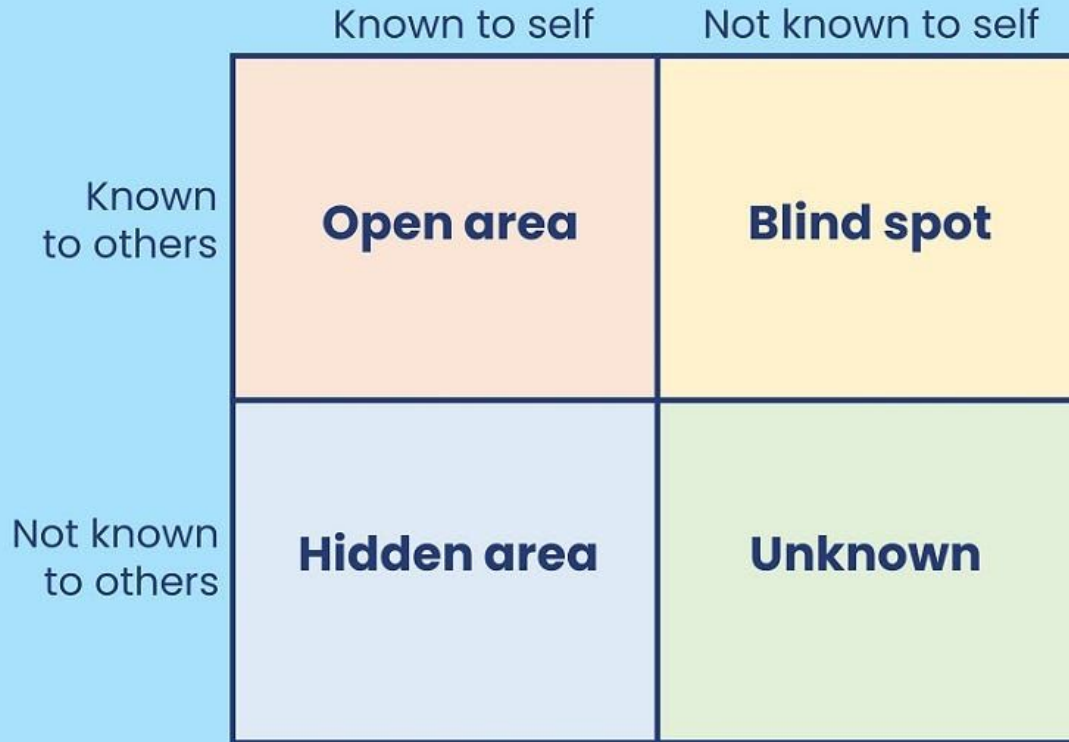


We Drift...

When we are unaware...

-We all have ideas about life that are inaccurate. Blind spots.

Johari Window Model



We Drift...

When we are
distracted...



We Drift...

Do we spend more time planning our vacations than we do planning our lives?



We Drift

**When we
overwhelm**

**-“We w
attenti
as soon
throug**



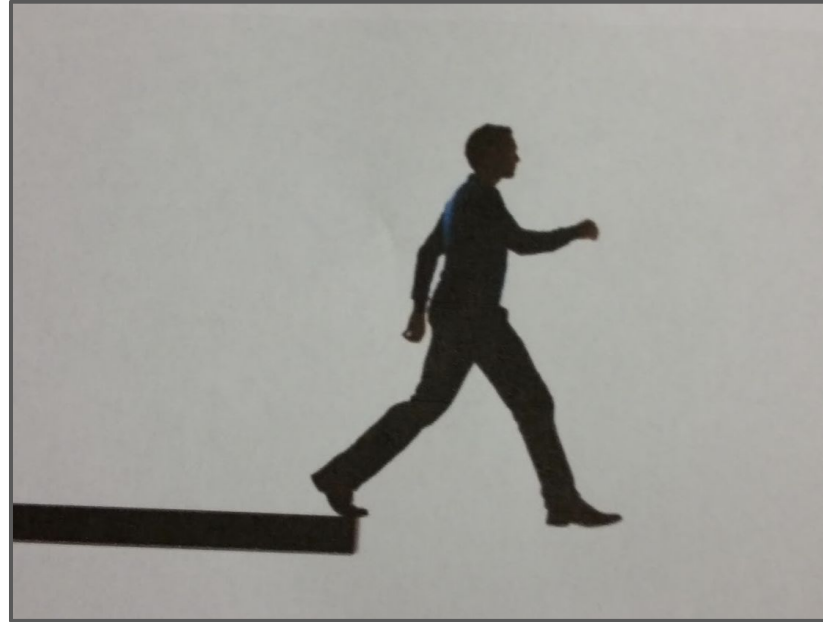
Consider This...



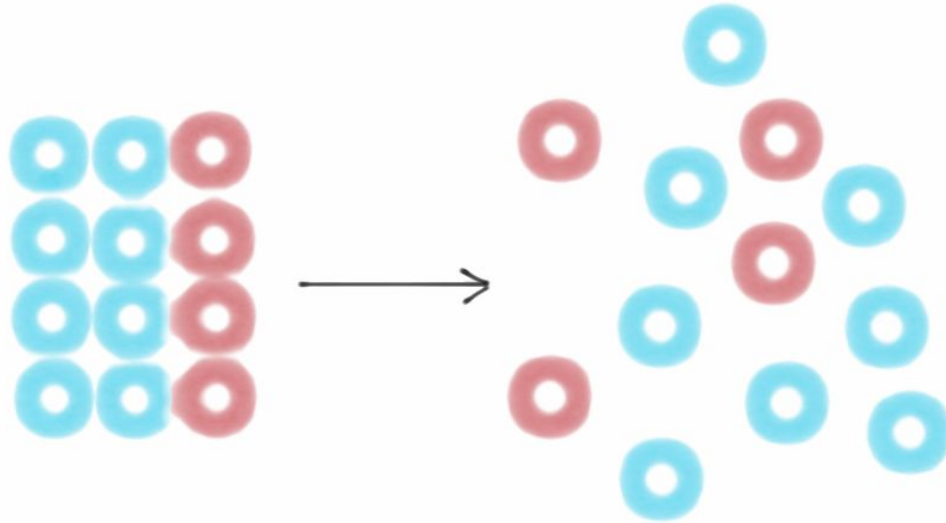
We Drift...

When we are deceived...

-What we believe about something often creates the outcome we experience, which may not be reality

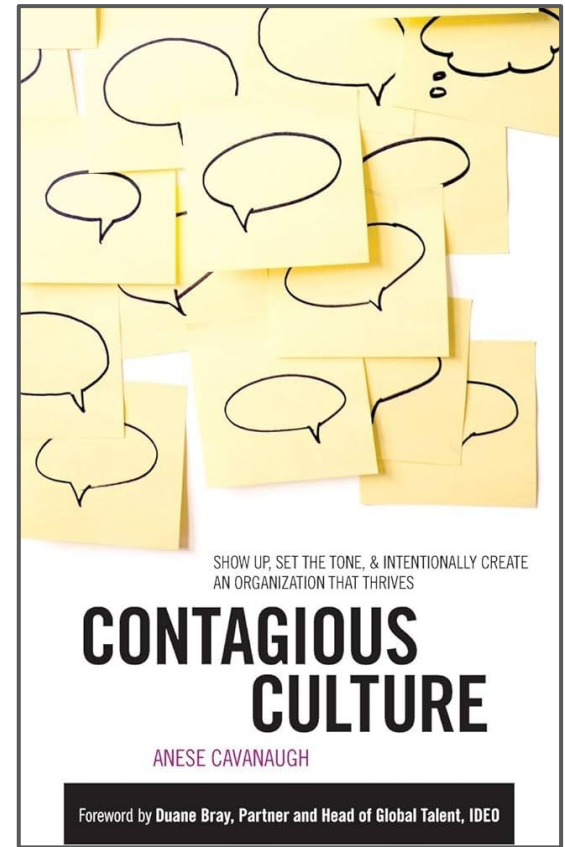


The Law of Entropy... Is Our Enemy

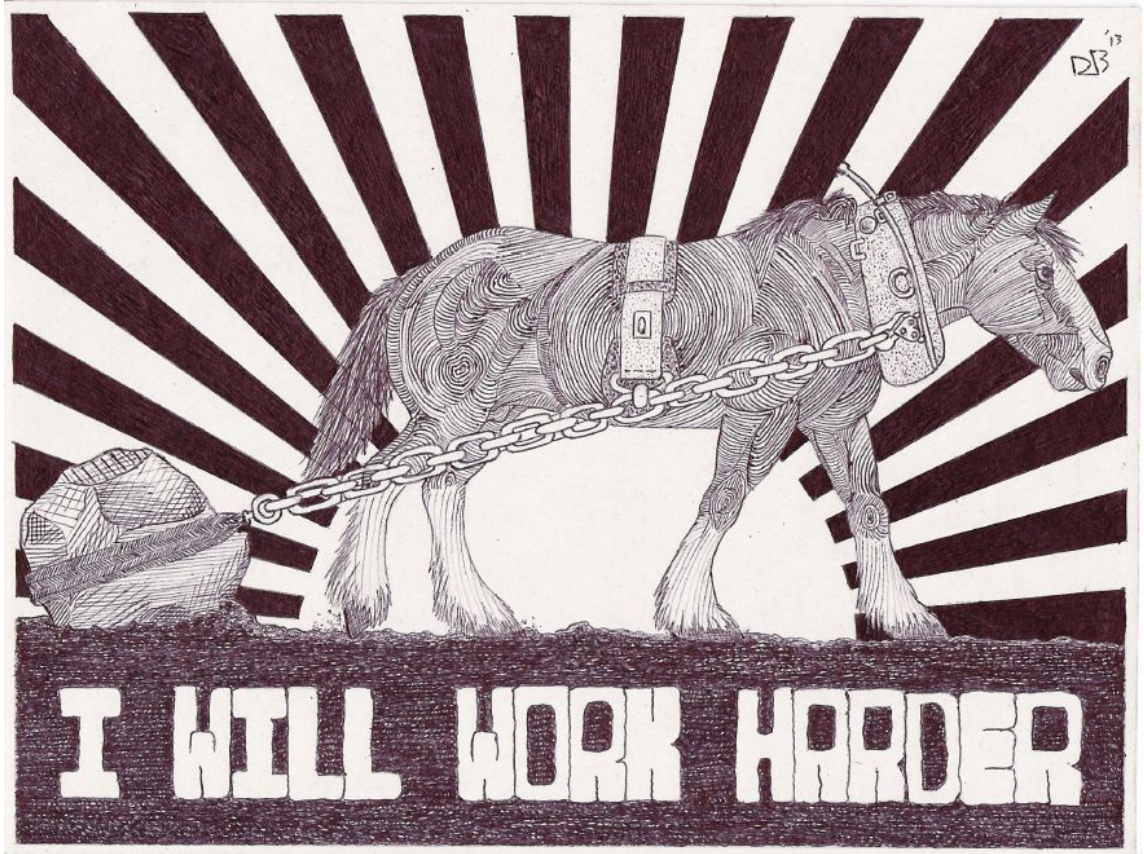


Disconnection...

We've hit an interesting time in history where we have greater ability than ever to do more, be more, strive harder, and push further. But with this ability to do more, there is a downside. Compromise of health and relationships is on the rise; burn-out and substance reliance high. Comments like "I'll sleep when I'm dead" are pervasive. There is a disconnect of purpose, presence, and intention in our daily lives as business moves fast and demands for attention hit hard. Sometimes it's all people can do to keep their heads above water. Despite some big business impact being made for many, the people and leaders in the company are not thriving. It's not sustainable. It's doable, but we have to do it better.



Remember Boxer?



Truth #4:

You can't do it all.

IND WEEK OF 3/16-3/20

SAFE PLAN DOC SHARE
HW MANAGED TRAINING CV
A) PLAN MTR

A) OPEN POSITIONS DATA
A) TERRITORY DATA
PUNTER COFFEE-DUMETS-SHAR

26-27 BUDGET TALKS
LITIX F.V. - APRIL CSA
KINANTIS
AL PREP
S/HRK RE-AL

S/HRK LITERACY
FACILITY PLANNING
PORTABLE/HOUSE MI-PR-BUS

CSA AGENDA BUILD -
A) AGENDA TO CABINET
MOTER BROWN PROPOSAL
ESTHER V IN

MH CARDS NICK TRAINING
RHS 4/14 PREP
DATA GOVERNANCE PLANS

LC GRANT 4/17
GSA CLUB OUTREACH - BENJAMIN
SVP EXERPTS

READING ACHIEVE HIT
LT BOOSTER
JACOB WOR
YMCA F.V.

PEEL COURT F.V.
STEPHANIE BRIOGETTI F.V.
FOCUS REFRESH
DISTRICT NEEDS SURVEY
CSBA SERVICES DATA
PRR PERSON PROCESS?
SO CANVAS IN SA OMS
SUBLIST OUTREACH HR

CHARMEN Huddle structure
SPEAK YOUR PIECE RS
ATTENDANCE PITY BOOK
1-1 w/ BOARD MEMBERS

ERIC STEVENS EMAIL ABOUT
AS SEND TO CSA?
DATA PILOT - DISTRICTS
GOLDEN BELL DATA F.V.

GOVERNANCE CHARTER
2026-27 CALENDAR
CHYBA LABEL SHED MOV
LETS WORK POLICIES

PRINCIPALS 6 & 8 INVITE RHS SECONDARY
4/14
AL 24-27 CHANGES
NINTU CHANGES
MICHELLE GAR-UP?

NATIVE IDENTIFICATION LAW
SPRINKLEABILITY
TRUSTED ADVISORIES
COMPLETION STIPEND
PERSONAL PREVENTION SUMMIT

TEAF MOV
CHYBA MOV
UPDATE EXPENDITURE YOUTH PLAN
CRISIS RESPONSE V DIST - CSA
READ OPPORTUNITY MYTH
SCLERA 250 F.V.

ROSENTHAL V IN
BIANCE MOVE
VISIT DESIRE @ SC
SHASTA COLLEGE RE: AU CALL
FRENCH GOVCH VISIT V IN

RETIREMENT PROCESS CHECKLIST
IS WINDOW
FRM DISPOSITIONMENT PENALTY?
SAFETY EQUIPMENTS LIKE GOLF
FRYBEMOUS
SECORNS - APRIL

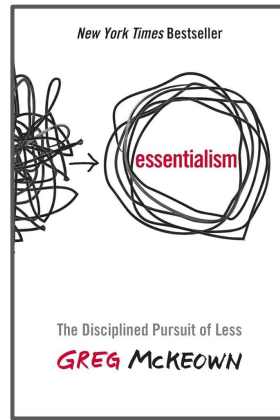
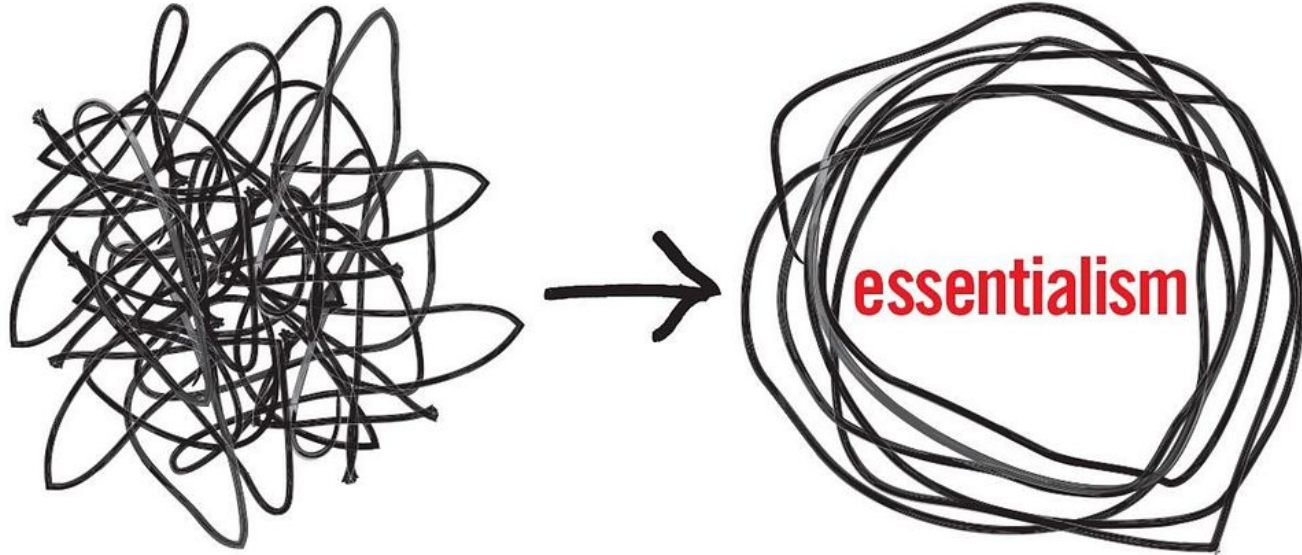
A) ACCEB CLARITY
NATIVE AUTEMTY
REACH SUCCESS STORIES
REVIEW CONTACT POLICY

A) CUSTODY OF OUR TRAINING
ACTION MEMORANDUM 2017
DAMOS STEERING LEADS
PUSHED OUT/ CALDWIN 01/2019

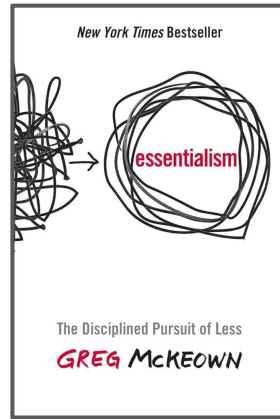
MAY CSA LUNCH WITH FB
TMA NATIVE #?
LIBRARY CTED F.V.
NSA OCR?
SFC ORACRE
DIRECTORY PHOTO F.V.

ED PUSING COUNTYWIDE
C) CHRISTIAN EVAL
MORGAN SUP EVAL
IMMUNIZATION ACCOUNTABILITY

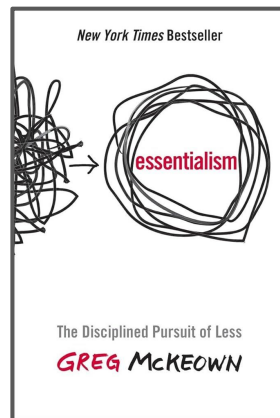
C) CLASSIFIED SVCS AGREEMENT
COTONIA NOTICE MODEL
SUP EMAIL MEMO
GROTEFEND MTR
MUNVILLE CHARTER
SW F.V.
TOM RE AGENDA SETTING
CAREERS 1/2



**If you don't
prioritize your
life, someone
else will.**



	Nonessentialist	Essentialist
Thinks	<p>ALL THINGS TO ALL PEOPLE</p> <p>"I have to." "It's all important." "How can I fit it all in?"</p>	<p>LESS BUT BETTER</p> <p>"I choose to." "Only a few things really matter." "What are the trade-offs?"</p>
Does	<p>THE UNDISCIPLINED PURSUIT OF MORE</p> <p>Reacts to what's most pressing Says "yes" to people without really thinking Tries to force execution at the last moment</p>	<p>THE DISCIPLINED PURSUIT OF LESS</p> <p>Pauses to discern what really matters Says "no" to everything except the essential Removes obstacles to make execution easy</p>
Gets	<p>LIVES A LIFE THAT DOES NOT SATISFY</p> <p>Takes on too much, and work suffers Feels out of control Is unsure of whether the right things got done Feels overwhelmed and exhausted</p>	<p>LIVES A LIFE THAT REALLY MATTERS</p> <p>Chooses carefully in order to do great work Feels in control Gets the right things done Experiences joy in the journey</p>



	URGENT	NOT URGENT
IMPORTANT	<p><u>Quadrant I</u> <i>urgent and important</i> DO</p>	<p><u>Quadrant II</u> <i>not urgent but important</i> PLAN</p>
NOT IMPORTANT	<p><u>Quadrant III</u> <i>urgent but not important</i> DELEGATE</p>	<p><u>Quadrant IV</u> <i>not urgent and not important</i> ELIMINATE</p>



THE STONECUTTER

“When nothing seems to help,
I go and look at a stonecutter
hammering away at his rock,
perhaps a hundred times
without as
much as a crack showing in it.
Yet at the hundred and first
blow it will split in two, and I
know it was not that last
blow that did it, but all that
had gone before.”

Jacob A. Riis

**Therefore,
what? _____**

2

A Magic Formula for
Solving Worry Situations

STEP 1: "ANALYZE THE SITUATION FEARLESSLY AND HONESTLY AND FIGURE OUT WHAT WAS THE WORST THAT COULD POSSIBLY HAPPEN AS A RESULT OF FAILURE"

STEP 2: "CALMLY DEVOTE TIME AND ENERGY TO TRYING TO IMPROVE AND ATTACK THAT WORST CASE POSSIBILITY"

OVER SIX MILLION COPIES SOLD!

*How to Stop
Worrying
and Start
Living*

**TIME-TESTED METHODS
FOR CONQUERING WORRY**

**DALE
CARNEGIE**

BESTSELLING AUTHOR OF
How to Win Friends and Influence People

Strategy #1:

Ask questions.

WALL STREET JOURNAL & USA TODAY BESTSELLER

MICHAEL HYATT & DANIEL HARKAVY

LIVING FORWARD

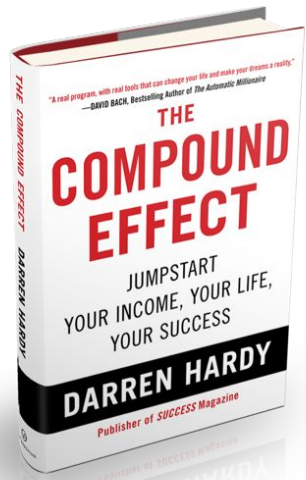
A PROVEN PLAN *to* STOP
DRIFTING *and* GET *the*
LIFE YOU WANT

"A step-by-step approach to one of life's greatest challenges."

SETH GODIN

**“Our lives are
shaped by the
questions we ask.”**

–Michael Hyatt



many ah-has, but not one thing that's really compelling." He said, "Let this be the last week that you don't come to the table with an ah-ha." Gulp. "Don't shortchange me," he said. Point taken. In reality, I was shortchanging myself by not identifying one thing memorable enough to share.

I have a serious challenge for you if you're up for it. Want real feedback? Find people who care enough about you to be brutally honest with you. Ask them these questions: "How do I show up to you? What do you think my strengths are? In what areas do you think I can improve? Where do you think I sabotage myself? What's one thing I can stop doing that would benefit me the most? What's the one thing I should start doing?"



Johari Window Model

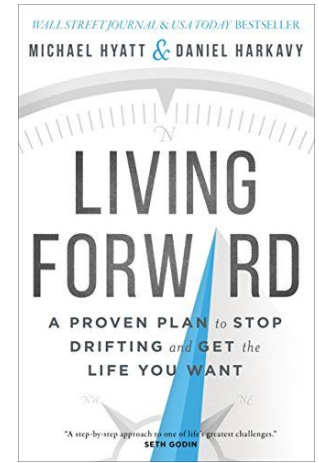
	Known to self	Not known to self
Known to others	Open area	Blind spot
Not known to others	Hidden area	Unknown

Good Questions=Good Outcomes



Three Powerful Questions

1. **How do I want to be remembered?**
2. **What matters most?**
3. **How can I get from here to where I want to be?**



Powerful Practice: Rounding

Studer
Education



Recognition

Reward front line
caregivers



Behavior

Display empathy and
active listening



Visibility

Show leadership
commitment to
transparency



Frequency

Round at consistent
intervals

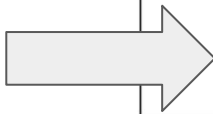


Feedback

Ask questions specific to
overall care and patient
experience

How to Round

- 1. Make personal connection with team member.**
- 2. Ask the four rounding questions.**
- 3. Thank them for the work they do.**
- 4. Transfer notes to actionable items.**

**What is going well?**

Alternative/Additional Questions:

What are you learning? What changes have been positive?

What has been challenging for you recently?

Alternative/Additional Questions:

What are you wondering about as we move into the next 60 days? What is a potential improvement to explore (opportunity for team members to offer a solution of their own)?

Do you have the resources and support you need?

Alternative/Additional Questions:

Do you feel confident in your work with the team? Are there any barriers I can help with?

Is there anyone who's been particularly helpful to you?

Alternative/Additional Questions:

Make sure to capture the BEHAVIORS exhibited so you can cite these in your gratitude note.

Gratitude Note sent within one week

Hardwiring Excellence in Education

The Nine Principles®
Framework

Dr. Janet Pilcher

Purpose. Worthwhile work. Making a difference.

“Striving and achieving organizational excellence is a continuous process of growth and improvement, and you, as a leader, have to be willing to look in the mirror because it might be you who is holding the organization back.”

-Dr. Kyle Marrero, President of Georgia Southern University

- 70% of the variance in employee engagement levels is due to the leader

Strategies to Drive Our Lives

**Become aware of your
current location-brutally
honest inventory of your
reality in *every* aspect of
your life.**



Power of Stillness

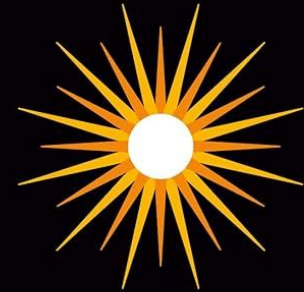
“We do not live in this moment. We, in fact, try desperately to get out of it-by thinking, doing, talking, worrying, remembering, hoping, whatever. We pay thousands of dollars to have a device in our pockets to ensure that we are never bored. We sign up for endless activities and obligations, chase money and accomplishments, all with the naive belief that at the end of it will be happiness.”

#1 NEW YORK TIMES BESTSELLER

STILLNESS IS THE KEY

“A must read in our noisy world.”

—ANGELA DUCKWORTH, bestselling author of *Grit*



RYAN HOLIDAY

Author of *THE OBSTACLE IS THE WAY* and *EGO IS THE ENEMY*

Power of Stillness

“Stillness is what aims the archer’s arrow. It inspires new ideas. It sharpens perspective and illuminates connectedness. It slows the ball down so that we might hit it. It generates a vision, helps us resist the passions of the mob, and makes space for gratitude and wonder. Stillness allows us to persevere. To succeed. It is the key that unlocks the insights of genius, and allows us regular folks to understand them.”

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—ANGELA DUCKWORTH, bestselling author of *Grit*



RYAN HOLIDAY

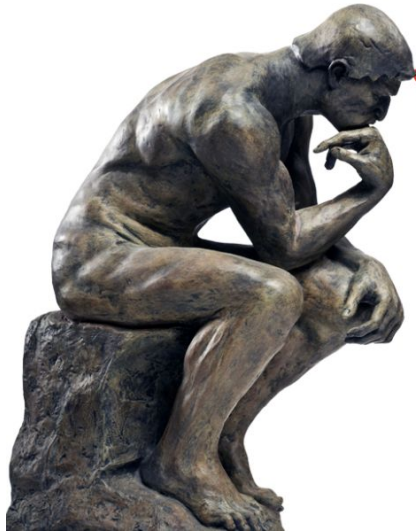
Author of *THE OBSTACLE IS THE WAY* and *EGO IS THE ENEMY*

“

The question I ask whenever I'm straining for extended periods is, “What would this look like if it were easy?”

Tim Ferris, Tools of Titans

The Best Answer Is a Simple One



Human conversation is the most ancient and easiest way to cultivate the conditions for change – personal change, community and organizational change, planetary change. If we can sit together and talk about what's important to us, we begin to come alive. We share what we see, what we feel, and we listen to what others see and feel.

- Margaret Wheatley (2002)

Strategies to Drive

Start working toward your destination-mind the gap by filling your day with the actions that will close it.



Martin Luther King Jr.'s *Letter From Birmingham Jail*

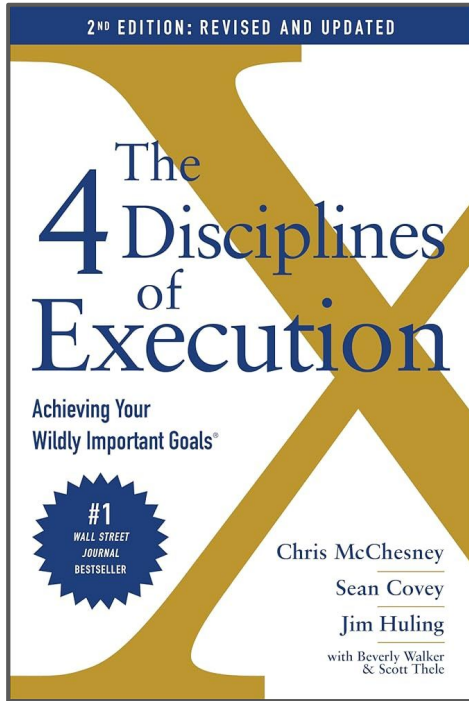


You may well ask: "Why direct action? Why sit ins, marches and so forth? Isn't negotiation a better path?" You are quite right in calling for negotiation. Indeed, this is the very purpose of direct action. Nonviolent direct action seeks to create such a crisis and foster such a tension that a community which has constantly refused to negotiate is forced to confront the issue. It seeks so to dramatize the issue that it can no longer be ignored. My citing the creation of tension as part of the work of the nonviolent resister may sound rather shocking. But I must confess that I am not afraid of the word "tension." I have earnestly opposed violent tension, but there is a type of constructive, nonviolent tension which is necessary for growth.

Strategy #2:

Keep Score.

Principle Refresh...



Principle Refresh...

“We play the game differently when we keep score.”

How are we “keeping score” in life?



A Compelling Scoreboard

HOME **GUEST**

42 05:10 23

PERIOD 2

BONUS **BONUS**

FOULS **PLAYER** **FOULS**

4 T.O.L. 10 10 T.O.L. 0

VARSITY SCOREBOARDS

A Compelling Scoreboard

Strive Score

SCOREBOARD

Scale?

Your answer _____

Steps?

Your answer _____

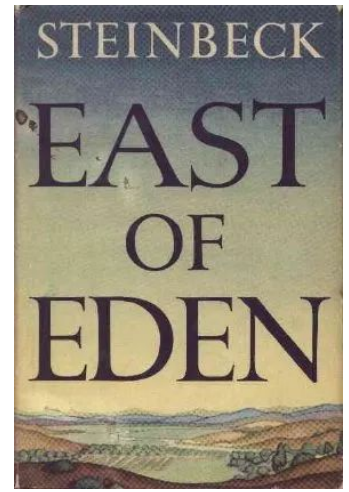
Screen Time?

Your answer _____

Strategy #3:

**Get Crystal Clear on
Your Beliefs**

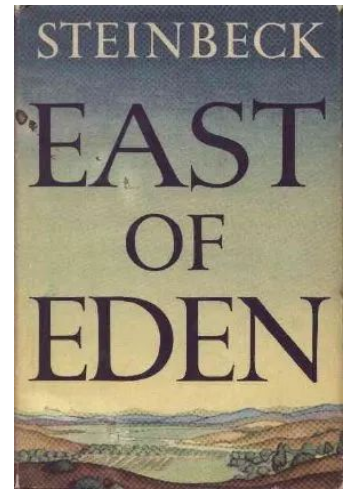
Clarity in Beliefs



From East of Eden by John Steinbeck (ch.13):

Sometimes a kind of glory lights up the mind of a man. It happens to nearly everyone. You can feel it growing or preparing like a fuse burning toward dynamite. It is a feeling in the stomach, a delight in the nerves, of the forearms. The skin tastes the air, and every deep-drawn breath is sweet. Its beginning has the pleasure of a great stretching yawn; it flashes in the brain and the whole world glows outside your eyes. A man may have lived all his life in the gray, and the land and trees of him dark and sombre. The events, even the important ones, may have trooped by faceless and pale. And then - the glory - so that a cricket song sweetens his ears, the smell of the earth rises chanting to his nose, and dappling light under a tree blesses his eyes. Then a man pours outward, a torrent of him, and yet he is not diminished. And I guess a man's importance in the world can be measured by the quality and number of his glories. It is a lonely thing but it relates us to the world. It is the mother of all creativeness, and it sets each man separate from all other men.

Clarity in Beliefs



And this I believe: that the free, exploring mind of the individual human is the most valuable thing in the world.
And this I would fight for: the freedom of the mind to take any direction it wishes, undirected. And this I must fight against: any idea, religion, or government which limits or destroys the individual.

Clarity of Beliefs:

- 1. The things that matter most are the things that last the longest.**
- 2. There is no lid.**
- 3. The best answer is a simple one.**
- 4. Every kid is my kid.**
- 5. The right thing is rarely easy, instant, or cheap.**
- 6. I will not play small.**
- 7. Good enough never is.**
- 8. We are family.**
- 9. Give me a lever and a fulcrum and I can move the world.**
- 10. The obstacle is the way. Ego is the enemy.**
- 11. We are “they”.**
- 12. Constructive tension is a powerful force for change.**
- 13. Change the internal script=Change the course of one’s life.**
- 14. Laugh + Think + Cry = A Good Day**

**Clarity → Courage →
Opportunities**

Strategy #4:

Keep the Essential

“Front and Center”

“Front & Center”: Kyrie’s Confetti



“Front & Center”: Jim Valvano Note Card



“Jim was a notecard guy, you know. He would write his goals on index cards and stick them in a pocket somewhere. His first one was to play the 9 o’clock game at Madison Square Garden. When we were at Iona, we did that for the first time. The second one was to win a national championship. The third one I pulled out of his sports coat pocket once taking his suit to the dry cleaners. It said, ‘Find a cure for cancer.’”



“Front & Center”

“We tend to think effective people are busy. Not so, unless they’re busy with the right things—and many people aren’t. When things in our business or life get busy and hectic, we often lose sight of our priorities. *But by keeping the truly important things front and center, we often get the perspective we need to make better decisions.* ”

–Michael Hyatt

“Front & Center”

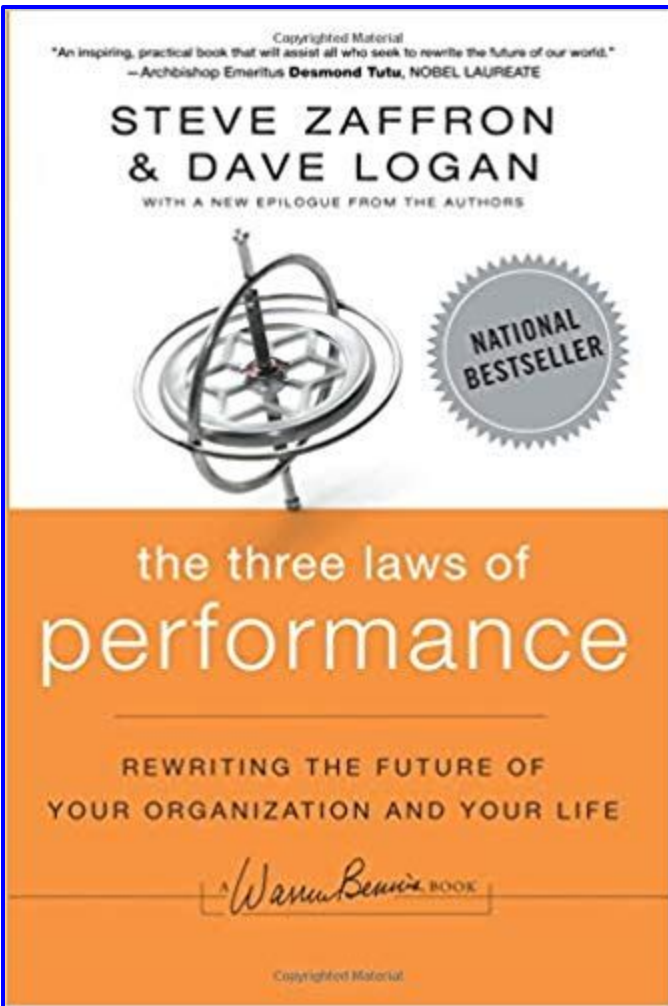


Strategy #5:

**Harness the Power of
Words**

One Lesson From My Friend John...





LAW #1:
How people perform
correlates to how situations
occur to them.

None of us sees things as
they are. We see how things
occur to us. What looks like
reality as you consider issues
and performance challenges
is only how reality occurs to
you.

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"An inspiring, practical book that will assist all who seek to rewrite the future of our world."

—Archbishop Emeritus **Desmond Tutu**, NOBEL LAUREATE

**STEVE ZAFFRON
& DAVE LOGAN**

WITH A NEW EPILOGUE FROM THE AUTHORS



the three laws of
performance

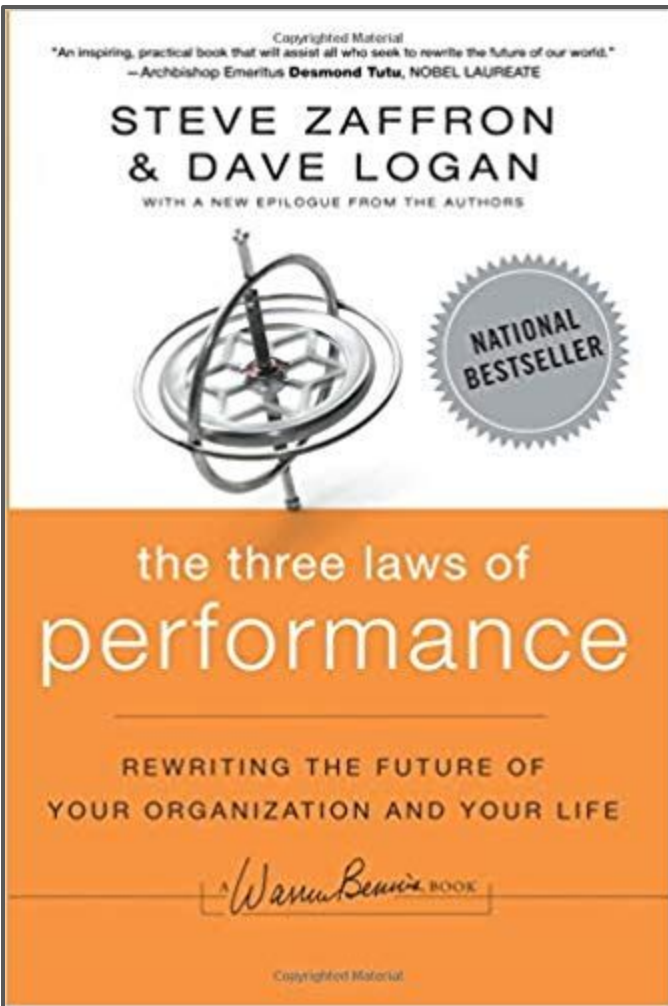
REWRITING THE FUTURE OF
YOUR ORGANIZATION AND YOUR LIFE

Warren Bennis BOOK

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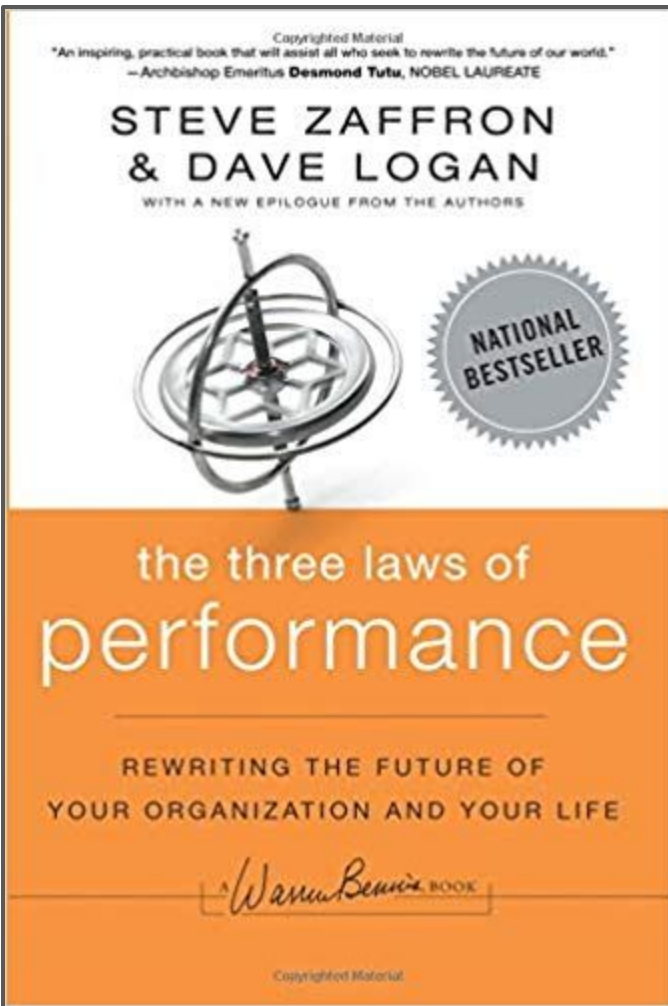
We don't see things
as they are,
we see them as we are.

— *Anais Nin*



LAW #2: How a situation occurs arises in language.

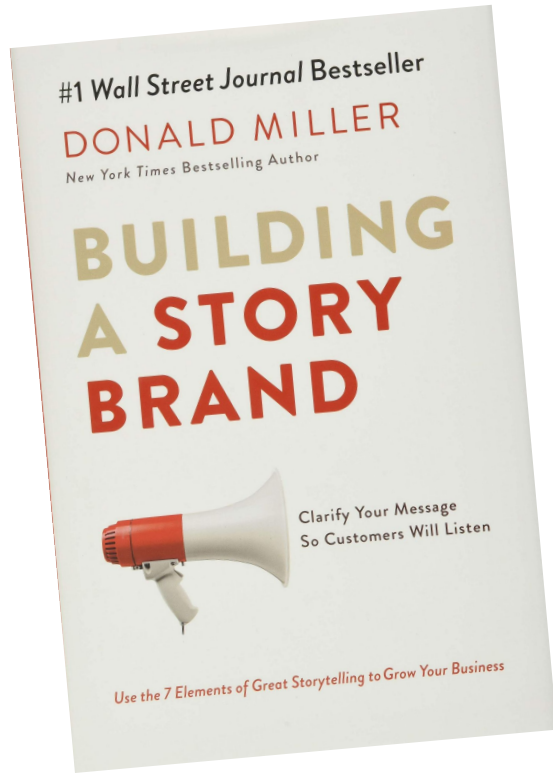
That language must be addressed to turn around performance. The process starts with becoming aware of what people aren't saying but are communicating. It starts with people saying what they've been thinking. As the process continues, people discover what's lurking behind their thoughts and opinions. That opens up space to move beyond the current language and future and create something new.



LAW #3:
Future-based (generative) language transforms how situations occur to people.

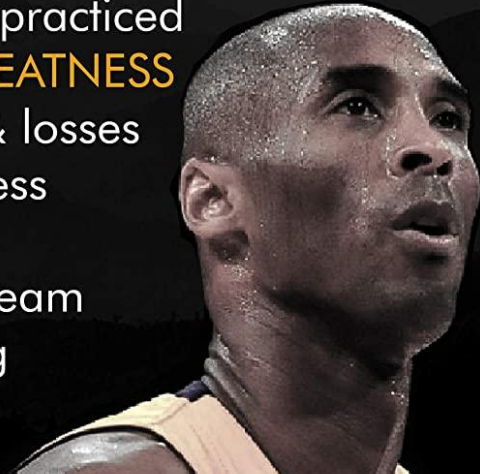
Future-based language, also called generative language, has the power to create new futures, to craft vision and to eliminate the blinders that are preventing people from seeing possibilities. It doesn't describe how a situation occurs, it transforms how it occurs. It does this by rewriting the future.

The Power of Story



BRYANT'S 10 RULES

1. Get better every single day
2. Prove them wrong
3. Work on your weaknesses
4. Execute what you practiced
5. LEARN FROM GREATNESS
6. Learn from wins & losses
7. Practice mindfulness
8. Be ambitious
9. #Believe in your team
10. Learn storytelling



**We lose our way
when we lose our
why.**



Do all the good you can, by all the means you can, in all the ways you can, in all the places you can, at all the times you can, to all the people you can, as long as ever you can.

(John Wesley)

Consider This...

THE EXECUTION TRIANGLE



Consider This...

“Hold Them Both”

- ❑ The “Me” that I am & the “Me” that I want to be**
- ❑ What Matters Most & time spent elsewhere**

10x-ing Your Influence



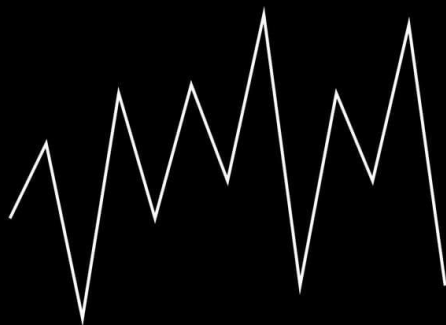
The Right Thing

“Where your purpose lies...”

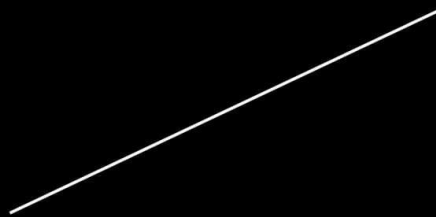
sider what living a life of 10x means for you. What is that single thing you do best that has the capacity to inspire others and change lives? How can you simplify your life so that you have the time, energy, and love to devote yourself to it?

I decided these questions. I was content

Consider This...



DAYS



DECADES

KEEP

GOING →

“Genius is only the power of making continuous efforts. The line between failure and success is so fine that we scarcely know when we pass it; so fine that we are often on the line and do not know it. How many a man has thrown up his hands at a time when a little more effort, a little more patience would have achieved success? A little more persistence, a little more effort, and what seemed a hopeless failure may turn into a glorious success. ... There is no defeat except within, no really insurmountable barrier save one’s own inherent weakness of purpose” (author unknown, *Second Encyclopedia*, ed. Jacob M. Brand, Englewood Cliffs, N.J.: Prentice Hall, 1957, p. 152).

Thank You!