

	<p>How To Discover Your True North</p> <p>Created & Delivered by Stuart Lloyd Cohen Chief Motivation Officer</p> <p>Go to StuartLloydCohen.com/EDGE for additional resources</p>
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INTRODUCTION

The best business plan is only as effective as the PERSON executing it.

The person discovering their True North has achieved CLARITY OF PURPOSE.

This is earned when energy and effort are focused on elevating LEADERSHIP SKILLS.

The outcome realized is INFINITE INFLUENCE.

The journey of discover requires ASSESSMENT & INVESTMENT.

The following is a business plan for YOU.

It is INSTRUCTIONAL & MOTIVATIONAL.

It is a journey toward SERVANT LEADERSHIP.

Discovering your True North means you will:

Know WHERE you are headed.

Know HOW you will get there.

Know WHEN you have arrived.

Know WHY! (Why you do what you do?)

You will know your CLEAR PURPOSE

No matter if you are:

A newbie (or an oldbie).

An owner, Manager, Inside Agent or Outside Agent ..

You just need DESIRE!

“Desire is the key ingredient that makes the difference between an average performer and a champion.” – Zig Ziglar

“The hardest person you’ll ever have to lead is you.” - John Maxwell

How Do You Discover Your True North? (Today's Agenda)

**SET YOUR DESTINATION
REMOVE YOUR OBSTACLES
ELEVATE YOUR LEADERSHIP**

SET YOUR DESTINATION:

Separating each tier is the Bridge of TRUST.

Identify yourself on one of these tiers or anywhere in between:

- Transactional/New Agent
- Specialist
- Consultant
- Trusted Advisor/Travel Advisor

Trust is EARNED not OWED.

Trust is EARNED one customer at a time.

Must be DELIBERATE & ENDURING.

Can't be '*shortcutted*'.

The danger lies in thinking you have arrived.

The people in your *circle of influence* decide.

Don't view it as a VERTICAL CLIMB.

View it as a HORIZONTAL JOURNEY.

Where are you today?

Where are you heading next?

Why do you want to be there?

REMOVE YOUR OBSTACLES:

- 1) The Fear of *Failure*
- 2) The Fear of *Incompetence*
- 3) The Fear of *Time Poverty*
- 4) The Fear of *Feeling Stranded*

“Failure is not the opposite of success. It is a stepping stone.”
- Arianna Huffington

1) The Fear of Failure

Q: How did you fail last?

Q: How are you afraid to fail next?

“I have been through some terrible things in my life,
some of which actually happened.” - Mark Twain

- a) Give yourself GRACE.
- b) Identify & DOCUMENT.
- c) REVEAL.
- d) RATIONALIZE.
- e) REFRAME.

“Everything we want is on the other side of failure.”
- Jack Canfield, *Chicken Soup for the Soul*

2) The Fear of Incompetence

Q: What don't you know? (What skills need sharpening?)

- a) Give yourself GRACE.
- b) Identify & FIX.
- c) Take off your training wheels.

“You don't have to be the most knowledgeable person in the world You just have to be one chapter ahead of the people you're helping.”

- Russell Brunson, *Expert Secrets*

3) The Fear of Time Poverty

Q: What haven't you had enough time for?

Time is the most precious commodity there is. Those who don't plan how they're going to use their time, and just let the day happen to them, accomplish the least. - Barry Farber

- a) Create a daily time DIARY.
- b) Identify wasteful SPENDING.
- c) Eliminate activities that DISTRACT.
- d) Replace with activities that NOURISH (your bridge of trust).
- e) Implement the 50-minute meeting.
- f) Always be thinking SCALABILITY.

“The bad news is time flies. The good news is you're the pilot.”

- Michael Altshuler

4) The Fear of FEELING STRANDED

Q: WHO am I missing?

“Top level leaders in all walks of life spend much more time requesting advice than they do in giving it.” - David J. Schwartz, PH.D., The Magic of Thinking Big

- a) Connect with TLN, BDMs and colleagues.
- b) Seek MENTORSHIP.
- c) Hire a COACH or consultant.
- d) Be a mentor.

“Don’t surround yourself with yourself.” - Yes - I’ve Seen All Good People

“To know the road ahead ask those coming back.” - Chinese Proverb

ELEVATE YOUR LEADERSHIP:

Q: Where are you on the LEADER METER?

The #1 purpose of a leader is to HELP OTHERS SUCCEED.

“Leadership is a lifestyle.”

Help: Team, Family, Colleagues, Suppliers and CLIENTS.

How do we elevate our leadership?

- 1) Know the Truths & Consequences
- 2) Pick the Right Path
- 3) Develop New Skills

1) Know the Truths & Consequences

- Big titles are empty promises
- Strong leaders and weak leaders drive powerful results.
- Weak leadership is the greatest gift we give to our competitors.
- Affirmation leadership gets better results than intimidation leadership.
- The #1 nemesis of a leader is GREED.

“People are silently begging to be led.” – Jay Abraham

2) Pick the Right Path

The ideal leadership style is SERVANT LEADERSHIP.

Promotes the well-being of those around him or her.

Helps others be their best at home, work and in community.

Focuses on empowerment and encourages innovation.

“Every person has value and deserves civility, trust, and respect.”
- Chris Edmonds, The Culture Engine

“When you were made a leader you weren’t given a crown. You were given a responsibility to bring out the best in others.” - Jack Welch

“Leadership focuses on people. My definition of a leader is someone who helps people succeed.” - Carol Bartz, Yahoo!

3) Develop New Skills

- a) Master or Servant? Positive influence. Nourish to flourish. Don’t look down!

“When we are talked down to by a leader
they become hard to look up to.”

- b) Positionally Powerful or Personally Powerful? Yield the greatest influence personally. Positional power is fleeting. Personal power is enduring.

- c) Selfish or Selfless? Sincerely desire others to succeed. Make head & heart choices. Check your EGO at the door.

“When ego and pride become the driving force in your leadership decisions, they render you ineffective.” - Ken Blanchard

- d) Manage or Coach? Be a performance coach. Micro management yields micro performance. Give the rules, tools and GO.
- e) Complacent or Catalyst? Be a game-changer. Be part of the solution not the problem. Bring your brains to work.
- f) Iniquity or Integrity? Squash gossip. Demonstrate respectable behavior. End all negative talk.
- g) Amateur or Expert? Never stop learning. Become THE authority. The riches are in the niches. Competence is a daily task.

“I never stopped trying to be qualified for the job.”
- Darwin Smith, Kimberly-Clark

“Great leaders consistently try to UP their game.”

- h) Transactional or Relational? Care (show more interest in people). Ask high mileage questions. Work on your CONVERSATIONAL INTELLIGENCE.

REFLECT what you EXPECT

Great IDEAS and bad ideas sit on the same shelf

Move your own CHEESE!

Don't let the noise of other opinions drown out your own inner voice. – Steve Jobs

Invite and value FEEDBACK

ACCUMULATE experiences

OBESERVE other leaders

Wake up with AMBITION

Be FANATICAL about something

Hope & ACTION win victories.

RISE & SHINE!

“If we wait for the worlds permission to shine we will never receive it.”
- Marianne Williamson

“There are two ways to get to the top of an oak tree.
One way is to sit on an acorn and wait;
The other way is to climb it
- Kemmons Wilson

BEST OF SUCCESS ON YOUR JOURNEY NORTH!!



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