



# **KICKBUTT LEADERSHIP**

**Creating Enduring Leadership Practices**

*Ignite the FIRE within YOU so  
YOU can ignite the FIRE in OTHERS*

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OPPORTUNITIES through great LEADERSHIP, VISION and ENGAGEMENT

## **HAPPINESS VS SUCCESS**

***“Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.” ~Albert Schweitzer***

***What Science says about Happiness:*** Harvard Professor, Shawn Achor, and author of *The Happiness Advantage* and *Before Happiness*, has been doing research at Harvard for many years on how happiness affects the brain.

### **Here are some of his statistics:**

10% of your happiness comes from external influences.

90% of your happiness is predicted by the way your brain processes the world...your MINDSET!

Therefore if you can change the way you think about happiness and success, you can change how you effect reality.

25% of career success is determined by IQ.

75% of your happiness can be predicted by your optimism, your social support, your ability to see stress as a challenge instead of a threat.

Therefore if you are able to stay in a mindset of optimism and happiness, you can create the success you are looking for.

Reverse “If I work harder I will be successful and happy” or “If I am more successful I will be happier” formulas

### **Studies have proven that with happiness**

You are 31% more productive.

You are 37% better at sales.

Doctors are 19% more accurate in their diagnosis.

No matter what your profession your skills will be improved.

**Take a moment and write down a time when you were stressed, or things were going all wrong.**

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**Now write down what the opportunity or gift was.**

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**When you allow negativity into your brain it is like eating unhealthy food. If you rewire your brain to look for the gift or opportunity it is like going to the gym to have a healthier body. It is exercise for the brain.**

**There are 5 exercises you can do to increase your positivity:**

- 1. Gratitude**
- 2. Journaling**
- 3. Exercise**
- 4. Meditation**
- 5. Acts of Kindness**



## EMOTIONAL INTELLIGENCE

Emotional Intelligence is the ability to identify and manage your own emotions and the emotions of others. Daniel Goleman, author of the 1995 mega bestseller *Emotional Intelligence*, has spurred an entire industry about EI or as some refer to it, EQ. Emotional intelligence plays a key role in the development of leaders and teams today. EQ testing plays a key role in the process of hiring and is considered by many as more important than the person's IQ.

According to Goleman Emotional Intelligence accounts for 67% of the skills needed to be a top leader and mattered twice as much as technical skills or IQ.

### Daniel Goleman talks about 3 skills to Emotional Intelligence:

1. Self Awareness
2. Self/Team Management
3. Empathy/Engagement

Goleman has found that leaders who have a higher level of Emotional Intelligence achieve a higher degree of success in these areas:

1. Higher level of financial results
2. Develop a better organizational culture
3. Create a more productive workforce

Emotional intelligence distinguishes great leaders from average ones. It is learned, versus IQ which virtually stays the same from our childhood and is largely genetic.

### Self Awareness:

**5- COMPLETELY 4- OFTEN 3- SOMETIMES 2- SELDOM 1- NEVER**

- \_\_\_\_\_ I understand my feelings
- \_\_\_\_\_ I can interpret and support others' feelings
- \_\_\_\_\_ I know my leadership strengths and weakness
- \_\_\_\_\_ I can see others' leadership strengths and weaknesses
- \_\_\_\_\_ I am optimistic
- \_\_\_\_\_ I am not easily angered
- \_\_\_\_\_ I manage stress well
- \_\_\_\_\_ I look for opportunities
- \_\_\_\_\_ I am calm under pressure
- \_\_\_\_\_ I am hopeful
- \_\_\_\_\_ I can describe and control my emotions
- \_\_\_\_\_ I embrace challenging times
- \_\_\_\_\_ I am joyful
- \_\_\_\_\_ I am patient
- \_\_\_\_\_ I continue even when I am fearful
- \_\_\_\_\_ I can handle multiple demands
- \_\_\_\_\_ I am empathetic
- \_\_\_\_\_ I am flexible
- \_\_\_\_\_ I can describe my emotions
- \_\_\_\_\_ I can shift my priorities quickly
- \_\_\_\_\_ **Total Score**

**No matter what the score there is always room for improvement in our self emotional awareness**

85-100— High self emotional awareness

70-84— Aware but should work on improvement

0-69— Self emotional awareness is an important part of leadership— look at the areas that are low and spend time working on how to increase your score



## SELF/TEAM MANAGEMENT

### THE MORE DIFFICULT THE PROBLEM, THE MORE IMPORTANT THE CONNECTION!

How you manage your emotions and the emotions of your team or client has a direct relationship with your bottom line. In order to create action with people it is important to show them they have value. This is done by connecting with them emotionally. People will respond when you touch their heart before you ask for help or to do something. Getting to know your team or clients personally will go a long way when there is a situation or problem. They will know you are coming from a caring heart. If you need to address a group problem, first relate to them personally.

Points to remember:

7% of communication is the words you use

38% of communication is the tonality of your voice

55% of communication is body language

Whether you are trying to convey your vision to someone, or whether you are trying to figure out where someone is coming from become an expert in body language. Mirroring plays a huge role in getting buy-in from others.

**Think of a sales situation, what does your body language say to others?**

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### Empathy/Engagement:

Now you want to harness the emotions of yourself and your team. That is done through empathy. There are 2 types of empathy:

1. Cognitive
2. Emotional

To be a good leader with team members who have a great relationship with one another, you need to have both cognitive and emotional empathy. By having cognitive empathy, you are able to see the world through another's eyes. By having emotional empathy, you are able to feel what the other person is feeling. Listening is a very good beginning to having empathy with others. As a matter of fact, you really can't have empathy without the ability to listen.

Whether you want a better relationship with a team member, a client, a vendor or a family member, develop and improve your empathy skills. It is important to be effective at both types of empathy if you want to increase sales, generate more creative ideas, be effective in the management of your clients, teams, and in general be a better leader. Personal connection is invaluable.

**What is a time recently where you showed either cognitive or emotional empathy?** \_\_\_\_\_

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## MINDFULNESS BREEDS EMOTIONAL INTELLIGENCE

*“Mindfulness should no longer be considered a ‘nice to have’ for executives... It’s a ‘must have?’”*

Mindfulness creates emotional intelligence in these 4 areas:

**Focus**                      **Clarity**  
**Compassion**              **Creativity**

**Mindfulness Thinking**- a mental state achieved by focusing one's awareness on the present moment, while calmly acknowledging and accepting one's feelings, thoughts, and bodily sensations. There are 3 benefits:

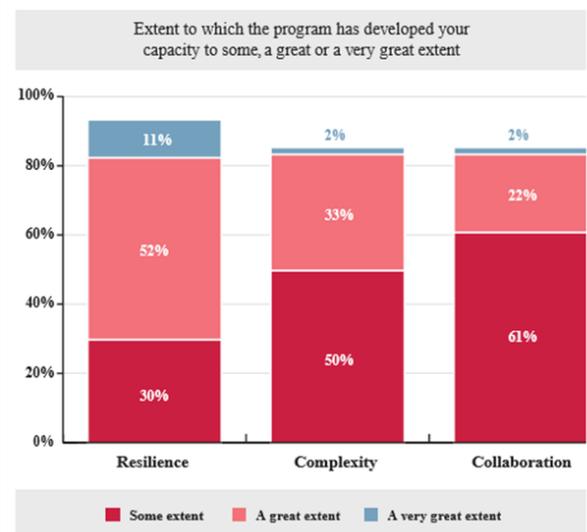
1. Improves ability to comprehend your own emotions
2. Helps you recognize emotions of others
3. Strengthens your ability to govern and control your own emotions

All of these areas are very significant when it comes to being a good leader. Mindfulness exercises can be done throughout the day. They start when you wake up in the morning, before you start your day in the office, while you are walking to a meeting or before you make a phone call. They are a great tool to start a meeting by getting everyone present, or when you have a difficult decision to make. When you drive home from the office and do these practices, you will prepare yourself to be with your family and friends. and before you go to bed at night these exercises will create a better night's rest.

In 2011, a Mindfulness Leadership Study was completed by Harvard Business Review along with other universities, research organizations and neuroscientists. They found a significant increase in the ability of 57 leaders to be more effective in 3 major areas. In addition after a short period of time, the gray matter of the brain grew in size. .

- **Participants included 57 leaders from different sectors of business**
- **They were split into 2 Groups**
  - 1st group participated in 8 week training program
  - 2nd group only participated in testing not training
- **The study looked at the density of the brain gray matter**
- **There were 3 main areas of improvement**
  - Resilience**
  - Collaboration**
  - Agility of complex thinking**
- **Other Benefits**
  - Enhanced sleep, reduced stress**
  - Improved life-work balance**
  - Increased confidence**
  - Being present created connection**
  - Problem solving became easier**

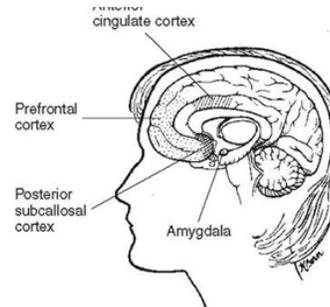
Figure 1: Post-program impact



In 2015 the University of British Columbia & Chemnitz University of Technology pooled 20 studies on mindfulness thinking to see what areas of the brain were consistently affected. They found there were 8 different areas that were affected. Two of the major areas where mindfulness showed significant change were the Anterior Cingulate Cortex and the Hippocampus. These areas are especially of importance to people in leadership roles.

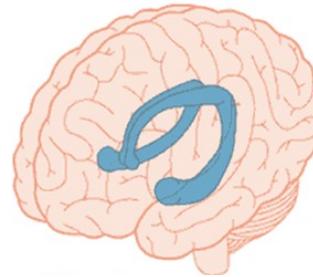
## Anterior Cingulate Cortex (ACC)

- Self regulation
- Resisting distractions
- Making correct decisions
- Learning from past experiences



## Hippocampus

- Resilience
- Memory
- Emotions



## Other brain areas related to

- Perception
- Body awareness
- Pain tolerance
- Emotion regulation
- Introspection
- Complex thinking
- Sense of self

## 3 Forms of Mindfulness Thinking:

- 1. Form of self awareness-** a state of being in the present moment and accepting things for what they are without judgement.
- 2. Form of alert meditation-** a meditation that can be done at any time for a minute or more to bring you back from autopilot.
- 3. Form of alert attentiveness-** instead of judging things that are going good or bad, you simple accept them for what they are

**Important Concept-** When difficult times happen, a practice of mindfulness will allow you to observe your feelings without labeling them good or bad. You can **CHOOSE** to react or accept “what is.” That gives you the opportunity to pass on by.



## SELF MANAGEMENT

Self Management is as much about your personal life as it is about being a Kickbutt Leader. Mindfulness techniques will benefit all aspects of Self Management including motivation, concentration, procrastination and perceived time management. By using mindfulness as well as developing strong management skills, you can produce a happy, successful and productive life.

First, we can design our life and not live it by default. Have a clear vision of what you would love, both personally as well as professionally, and stay focused on doing what you would love. Henry David Thoreau says, "I have learned... that if one advances confidently in the direction of their dream, endeavoring to live the life they are imagining, **one passes an invisible boundary**.....all sorts of things begin to occur that never otherwise would have occurred." Let's take a look at 5 areas of self management:

**STRESS-** Stress is by far the most difficult thing in our lives. Multitasking, deadlines, relationships and a sense of a lack of time all contribute to the stress in our lives. It effects our thinking, decision making and ability to get a good night's sleep. As a Kickbutt Leader practicing the mindfulness techniques, we can control the stress in our lives.

**Take a minute and think about a stress in your life. What would it look like if those stresses were not there?** \_\_\_\_\_

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**ORGANIZATION-** Organization is a key part of Self Management. It has been proven when we declutter, clean out drawers and get rid of that pile of papers, our lives improve. As a Kickbutt Leader, organizational management includes getting people on the same page so they will be working toward achieving the same vision, or solving a common problem.

**What is an area of your leadership that needs better organization? Now write down what the vision would be for you or your team when that is accomplished.** \_\_\_\_\_

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**DECISION MAKING-** There are times when you alone will need to make decisions. Then there are other times when you and your team will need to make decisions as a group. By practicing these Kickbutt Leadership Mindfulness practices it will be much easier to make those decisions.

**Think of a decision that needs to be made. How does this decision affect your vision? Does the decision move the your vision forward, or will it hold you back?** \_\_\_\_\_

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**PROBLEM SOLVING-** Problem solving may come easy to you but for many this is an area where we can get stuck. If the problem is a conflict of ideas with people on your team, taking control of the situation quickly is important.

**What is a problem you and/or your team are facing now? Stop, take a minute to breathe, bring yourself to the present. Now what comes to mind as possible solutions? What is the best outcome?** \_\_\_\_\_

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**TIME MANAGEMENT-** First, there is no such thing as time management. You can't roll minutes over, you can't change the time. As a Kickbutt Leader, you have the best tools available for managing what you do with time. When you are staying in the present moment, not thinking about the past and not worrying about tomorrow, you free up a lot of time.

**Take a minute, go to your calendar and plug in 2 minute Kickbutt breaks? After a week look at what the end results were? How much time did you save?** \_\_\_\_\_



## Here are 5 simple Mindfulness Practices:

In the research that has been done, it takes a minimum of 10 minutes a day of mindfulness practices in order to see the results from the study. These are some simple practices to get you started.

1. Before getting out of bed in the morning. Take 10 minutes, 5 minutes to breathe then think about 3 things you are grateful for that happened the day before, and envision what the outcome of the day is going to be.
2. Every 1-2 hours, stop and breathe for 2 minutes. That takes you out of auto pilot and brings you back to the present moment. Maybe take a short walk or just close your office door so you are not disturbed.
3. While walking to a meeting or before making an important phone call take 2 minutes to breathe and envision what you want the outcome to be.
4. Start meetings with others by stopping for a minute and either breathing together or ask a personal question that each person can answer. By doing so you are getting people mentally to the meeting.
5. When driving home, or if you work out of your home, turn off the phone, turn off the radio and just breathe for 5 minutes, then think about the things you are grateful that happened during the day.

## Here are some quotes from leaders that did the study:

*"I can put myself into quite a detached and objective place, almost at will...I acknowledge others' emotions but don't feel hijacked by them."*

*"It's easier to evaluate different options more rationally and calmly, based on fewer decisions on prejudice and prior experiences."*

*"I've decluttered my head. I say 'this is the only thing I'm going to think about'. Maybe this is leading toward ideal problem solving."*

*"My partner notes I am calmer and more able to cope with unexpected events."*

*"I think my husband sees the benefits of my behavior when I meditate so he tries to help create that space for me."*

*"Understanding what fits easily into my lifestyle without engendering guilt if it doesn't happen, has helped me to reintroduce regular practices."*

*"For me it's seeing the real benefit to me as an individual both at work but more so personally, that will sustain my practice and the change in behavior that this practice brings."*



# Kickbutt Leadership Program

*Ignite the FIRE within YOU so YOU can ignite the FIRE in OTHERS*

## Kickbutt Leadership Master Course 12 Modules

*Introduction*

*Module 1- Your Ability Assessment & Anchor*

*Module 2– Happiness vs Success*

*Module 3– Success vs Failure*

*Module 4– Emotional Intelligence*

*Module 5—Mindfulness Leadership Thinking*

*Module 6- Purpose, Vision & Sensorize*

*Module 7– Buy-in and Delegation*

*Module 8– Being Stuck and Fear*

*Module 9– Communication*

*Module10– Listening*

*Module 11- Self Management skills*

*Module 12– Legacy & Gratitude*

*Review*





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*Ignite the FIRE within YOU so  
YOU can ignite the FIRE in OTHERS*

## Kickbutt Leadership Master Course

Kickbutt Leadership is when Mindfulness meets Vision, Opportunity & Engagement



**Become a more effective leader**



**Improve your bottom line**



**Save time for you and your team**

This Kickbutt Leadership 12 Session Master Course is designed for leaders who want to level up. It doesn't matter whether you have been in a position of leadership for many years or whether you are new to leadership. This course will provide you with tools and techniques which have been proven to improve you as a leader both personally and professionally. When you are a Kickbutt Leader people are drawn to you and want to be a part of whatever you are doing.

**FOR A VERY LIMITED TIME!**

**Launch Price \$249**

**Regular Price \$599**

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**Coni** has spent 40 years supporting 1000's of individuals and businesses in their marketing and sales efforts. She has taken two companies from the local market to the national stage and owned 4 consulting companies. She earned three coaching credentials while writing her first international best selling book, "Crystalline Moments". She has 4 bestselling books including "Conceived to Lead" that was #1 International Best-seller in US, Canada, Australia and #2 in the UK. She started Crystalline Moments Publishing to help others that want to be authors.

